



Soon Valley Ecotourism **MASTER PLAN 2040**



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Prepared by

The Urban Unit for the Tourism Development Department, Government of Punjab
Printed in Pakistan

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ISBN:

📍 503-Shaheen Complex, Edgerton Road, Lahore

☎ 042-99205316-22

✉ uspmu@punjab.gov.pk



www.urbanunit.gov.pk

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Abbreviations

District Coordination Officer	DCO
Environmental Impact Assessment	EIA
Environment Protection Department	EPD
Geographic Information System	GIS
Government of Punjab	GoP
Municipal Committee	MC
Member Provincial Assembly	MPA
Non-Government Organizations	NGOs
Public Private Partnership	PPP
Solid Waste Management	SWM
Tourism Development Cooperation of Punjab	TDCP
Tehsil Municipal Administration	TMA
World Wide Fund for Nature	WWF

Glossary/Spellings List

Akrand Fort	آکراندا قلعہ	Kanhatti Garden	کنہٹی باغ
Amb Sharif	امب شریف	Khabbeki Lake	کھبکی جھیل
Chakwal	چکوال	Khushab	خوشاب
Chambal Manadr	چانبل مندر	Lahore	لاہور
Choa Saidan Shah	چواہ سیدن شاہ	Mai Wali Dheri	مائی والی ڈھیری
Daep Sharif	ڈیپ شریف	Naushera	نوشہرہ
Darbar Hazrat Sultan Mahdi	دربار حضرت سلطان مہدی	Neela Whan	نیلہ واہن
Islamabad	اسلام آباد	Saddique Abad (Kufri)	صدیق آباد (کفری)
Jhalar Lake	جھالڑ جھیل	Sakesar	سیکسر
Kallar Kahar	کلر کھار	Talagang	تلہ گنگ
Kallar Kahar Toll Plaza(M-2)	کلر کھار ٹول پلازہ	Uchali Lake	اوچالی جھیل

Preface

Tourism has become an emerging industry globally - turning out to be a big source of income. Ecotourism seems growing parallel to it, and has become a booming and flourishing business even in Pakistan which is a good omen for accelerating the economic growth too. However, the uncontrolled growth causes many problems and collateral damages occur to the biodiversity and environment.

Soon Valley, situated in the north-west of Khushab district of Punjab, is renowned locally for its natural beauty. The land abounds with beautiful lakes, waterfalls, jungles, natural pools and ponds. In addition, the valley provides a unique sanctuary to a host of migratory birds in winters. The area is blessed with reminiscent of ancient civilization, natural resources and fertile farmland; offering visitors an extraordinary landscape and a unique experience. The land, itself, is environmentally sensitive and is among the ecologically pristine areas of the country that are rapidly shrinking due to human intervention. Unfortunately, the nascent ecotourism sector in Pakistan has yet to take adequate steps - either to conserve the natural beauty of the area, or to develop tourist infrastructure that would introduce it to general public. Taking into account the natural assets and rich biodiversity of the Soon Valley, developing an ecotourism Master Plan is a suitable approach for addressing the current concerns about protection of biodiversity and the cultural heritage.

The Soon Valley Ecotourism Master Plan 2040 sets out a vision for sustainable ecotourism development in the Valley and includes recommendations, priority infrastructure development, and activities with an implementation framework. In this sense, it marks an important milestone for the ecotourism development in Soon Valley. The Plan is a product of comprehensive stakeholder consultations and a number of consultative meetings and surveys and several ad-hoc meetings.

The proposed Master Plan has the potential to attract commercial partners and provide multiple new and diverse revenue streams to increase its financial sustainability. These opportunities and recommendation given in this Plan include operation of the cafes and accommodations, branding and marketing of Valley scenic beauty, development of new tourist sites, preservation of forests and capacity building of residents and visitors. This would enable the TCDP to reduce its reliance on state funding, and reinvest in its long term future.

Nadia N. Qureshi

Senior Specialist Urban Planning & Architecture, The Urban Unit

Acknowledgements

The Urban Unit would like to extend its sincere gratitude to everyone who assisted in development of the Soon Valley Ecotourism Master Plan 2040. The plan is a collaborative effort of all sectors of The Urban Unit and we are thankful to Tourism Development Corporation Punjab (TDCP) and the tourism department, government of punjab for their financial support and guidance provided during preparation of the plan.

We would also like to extend our appreciation towards the Steering Committee of the Soon Valley Ecotourism Project for the provision of their expert and analytical support. We are also grateful to the authors for their exclusive work and effort to accomplish the development of this plan.

Core Team/ Authors

Dr. Nasir Javed – Chief Executive Officer, The Urban Unit

Ms. Nadia N. Qureshi - Senior Specialist Urban Planning and Architecture, The Urban Unit

Advisory and Technical Support

Mr. Ahmer Malik - Ex Managing Director TDCP

Mr. Secretary Tourism

Contributors

Urban Planning and Architecture team – The Urban Unit

Maps and Figures

GIS Team – the Urban Unit

Editing

Madiha Qamar – The Urban Unit

Design and Layout

Razia Liaqat – The Urban Unit

“In the end we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.”

- Baba Dioum -

Messages



Tourism is ranked as the 3rd largest export industry globally that brings hope, prosperity and understanding to millions of lives and livelihoods all around the world. Learning from the best practice experiences of tourism, the Tourism Development Corporation, Punjab committed to create more opportunities to showcase its various initiatives and projects. The Soon Valley is one such example; the aim is to showcase the Valley's natural beauty while promoting it to tourists worldwide. The result of which is this Soon Valley Ecotourism Master Plan 2040, that explores strategies and a way forward to develop ecotourism in the Valley.

The plan proposes major activities for ecotourism development such as strategies for improving ecotourism products, accessibility, employment and training, marketing and promotion, sustainable development, historic preservation, and others, while ensuring the protection of Valley's natural and cultural resources. This plan will help monitor the gaps in the tourism industry in the Valley and warrant that we enable this powerful global transformative force to contribute in making the master plan a sustainable development initiative in real sense of the word.

Mr. Ahmer Malik

Managing Director
Tourism Development Corporation Punjab



Soon Valley is a breath-taking area of natural splendor comprising of lakes and springs, lush green fertile fields, beautiful landscapes, dense forests and pre-historic sites.

The Soon Valley Ecotourism Master Plan 2040 is an important step in achieving the Governments objectives of tourism development across the province and the country. It will also help build a new thriving tourism industry and deliver new ecotourism experiences. It will foster ecotourism opportunities that support sustainable growth, protect the environment and strengthen the economy.

The Plan is an initiative aimed at developing a tourist hub without harming its environment and ecology and the Government along with the tourism industry, traditional owners, conservation and research sectors and the community must work together to achieve the outcomes of the Plan.

Mr. Hamayun Mazhar Sheikh

Secretary
Youth Affairs, Sports, Archeology and Tourism



Ecotourism is one of the most popular tourism industries in the world today. Many developed and developing countries has been enhancing their economy by ecotourism development. The Urban Unit has developed the Soon Valley Master Plan 2040 on behalf of the tourism development corporation, Punjab to provide specific recommendations for policy and planning framework that will ensure the growth of the tourism industry in an economically, socially and environmentally sustainable manner thus enabling TDCP to meet future needs of residents, visitors, investors and other stakeholders. A broad range of input and ideas have been considered as part of preparing this plan, with numerous stakeholder interviews and consultations, surveys and analysis.

Our vision is to make the Soon Valley Ecotourism Master Plan economically viable; yielding inclusive growth, socially inclusive; bringing decent jobs and empowering communities there, environmentally sound; preserving and enriching the environment and addressing climate change, and culturally attractive; celebrating and preserving diversity, identity, and tangible and intangible culture.

Dr. Nasir Javed

Chief Executive Officer
The Urban Unit



01

The Soon Valley

The western edge of the salt range forms a semi-loop called the Soon Valley; known as one of the most beautiful valleys in Pakistan. It has the potential to be the second most important tourist destination in Pakistan; the first being the hill station of Murree.

The Valley is inundated with remains from ancient civilizations dating back to 500 B.C. along with samples of ancient natural resources such as rocks and minerals that date back to 50 million years.

The Valley is well-known for its natural beauty and is surrounded by undulating green hills that vary in size and dimensions, providing spectacular views. It is famous for its lakes, springs, waterfalls, mountains, landscapes, springs, forests, wildlife, rich archaeology, historic sites and ancient history, and is also a unique sanctuary to a host of migratory birds in the winter.

The Soon Valley of Pakistan welcomes tourists to rejoice themselves with nature's beauty and promises its visitors astonishing landscapes and an exceptional experience.

Geographic Location

Soon Valley is situated in the centre of the Punjab Province within the Sargodha Division and lies to the northwest side of the Khushab District. It begins from the village of Padhrar and ends at Sakesar, which is the highest peak within the Salt Range. It is 56 km in length with an average width of 14 km, covering a total land area of 900 sq. km. **Figure 1** shows its geographic location of Soon Valley within the Salt Range.



Pakistan



Punjab



Salt Range



Legend

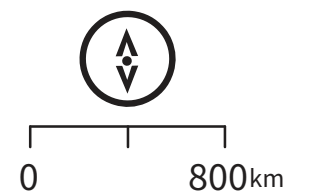
Administrative Boundary
 Provincial Boundary

Transportation Network
 Expressway/Motorway
 National Highway
 Highway

River
 Salt Range Boundary
 Soon Valley (Study Area)

Elevation Profile (90m)

-52 - 338	338.01 - 767	767.01 - 1,241
1,241.1 - 1,780	1,780.1 - 2,421	2,421.1 - 3,190
3,190.1 - 3,946	3,946.1 - 4,614	4,614.1 - 5,285
		5,285.1 - 8,569



Geographic Location of the Valley

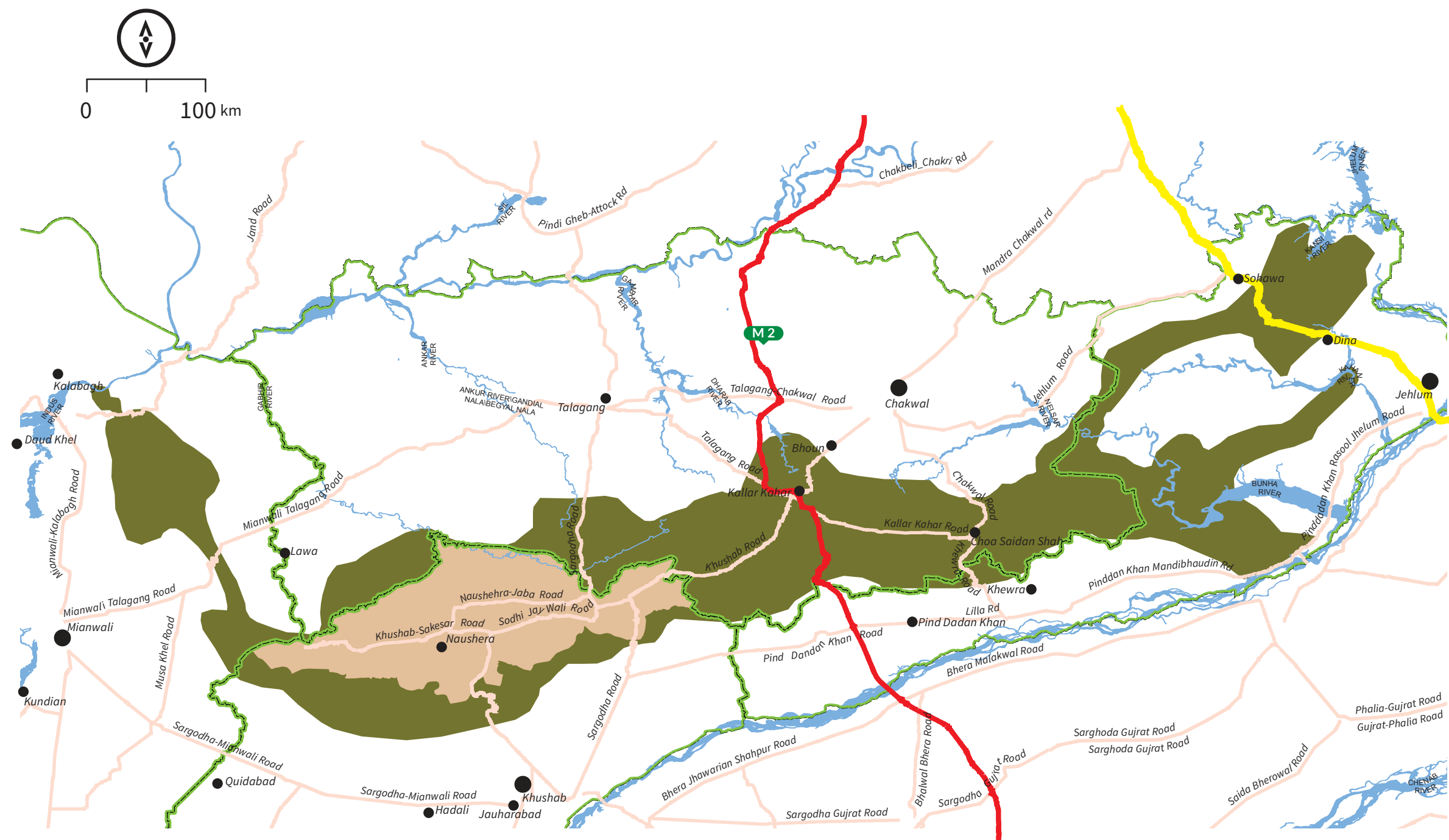


Figure 1: Geographic Location of Soon Valley within the Salt Range

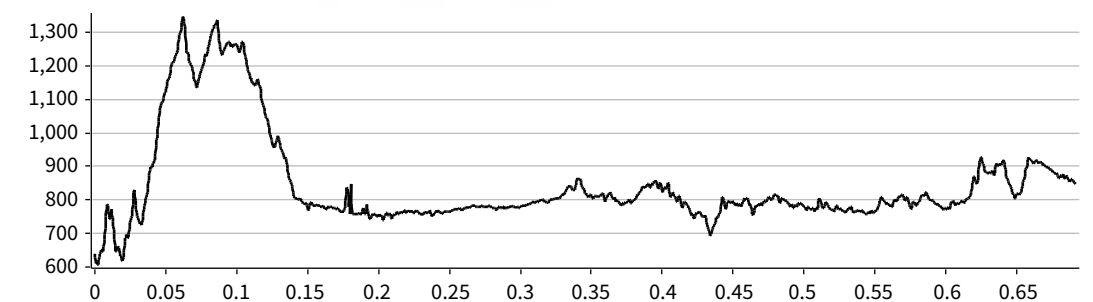
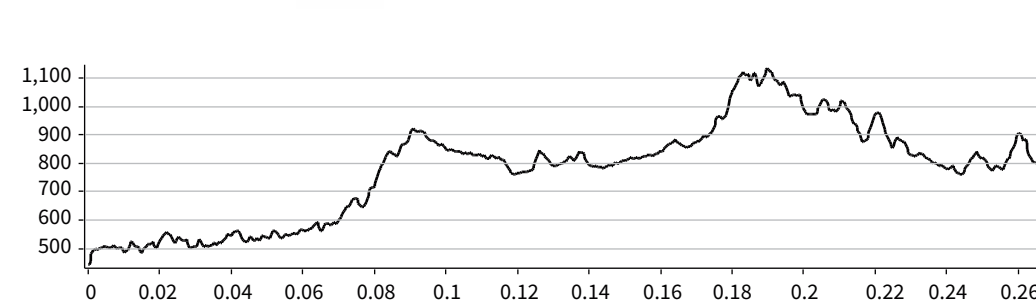
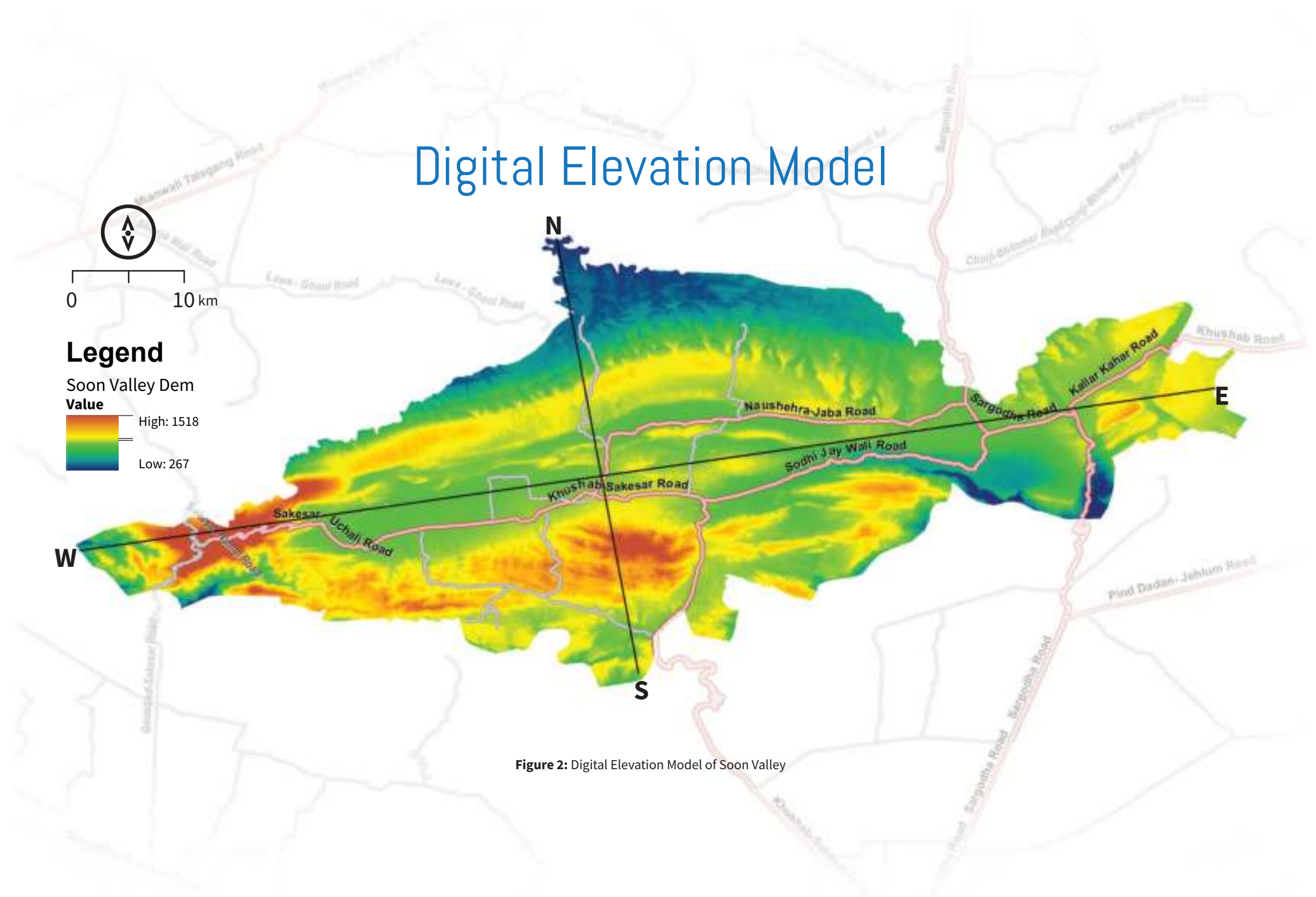
Legend

Urban Class	Administrative Boundary	Transportation Network	
● Town	— District Boundary	— Expressway/Motorway	— River
● Small City		— National Highway	— Salt Range Boundary
		— Highway	— Soon Valley (Study Area)

Topography

The distinctive topographic patterns of Soon Valley i.e. its mountains and hills provide an exceptional scenery. The average elevation of the valley is about 700 meters above mean sea level (MSL), with the highest summit being Sakesar, which is located towards the west of the salt range and is almost 1500 meters above MSL.

Figure 2 shows the elevation profile of the Valley, where the areas depicted in red show the highest elevations and the one in green show the lowest.



Climate

The climate of the Soon Valley is characterized as sub-humid with hot to moderate summers and severe winters. Within the area, the thirty-year average precipitation was 853 mm. People usually experience hot dry winds in the summer, heavy rainfalls in July to September that create a chill breeze downward from Sakesar that engulfs the valley, and frost in the winters.

During the months of May and June, the temperature sometimes rises up to 46°C and with the advent of the monsoon rains, it falls as low as 26°C. However, the average minimum temperature in winters is generally about 0.5°C.

The annual rainfall varies from 300mm to 800mm while the relative humidity ranges from 22% - 85%. With an average of 107 mm of rainfall, the most precipitation is in August and November, which has approximately 6mm of rainfall is considered the driest month in the Valley.

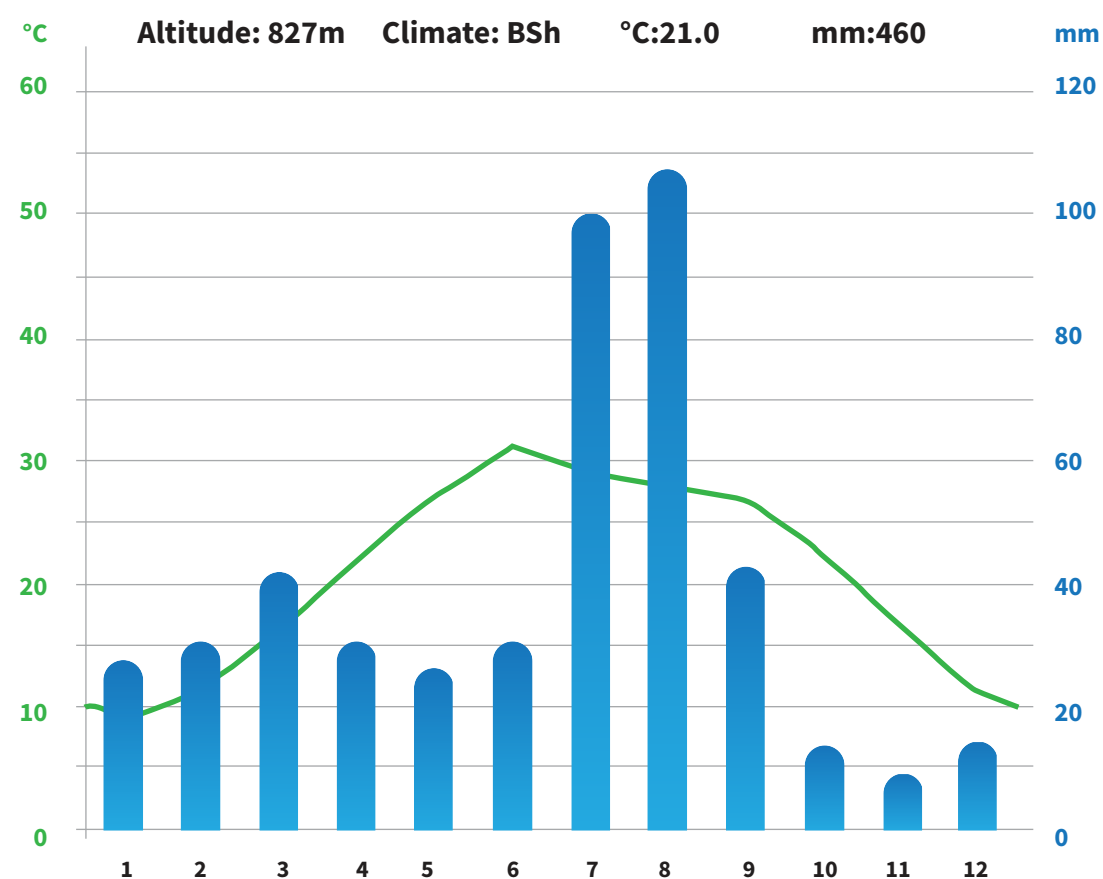


Figure 3: Climate Condition prevailing in the Valley

Source: Climate-data.org

Local Climate and Variability of Soon Valley



Winter

Mid December to March

10°C - 18°C



Summer

April to June

20°C - 32°C



Monsoon

July to September

30°C - 25°C



Post Monsoon

October to Mid December

20°C - 12°C

Administrative Context

The Soon Valley is divided into seven Union Councils (UCs) and one Municipal Committee (MC). The UCs are Khabekki, Anga, Uchali, Sadiqueabad (Kufri), Sodi Wali (Khoora), Mardwal and Phadrar, where as the MC is Naushera, which is the largest settlement in the Valley. **Figure 4** shows the administrative boundaries of each UC as well as MC Naushera.

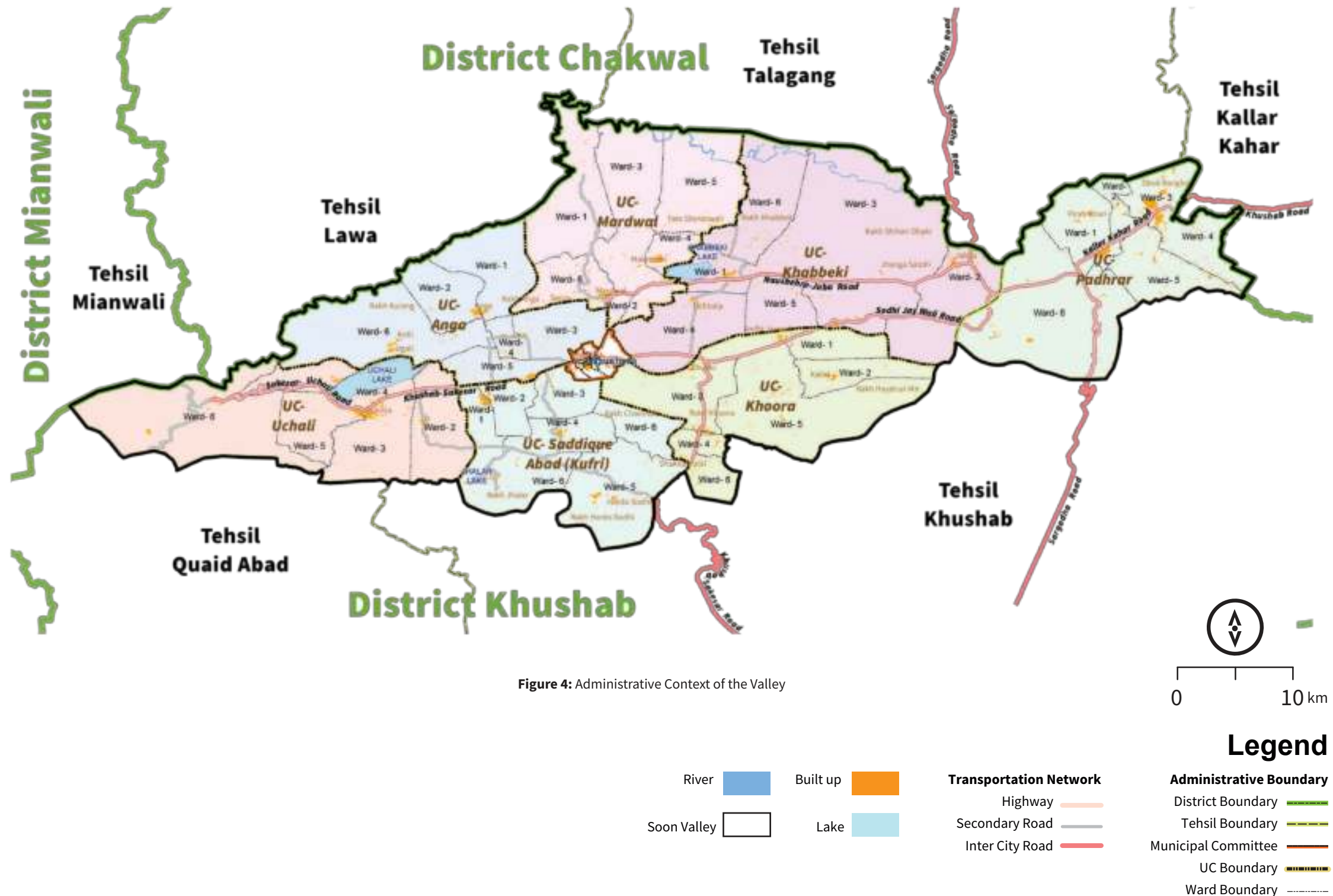


Figure 4: Administrative Context of the Valley

Population Dynamics

According to the population census of 1998, the population of the Valley was around 104,800 and has now according to the the census of 2017, it has risen to around 142,700, with an annual growth rate of 1.64.

The administrative size of each village ranges from 500 to 1200 households, including small settlements within the revenue boundary of the village.

Table 1 below shows the year wise population along with the projected population. The population count is according to Census 1998 and Census 2017; this has been projected for 2040 using the average growth rate.

Table 1: Population Dynamics of Soon Valley

Union Councils	Population (Years wise)			
	1998	2017	Growth Rate (%)	Projected Population 2040
Padhrar	18787	24774	1.47	34628
Mardwal	11679	15641	1.55	22276
Uchhali	14105	20407	1.96	31912
Sodi wali (Khoora)	14876	21403	1.93	33245
Khabekki	12564	14977	0.93	18526
Sadiqueabad (Kufri)	12362	17617	1.88	27050
Anga	11422	14018	1.08	17962
Naushera*	8952	13852	2.32	23497
Soon Valley	104747	142689	1.64	209096

*Naushera was Tehsil Council in 1998 census; it got the rank of Municipal Committee in PLGA, 2013

Source: Pakistan Bureau of Statistics, Government of Pakistan

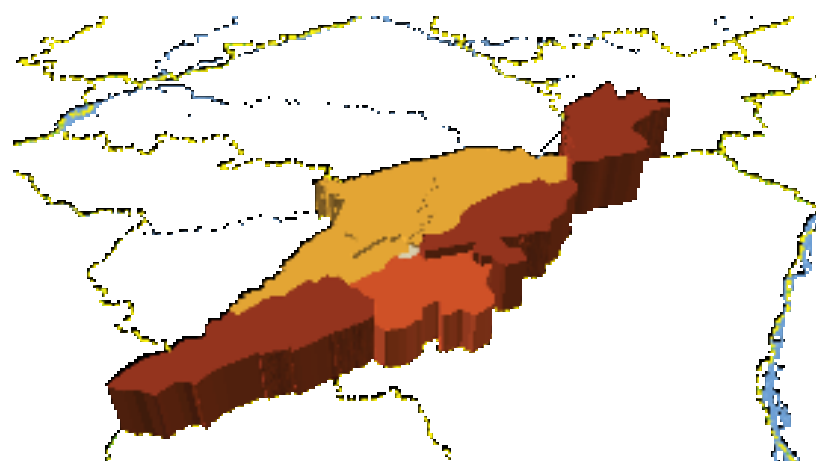
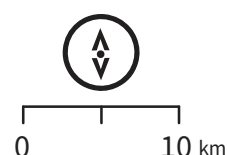


Figure 5: UC Wise Population of the Valley

Legend

Administrative Boundary	UC Wise Population Count
District Boundary	12000-13000
Tehsil Boundary	13001-17000
Municipal Committee	17001-20000
UC Boundary	> 20000
Ward Boundary	



Settlements & Villages

With respect to area, the Naushera MC is smallest of all other Union Councils but constitutes major settlements such as Mundial, Dhaka, Maroka Dhaka, Jalay Wali, Chamrraki and Naushera Town; it is also the main town of the Valley and the hub of all major businesses and commercial activities.

There are approximately 70 main villages and settlements within the Valley and their details in accordance to UCs is summarized in **Table 2**.

Table 2: UC Wise Area and Villages/Settlements in the Valley

Union Councils	Area (Sq.Km)	No. of Settlements	Names of Settlements
Anga	108	8	Sabhral, Shakar Kot, Sarhal, Anga, Rakh Anga, Kotli, Ugali, Rakh Kurang
Khabbeki	191	11	Uchhala, Khabeki, Rakh Kiri, Rakh Paslian, Jhanga Salohi, Jabba, Ahmadabad (Khotaka), Rakh Shihan Dhaki , Rakh Perr, Rakh Khabbeki, Khabakki Forest Side
Sodi Wali (Khoora)	111	8	Chhai, Rakh Khoora, Rakh Hayat-ul-Mir, Sodhi Jaywali, Dhakka Rural, Kalial, Chhai, Bhukki
Mardwal	122	10	Mardwal, Dhadhar, Makroomi, Noshera (Rural), Rakh Mardwaal, Rakh Khairrot, Ganwali, Fate Sheranwali, Thikrali, Saura
Padhrar	128	7	Kadhar, Kuchara, Padhrar, Pail, Pirah Khari, Rakh Pail, Dhok Rangha
Sadiqueabad (Kufri)	101	11	Rakh Chamnaki, Sadiqueabad (Kufri), Manawan, Surrakki, Rakh Surrakki, Hardo Sodhi, Rakh Hardo Sodhi, Jhalar, Rakh Jhalar, Adlial, Kahuchara Nala
Uchali	133	14	Koradhi, Chitta, Uchhali, Rakh Uchhali, Rakh Koradhi, Rakh Chitta, PAF Base Sakesar, Rakh Sakesar Khushab, Rakh Sakesar Mianwali, Rakh Sakesar Attock, Dhok Mian Karam Elah, Chautra, Dhok Fateh Khan, Dhok Mirbaz



Tribes and Culture

The main tribe of the area are the Awans, with of ancient linkages; they arrived and settled in the Valley with Qutub Shah, who was a medieval Persian Sufi, preacher and a scholar. Historically, the head of clan in each village was known as the Raees and the head of a tribe was known as Raees-Azam.

Practically the entire population in the valley is Muslim with hardly any minority religions. Punjabi is the predominant language spoken in the Valley and 95% of population speaks in a Saraiki-Influenced accent, similar to that spoken in southern Punjab. However, Urdu, the national language of Pakistan is easily understood by most of the people.

The locals follow Islamic traditions and live in a typical Punjabi culture. Both men and women wear traditional dresses that is shalwar kameez, with the addition of a duppata or chaddar for women.

In the valley, like most of Pakistan, people live in joint family system and marriages are arranged according to the Islamic traditions and wedding ceremonies usually takes place in mosques.

Most of the festivals like Urs and Melas that are celebrated in the Valley are religious in nature or associated with agriculture. The Urs of Hazrat Ilyas (R.A) celebrated in Chitta village each year in which peoples come from different villages along with their families and cattle.

The valley has one of the five game reserves in the country, for which, when there is game season, the locals and participants both arrange events around the games.

Agriculture

Agriculture, livestock, and mining are the main professions of the people in the Soon Valley and approximately 80% of the economy is agriculture based.

People in the Soon Valley are largely dependent on agriculture and livestock as their means of livelihood and Table 3 below lists out the main fruits, vegetables and crops that are grown here. According to the representative of a local NGO, an average of 77% of cash crop i.e. wheat, cauliflower, potato and onions are grown on agriculture land present around the lakes of Uchali and Khabeki and yields from here are usually high each year. The average per acre yield of these crops is 2200 kg for wheat, 5600 kg for cauliflower and 3000 kg for chillies, whereas two species of potatoes that were introduced in the valley a few years ago, the average yield per acre is 8000 kg.

Locals of the Valley are also involved in the commercial cultivation of off-season vegetables and crops that include cultivating oranges in the summer season.

Commonly grown cash crops around these lakes are described below:



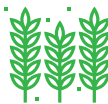
List of Fruits

Grapes, Apricots, Plums, Pomegranate, Peach, Guava, Apple, Olive, Almond, Wild dates, Orange, Figs, Mango, Banana, Persimmon, Jamun & Mulberry



List of Vegetables

Potato, Cauliflower, Saag, Onion, Cabbage, Bathu & Chulai



List of Other Crops

Wheat, Potato, Cauliflower, Rice, Corn, Lentil, Saag, Jute, Sorghum, Barley, Mung Bean, White Grains, Black Grains, Sugar Cane, Onion & Chillies

Source: Field Survey by the Urban Unit, 2015-16

Majority of the farms in the Valley are managed through sharecropping system, whereby the owners provide land and tube-wells and skilled labour manages the crops. Field studies further suggest that of the total farms in the Valley, 18 % are owner-operated, 6 % tenant-operated and the remaining 76 % are operated through sharecropping.



Industry

Although the Soon Valley is still dependant on agriculture for its main source of income, the following industries within the valley were identified during field surveys:

Poultry farms near Sodhi, Angah, Jahlar and Kufri
Stone crushing Industry near Sodhi, Chanbal and Kalyal Sharif
Coal Mining Industry near Kalyal Sharif



Air Quality

The ambient air quality of the Soon Valley was measured in the winter of 2015 and the results depicted that all the measured parameters were in permissible limits of WHO and Pak-NEQs and the air quality of the villages and towards the adjacent sides of the lakes were observed to be healthy as shown in **Figure 6** below.

Air Quality Analysis

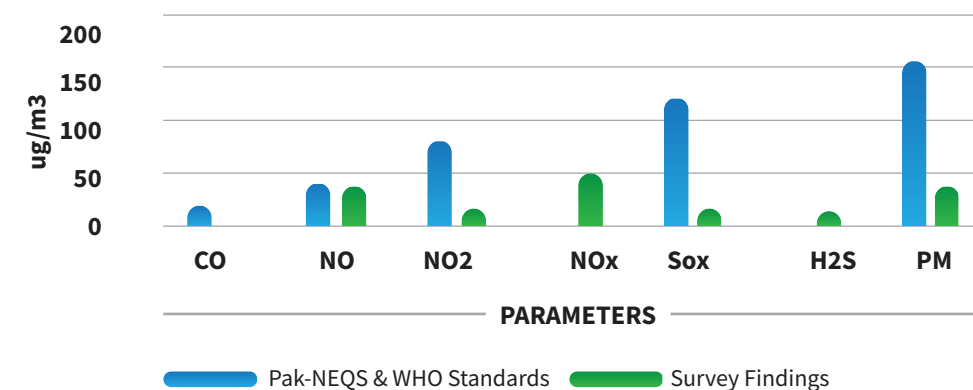


Figure 6: Air Quality Analysis of Soon Valley

Source: Envirmental Impact Assesment Report of the Soon Valley, 2015.

Noise Quality

Noise quality of the Soon Valley was also measured in 2015 and the obtained results revealed that majority of the areas are free from noise pollution and the measured parameters are in permissible limits of Pak-NEQs. **Table 3** shows the Summary of Noise Quality at Six Different Location of Soon Valley:

Table 3: Summary of Noise Quality in the Valley

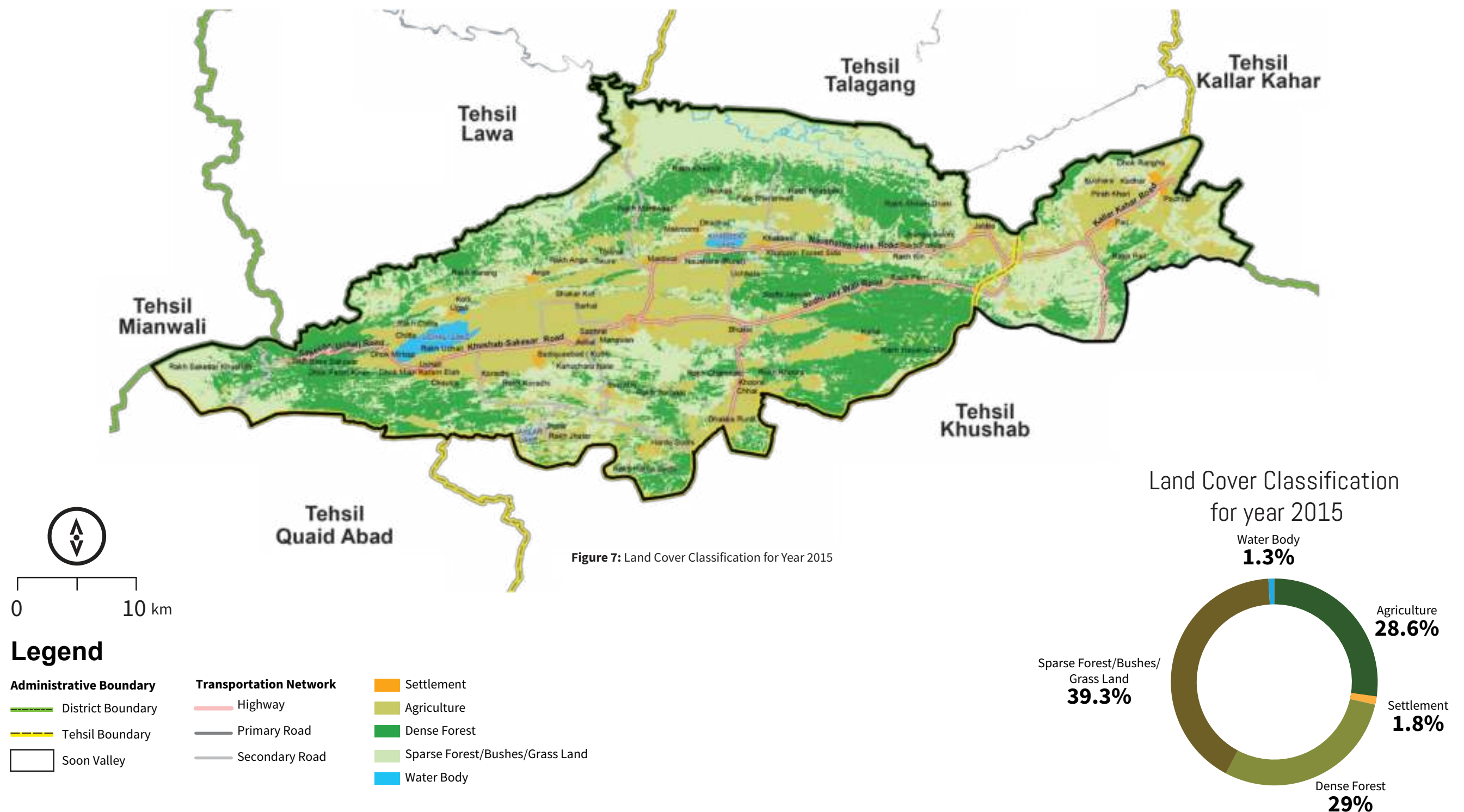
Location	Average Noise dB (A)	Day Time Noise dB (A)
Chitta Village	47.66	55
Dhoke Janjwall	40.18	55
Dhoke Mir Abbas	60.92	55
Uchhali Village	36.47	55
Uchhali Lake Bank	31.88	55
Khabekki Lake	40.07	55

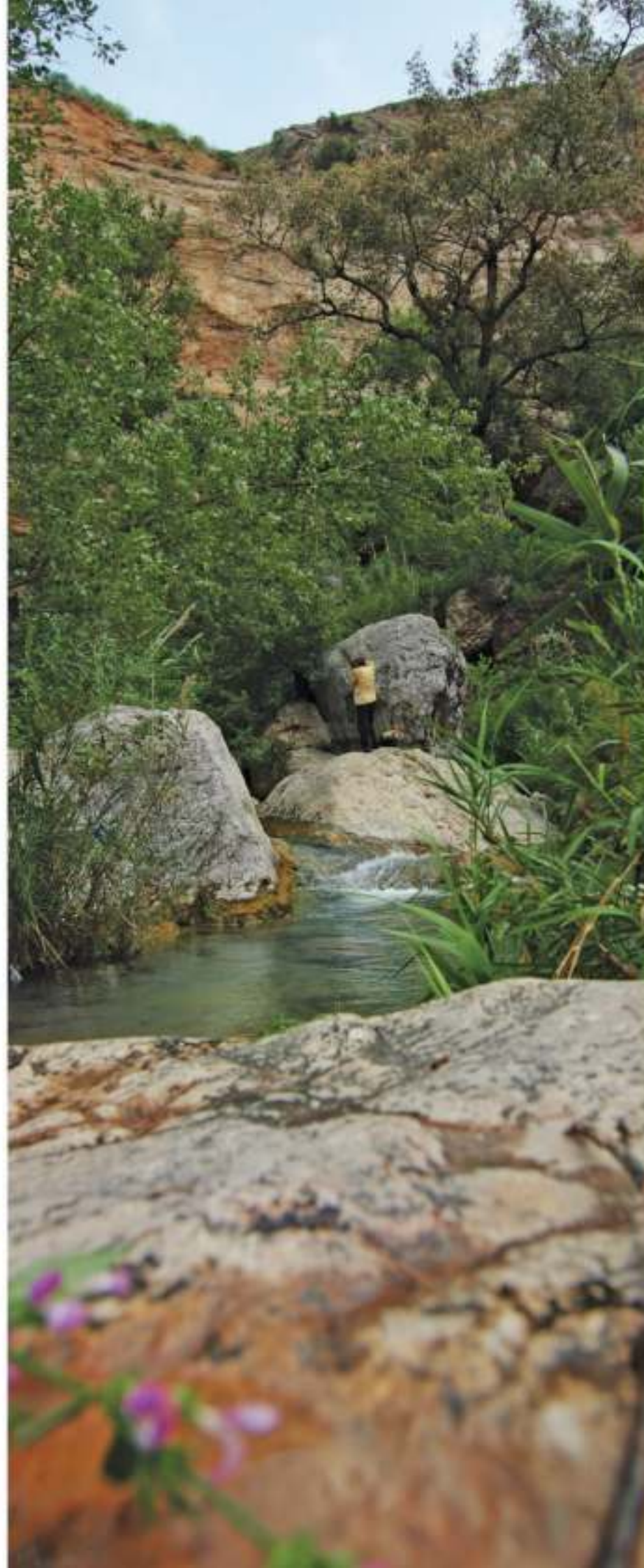
Source: Envirmental Impact Assesment Report of the soon valley, 2015

Land Cover Classification

Given that there is no land use survey for the Soon Valley, for the purpose of this plan a supervised classification system was used to produce land cover classifications. The following five land cover classes were identified and mapped:

Agriculture | Settlement | Dense Forest | Sparse Forest/Bushes/Grass Land
Water body (wetlands, rivers, drains, pond, springs and waterfalls)





Natural Hazards

No major natural hazards or calamities such as earthquakes, floods or cyclones have been witnessed in the Valley in the past several years, with the exception of the earthquake of October 2005 and the drought that lasted for five years (1997-2002). Some minor events of land sliding have been observed along the Khushab-Sargodha Road.

Places of Interest

The Soon Valley has countless places of interests and is famous for its scenic views, biodiversity, ecological significance, and habitat. Prominently, the Valley hosts a large region of wetland of international importance, enlisted as Ramsar sites under the Ramsar convention 1971. It is inundated with natural attractions including Uchali Lake, Jhalar Lake, Khabekki Lake, Kanhatti Garden, Daip Shareef, Anmb Shareef, Nur Singh Phowar, Tulhath Fort, Akrand Fort, amongst others.

Institutional Setup

The Soon Valley comprises of seven Union Councils (Khabekki, Anga, Uchali, Sadiqueabad (Kufri), Sodi Wali (Khoora), Mardwal and Phadrar); according to local government system which are primary rural and part of the Khushab District. District Council is headed by Chairman Zila Council and each Union Council is headed by a Chairman UC. The functions of Union Council include but not limited to provision of public facilities, promote health, support relief measures, arrange for registration of births, deaths, marriages and divorces in their respective areas.

Within the boundary of Soon Valley, there is only one Municipal Committee (MC) which is Naushera and it has 12 wards. Municipal Committee is headed by Chairman MC and it is mandated to prepare land use and zoning plan, exercise control over land-use, land-subdivision, land development and zoning by public and private sectors and to provide the municipal infrastructure and services.





02

Ecotourism

Ecotourism is defined as responsible travel to natural areas that focuses on conserving the environment, sustaining the well-being of the local people, and involving interpretation and education of both visitors and guests. It is distinguished by its emphasis on protection, awareness, responsibility and active community participation.



Conservation

Offering market-linked long-term solutions, ecotourism provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps protect the natural and cultural heritage of our beautiful planet.



Communities

By increasing local capacity building and employment opportunities, ecotourism is an effective vehicle for empowering local communities around the world to fight against poverty and to achieve sustainable development.



Interpretation

With an emphasis on enriching personal experiences and environmental awareness through interpretation, ecotourism promotes greater understanding and appreciation for nature, local society, and culture.



Principles and Charecteristics of Ecotourism

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt ecotourism principles. The Soon Valley Ecotourism Master Plan ensures that tourism in the Soon Valley is developed, managed and implemented on the standards set out by these characteristics and principles as explained below:

**Sustainability | Public Involvement | Conservation
Education | Green Efforts**



Ensure Sustainable Development of Wetlands

Strategize local tourism development initiatives while integrating the Ramsar Convention's Wetlands conservation guidelines into local development perspective through the sustainable development of ecotourism destinations around these wetlands.



Minimize Negative Impacts of Development

Minimize the physical impacts of tourism development on the environment and the society by the active inclusion of the community and social media in the planning and the policy making process as a significant stakeholder. To achieve sustainable development design, construct and operate low-impact tourist facilities.



Strengthen Institutions

Strengthen institutional arrangements to achieve environmental sustainability and ensure capacity buildings of local communities and the tourism department.



Safeguard Economic Benefits for the Community

Extract direct and indirect financial benefits for the locals as well as the region by ensuring that the trickle down effect of development reaches the lowest levels of the society. This will direct revenues to the conservation of natural areas and the management of protected areas.



Promote Environmental Awareness

Induce environmental awareness as a common knowledge using awareness oriented product development and effective marketing. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.



Empower the Local Communities

Empowering the locals' thorough education, micro-level interventions, and their meaningful involvement together with the overall socio-economic development will bring economic benefits to local communities and direct revenues to local people living near the protected areas.



Prepare Environmental Friendly Policies

Mainstream environmental sustainability into all local development related policies and regulations. Practice conservation and preservation of natural habitat and the built environment by minimizing the adverse effects of development.



Strengthen Social Media as a Tool

Leverage social media as an important tool to promote tourism industry by providing relevant infrastructure, improving service quality and increase of tourist's satisfaction



Promote Education

Maintain the norm of cultural respect for the local community through the education of both the community and the tourists

Soon Valley for Ecotourism

The Soon Valley is an area that is environmentally sensitive and is among the most ecologically untouched areas of Pakistan. Unfortunately, similar sites around the country, have been rapidly shrinking due to human intervention and unsustainable developments.

The Valley remains a land of adventure and nature among the major tourist sites of Pakistan. Trekking, mountaineering, wild boar hunting, water boating, mountain and desert jeep safaris, fishing and bird watching are the major tourist activities in the soon valley. The annual tourist figure noted in Soon Valley in 2016 was 295,200 . This plan aims to increase this figure with the effective utilization of the existing potentials of the valley.

To ensure that there is a major increase in the number of tourists that visit the valley and at the same time the Valley remains as pristine as it is now, the TDCP has taken the initiative to introduce and develop ecotourism to ensure its implementation through this Soon Valley Ecotourism Master Plan 2040.



03

The Soon Valley Ecotourism Master Plan 2040

The Soon Valley Ecotourism Master Plan is a result of numerous surveys, assessments and an in-depth visioning process, where the Valleys residents and stakeholders first worked together to establish a consensus on identifying what the tourism industry wanted to accomplish in the Valley and develop tourism based goals, then an organizational scenario was anticipated which would have far reaching implications on what developments to propose in pursuit of these goals, and how ecotourism in Soon Valley will be organized in the future.

The Urban Unit in on behalf of the TDCP and in collaboration with the Government of Punjab worked on this comprehensive and sustainable Ecotourism Master Plan for the Soon Valley, which includes background and introductory information about the valley, an overview on ecotourism, some educational material about the Ramsar convention, a detailed site analysis and a broad array of recommendations to promote ecotourism in the valley.

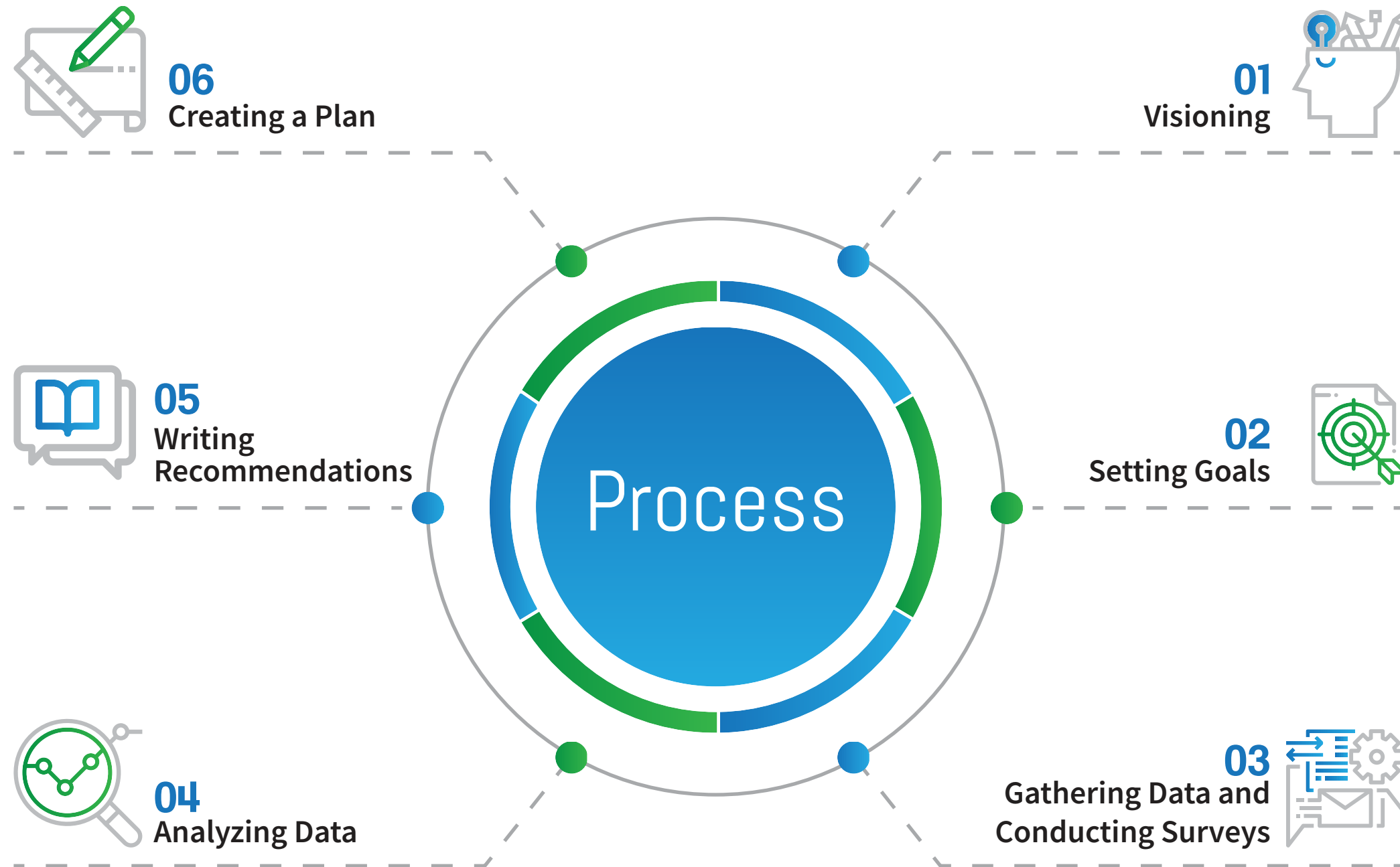
Vision Statement

The visioning process adopted for the Soon Valley Ecotourism Master Plan 2040 considers the recommendations from and aspirations of all cross sections of the society as well as institutional stakeholders to build a Shared Vision. The process helped to develop a consensus “Vision Statement” that will enable the Plan to be implemented successfully leading through a collaborative approach and community stewardship.

The following “**Vision Statement**” was evolved through a collaborative consultative process, which eventually guided in framing plan specific objectives.



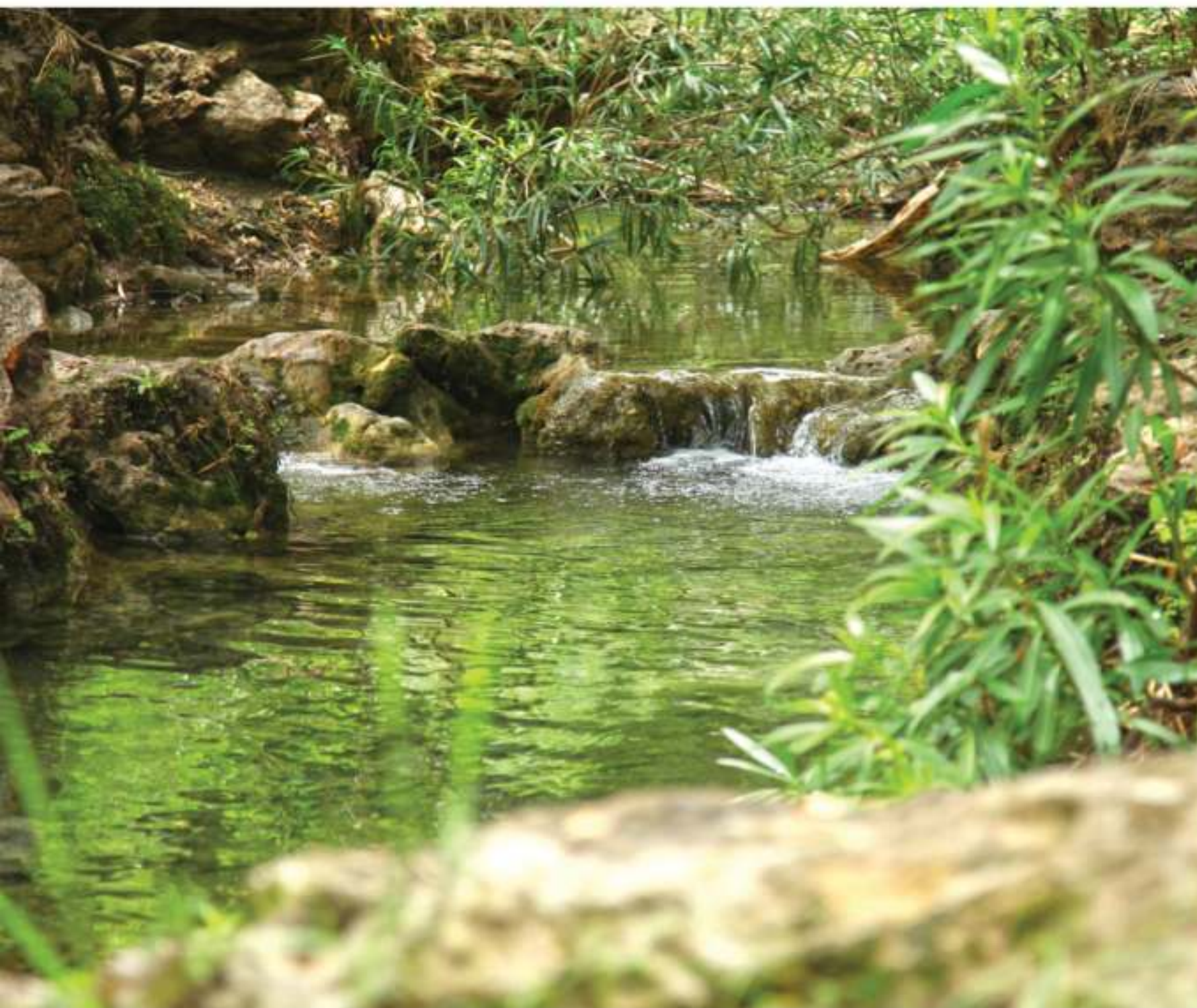
“Soon Valley Ecotourism Master Plan 2040 envisions to develop the Valley as a most desirable and sustainable tourist destination through a collaborative planning and development process. The Plan also envisages to help boost the local economy by capitalizing on and developing marketing approaches, local culture, heritage and nature based tourism, while still conserving the Valleys ecological capital.”



Surveys were conducted to get relevant information on the Valleys:

Topography | Transport | Connectivity | Demographics | Land use Economy | Livelihood | Environment
Tourists Sites | Historic sites | Social Infrastructure | Physical Infrastructure

These surveys identified ground realities for the preparation of technically applicable, socially acceptable, environmental friendly and economically feasible recommendation in this Plan.



04

Goals and Objectives

In order to grow and develop its tourism industry, Soon Valley is to enhance the visitor experience by developing and upgrading the existing sites, products, events, and services, leveraging the native culture and unique characteristics of its villages as tourism products, and improving area connectivity. Keeping in mind the Vision developed for the Plan and the Valleys key assets, potentials, and constraints, the following goals and objectives have been developed:

1-Eco-friendly Developments

Soon Valley's tourism industry will embrace its vision and green its operations to develop and promote Soon Valley as a world leading sustainable community and eco-tourism destination.

This plan will help to frame the guidelines for infrastructural development in the area that will be environmentally friendly, socially acceptable and economically feasible by ensuring minimum carbon footprints of development projects within the valley and will help to achieve sustainability and environmental balance in the area.

2-Improved Local Resident Experience

Soon Valley will foster a positive social, cultural and economic relationship between the tourism industry, visitors and local residents that turn Soon Valley into engaged and committed hosts.

This plan will aid the Valley to become socially cohesive and adaptable to new experiences and cultures by interacting with diversified people who will visit from different areas. This Social interaction and allied economic interest of the local community will make them friendly, aware of different cultures and customs and assist the community in bringing about positive change in their way of living. Recommendations in this plan are given to promote cultural exchange, improve the understanding of different communities and preserve cultural identity of host population.

3-Enhanced Visitor Experience

Soon Valley will create, enhance and deliver tourism products and services, activities and events that create a compelling must visit destination experience that reflects the unique culture and scenic diversity of Soon Valley.

This plan outlines proposals to enhance tourism sites such as forts, lakes, waterfalls and gardens by introducing more eco friendly development, by promoting more tourism activities such as hiking, boating, camel riding etc., and by preserve heritage sites.

4-Increased Investment

Soon Valley will foster the expansion of private sector investment in tourism projects and services and the coordination of public infrastructure investment to achieve optimum benefits for the tourism industry and residents.

This plan recommends the development and upgrade of tourist sites and destinations that will attract people from across the country and region,

which will ultimately attract private sector investment in tourism development projects in the form of resorts, guest houses, centres, motels, and other activities such as water sports, hiking etc.

5-Economic Growth

Soon Valley's tourism industry will deliver growth that is consistent with optimized carrying capacity, reduced seasonality, and high-value products, activities, services, and events.

The proposals and recommendation In this plan all aim to increased investment from public and private sectors in the soon valley, which will ultimately result in increased economic activity and will contribute to income growth and will also the standard of living of local people. Increased cash flow in the businesses will eventually lead to increased economic growth in the Soon valley.

6-Employment Generation

Soon Valley's tourism businesses will become employers of choice for residents seeking long-term careers, offering exceptional opportunities for growth in the competitive tourism industry.

This plan aims to increase Economic activity in the valley with the establishment of new businesses and infrastructural development both by the public and the private sector. This process will require the workforce and also result in the creation of many new jobs, which will improve the local economy and will enhance the employment opportunities.

7-Education and Awareness

Soon Valley's secondary and postsecondary institutions will offer world-renowned tourism education to attract and develop future tourism employees and leaders.

The plan recommends actions that will increased employment opportunities and the overall economic status of the people in the valley. This will require training programs for the locals and the process will eventually lead to an increase in education level of the citizens. In addition, the increased social interactions with tourists and investors, will enable the locals to become more adaptable to new experiences and gain more social awareness and knowledge.

8-Reduced Seasonality

Soon Valley will focus creation, enhancement, and delivery of tourism products and services, activities and events in low traffic months to help reduce and optimize the seasonality of visitation.

This plan makes recommendations to ensure that the Valley will becomes a tourist destination year round by creating and developing a combination of natural and man-made tourist attractions.

9-Improving Existing Infrastructure

Existing Settlements in Soon Valley will be upgraded by improving infrastructure that includes improving connectivity, solid waste management, sanitation, better telecommunication services which will invite more tourists towards indigenous development.

This plan recommends an upgrade in the existing infrastructure and n the development of new infrastructure in order to support the new eco-tourism developments.

10-Restrict Exploitation of Natural Resources

Natural forests of Soon Valley should be preserved as a tourism site. Rapid deforestation and cutting of trees for cooking purposes should be limited.

This plan aims to ensure that the Valley becomes eco-friendly and sustainable with interventions that do not exploit the natural resources in the valley and proposals to reduce deforestation with campaigns held with the local residents and tourists to help increase forest areas. In addition, the plan ensures that any protected area is not violated.

11-Support Conservation & Preservation of Biodiversity

Main threats of deforestation, degradation and loss of habitat in Soon Valley should be considered in SVETMP by preserving the natural habitat.

This plan focuses on the reduction in deforestation and an increase in plantation that will help protect the natural habitats, endangered species and in maintaining biodiversity.



05

The Ramsar Convention

The Ramsar Convention on Wetlands is an intergovernmental treaty that provides the framework for the conservation and sustainable use of wetlands and their resources. This Convention was named after the city of Ramsar in Iran and was established in 1971, by UNESCO and came into action in 1975.

The Convention uses a broad definition of wetlands including all lakes and rivers, underground aquifers, swamps and marshes, wet grasslands, peatlands, oases, estuaries, deltas and tidal flats, mangroves and other coastal areas, coral reefs, and all human-made sites such as fish ponds, rice paddies, reservoirs and salt pans.

Mission

The Convention's mission is "the conservation and wise use of all wetlands through local and national actions and international cooperation, as a contribution towards achieving sustainable development throughout the world".

The Wise Use of Wetlands

The Convention defines the wise use of wetlands as "the maintenance of their ecological character, achieved through the implementation of ecosystem approaches, within the context of sustainable development".

The Ramsar Sites

The Wetlands of International Importance includes 2,306 Ramsar Sites in 2018, covering over an area of 2.1 million square kilometres (214,936,005 ha). Amongst these, 19 Ramsar sites of area 1,354,644 ha are located in Pakistan as shown in **Figure 8**.

Wetlands in Pakistan

Pakistan has 19 wetlands as per the Ramsar Convention shown in **Figure 8**.

- 1 Astola (Haft Talar) Island
- 2 Chashma Barrage
- 3 Deh Akro-II Desert Wetland Complex
- 4 Drigh Lake
- 5 Haleji Lake
- 6 Hub Dam
- 7 Indus River Delta
- 8 Indus Dolphin Reserve
- 9 Jubho Lagoon
- 10 Jiwani Coastal Wetland
- 11 Keenjhar Lake
- 12 Miani Hor
- 13 Nurri Lagoon
- 14 Ormara Turtle Beaches
- 15 Great Rann of Kutch
- 16 Tanda Dam
- 17 Taunsa Barrage
- 18 Thanedar Wala
- 19 The Uchali Complex

Legend

Administrative Boundary
Provincial Boundary

Wetland Location

Elevation Profile (90m)

-52 - 338	338.01 - 767	767.01 - 1,241
1,241.1 - 1,780	1,780.1 - 2,421	2,421.1 - 3,190
3,190.1 - 3,946	3,946.1 - 4,614	4,614.1 - 5,285
		5,285.1 - 8,569

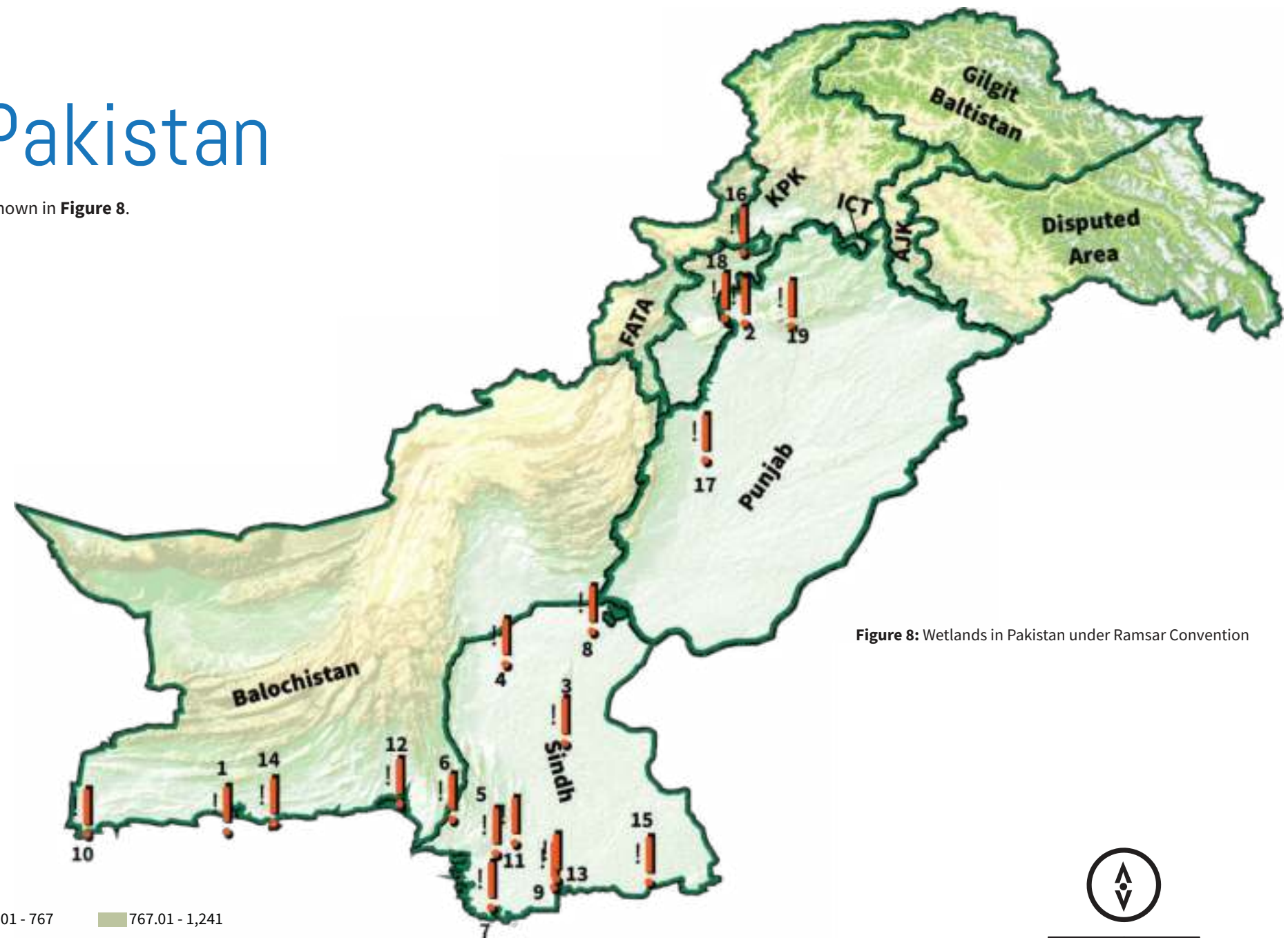


Figure 8: Wetlands in Pakistan under Ramsar Convention

1-Astola (Haft Talar) Island

Astola Island is a small uninhabited Pakistani island in the Arabian Sea. It is Pakistan's largest offshore island which is 6.7 km long and 2.3 km wide. The site is declared as the first Marine Protected Area in June 2017 under the Convention on Biological Diversity.



2-Chashma Barrage

Chashma Barrage is located on the River Indus in Mianwali District of Punjab province of Pakistan. The barrage is used for irrigation, flood control and power generation. A Ramsar site Wetlands Convention is located nearby.



3-Deh Akro-II Desert Wetland Complex

The complex is located 330 km away from northeast of Karachi in Sindh, Pakistan. It is a natural wetland comprising of 36 lakes and a complex of four major habitats types i.e. desert, wetland, marsh and agricultural lands. In 1998, the wetland was declared a Wildlife Sanctuary.



4-Drigh Lake

Drigh Lake is situated in Qambar Shahdadkot District of Sindh, Pakistan. It is 29 kilometres away from Larkana city. The lake was declared as a wildlife sanctuary in 1972 and was designated as a Ramsar site recognized by the United Nations as a World Heritage site in 1976.

5-Haleji Lake

Haleji Lake is a perennial freshwater lake in Thatta District of Sindh Province, Pakistan. It is 6.58 km² in size and is surrounded by marshes and brackish seepage lagoons.



6-Hub Dam

Hub Dam is a reservoir on Hub River. It is situated 56 km away from Karachi on the borders of Sindh and Balochistan. It is Pakistan's third largest dam. In 1974, the area around dam is declared as a wildlife sanctuary. The sanctuary is about 27,219 hectares in size. It is an important habitat of migratory birds. The dam was designated as a Ramsar site on 1st May, 2001.

7-Indus River Delta

The Indus River Delta forms where the Indus River flows into the Arabian Sea. The delta covers an area of about 41,440 km². The delta is home to the largest arid mangrove forests in the world as well as many birds, fish and the Indus Dolphin.



8-Indus Dolphin Reserve

The reserve is a Ramsar site located between Guddu Sukkur Barrage on River Indus in Pakistan. It is stretched on an area of 125,000 hectares. The site was designated as a wetland protected site on 10, May 2001. According to a survey conducted in 1989, there are about 429 Indus river dolphins present in it.



9-Jubho Lagoon

Jubho Lagoon is a large shallow brackish lagoon, located around 138 km south-east of Karachi in Sujawal District of Sindh, Pakistan. In May 2011, Jubhoo lagoon was inducted into the list of Ramsar sites, consisting of wetlands of international importance. The site is an important habitat for water birds and supports around 60 to 100 thousand migratory birds annually.



10-Jiwani Coastal Wetland

The Jiwani Coastal Wetland is located in Balochistan, Pakistan. It is situated near the town of Jiwani and has an area of 11,367 acres extending westward towards the Iranian border. The site is one of the 19 Ramsar sites in Pakistan and was inducted in 2001.



11-Keenjhar Lake

The Lake is situated in Thatta District of Sindh, Pakistan. It is located 122 km away from Karachi and 18 km from the town of Thatta. The lake has been declared as a Ramsar site and a wildlife sanctuary and provides a favorable habitat for winter migratory birds like ducks, geese, flamingos, cormorants, waders, herons, egrets, ibises, terns, coots and gulls.



12-Miani Hor

Miani Hor is a swampy lagoon lying on the coast of Lasbela District in Balochistan, Pakistan. The site is located 95 kilometres from Karachi near Sonmiani Bay. The lagoon covers an area of 7,471 hectares and was designated as a Ramsar site in May 2001.



13-Nurri Lagoon

Nurri Lagoon is a shallow brackish lagoon with barren mudflats on the northern side of Indus eco region. The site has consistently recorded large concentrations of migratory water birds on seasonal basis.



14-Ormara Turtle Beaches

Ormara Turtle Beaches is a 10 km stretch of sandy beach along the Balochistan coast in Pakistan. The beach covers an area of around 2,400 hectares. The site was designated as a Ramsar Site on 10th May, 2001.



15-Great Rann of Kutch

The Great Rann of Kutch is a saltish marsh located in the Thar Desert of Sindh, Pakistan. It is about 7500 sq. km in area and is designated as one of the largest salt deserts in the world.



16-Tanda Dam

It is a small dam with a lake view park located in Kohat District of Khyber Pakhtunkhwa, Pakistan. The dam supplies water for irrigation to Jurma, Shahpur and many villages by means of canals from Tanda Lake. The lake was designated as a Ramsar site on July 23, 1976. The lake is a home to migratory birds from Siberia and the Caspian during winter.



18-Thanedar Wala

It is a game reserve located 15 km east of Lakki Marwat District, in Khyber Pakhtunkhwa, Pakistan. Most of the area consists of a complex of braided river channels and sandy islands up to 4 km wide. The site covers an area of 4,047 ha. The reserve was designated as a Ramsar site on 23rd July, 1976.



17-Taunsa Barrage

It is a small dam with a Taunsa barrage is located on River Indus in Taunsa Tehsil of Dera Ghazi Khan District in Punjab, Pakistan. The barrage is situated 20 kilometres southeast of Taunsa Sharif and 16 kilometres from Kot Addu. The barrage controls water flow in the River Indus for irrigation and flood control purposes. The barrage was designated as a Ramsar site on 22nd March, 1996.



19-The Uchali Complex

The Uchali Complex is located in the Soon Valley within the Khushab District of Punjab province of Pakistan. The complex include three brackish to saline lakes including Khabikki Lake, Uchhali Lake and Jhalar Lake. The complex was designated as a Ramsar site on 22nd March, 1996.



Wetland Tourism

Wetland tourism is part of ecotourism and has gained a lot of popularity in recent years. The Soon Valley has been chosen as an eco tourism destination to gain similar benefits from wetland tourism for the Valley as are being gained around the world. The table 0 below shows some case studies of wetland tourism developed around Ramsar Sites.

This covers different types of wetlands around the world in order to examine the diversity in the scale of tourism and the management processes in place.

Argentina

Iberá Marshes
(1162)

Area: 1,300,000 ha

17,100 visitors/year

Boating, kayaking, hiking, nature trails, wildlife watching, horse riding

Australia

Kakadu National Park
(204)

Area: 1,979,766 ha

175,000 – 225,000 visitors/year

interpretative walks, indigenous art tours, boat cruises, guided bushwalks

Estonia

Soomaa
(912)

Area: 39,639 ha

45,000 visitors/year

Board walks, canoeing, guided walks, wildlife watching, cultural experience

India

Tsomoriri
(1213)

Area: 12,000 ha

20,000- visitors/year

Wildlife watching, trekking, jeep safaris, home stays, cultural experience

Kenya

Lake Nakuru
(476)

Area: 18,800 ha

300,000 visitors/year

Wildlife watching, sightseeing tours, self-guided vehicle tours, trail walks

Romania

Danube Delta
(521)

Area: 580,000 ha

50,000-73,000 visitors/year

Floating hotels, boating, wildlife viewing, fishing, photo safaris, cultural experience

Tunisia

Lake Ichkeul
(213)

Area: 12,600 ha

50,000 visitors/year

Nature trails, guided excursions, birdwatching, caving, hiking, horse and camel trekking

Vietnam

Ba-Be Lake
(1938)

Area: 10,480 ha

24,000 visitors/year

Boat tours, homestays, guided tours, cultural experience, birdwatching

Pakistan

Uchhali Complex
(818)

Area: 1,243 ha

295,200 visitors/year

Boating, hiking, trekking, mountaineering, jeep safari's, camel and yak safari's, trout fishing, bird watching & sighting of several other wildlife species.

These cases further justify why the Soon Valley with its Uchali Complex as shown in Figure 0, and named in the Ramsar Convention, makes this Valley an ideal location for the development of ecotourism which will ensure a stronger economy, sustainable livelihood, healthy people and thriving ecosystems for both people and wildlife.

Source: Ramsar (2012), Wetland Tourism Case Studies

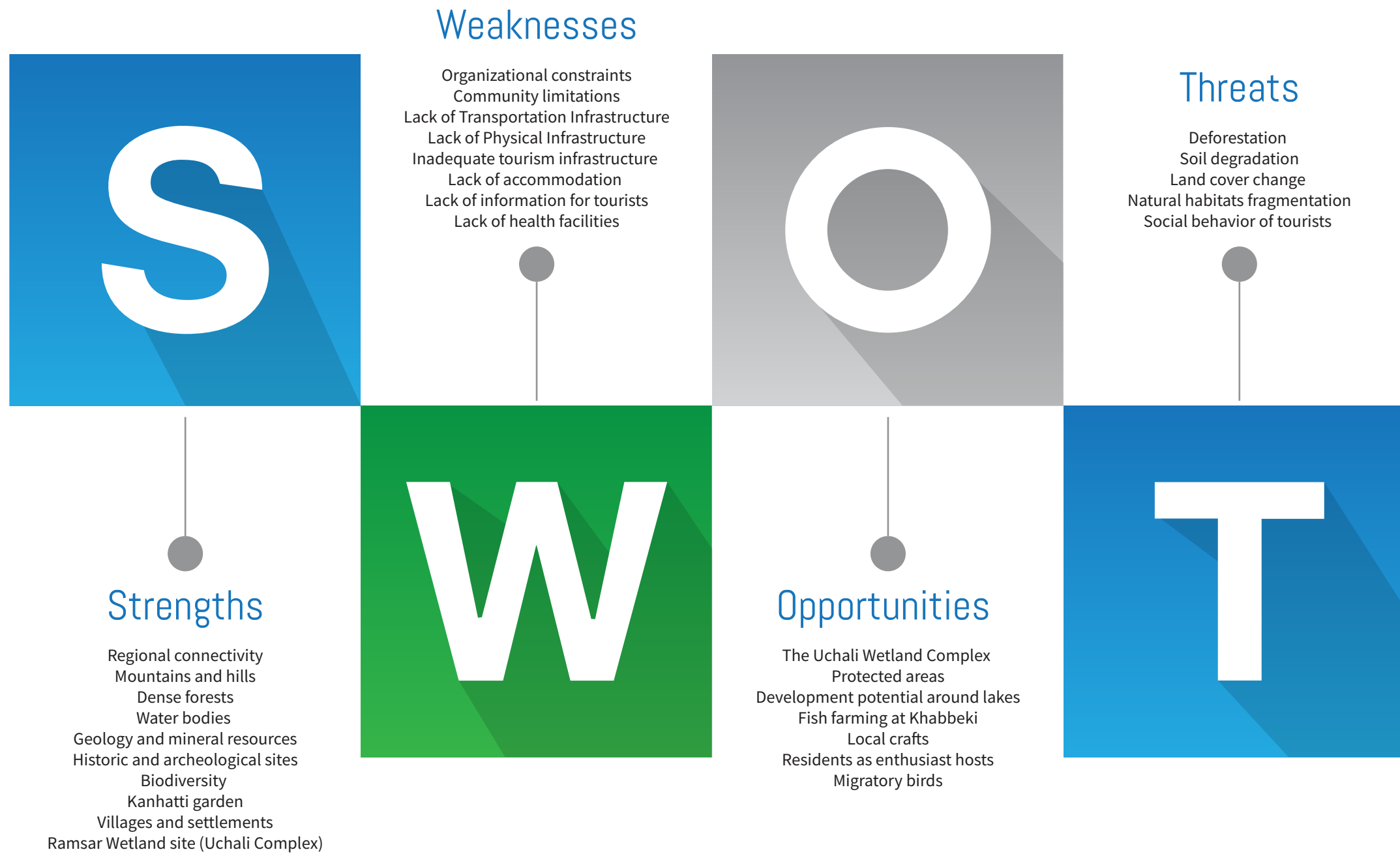




06

Situational Analysis

Based on consultations with a diverse range of stakeholders this section of the report will highlight the weaknesses [gaps], strengths opportunities and threats [challenges] on the basis of which specific recommendations have been formulated.



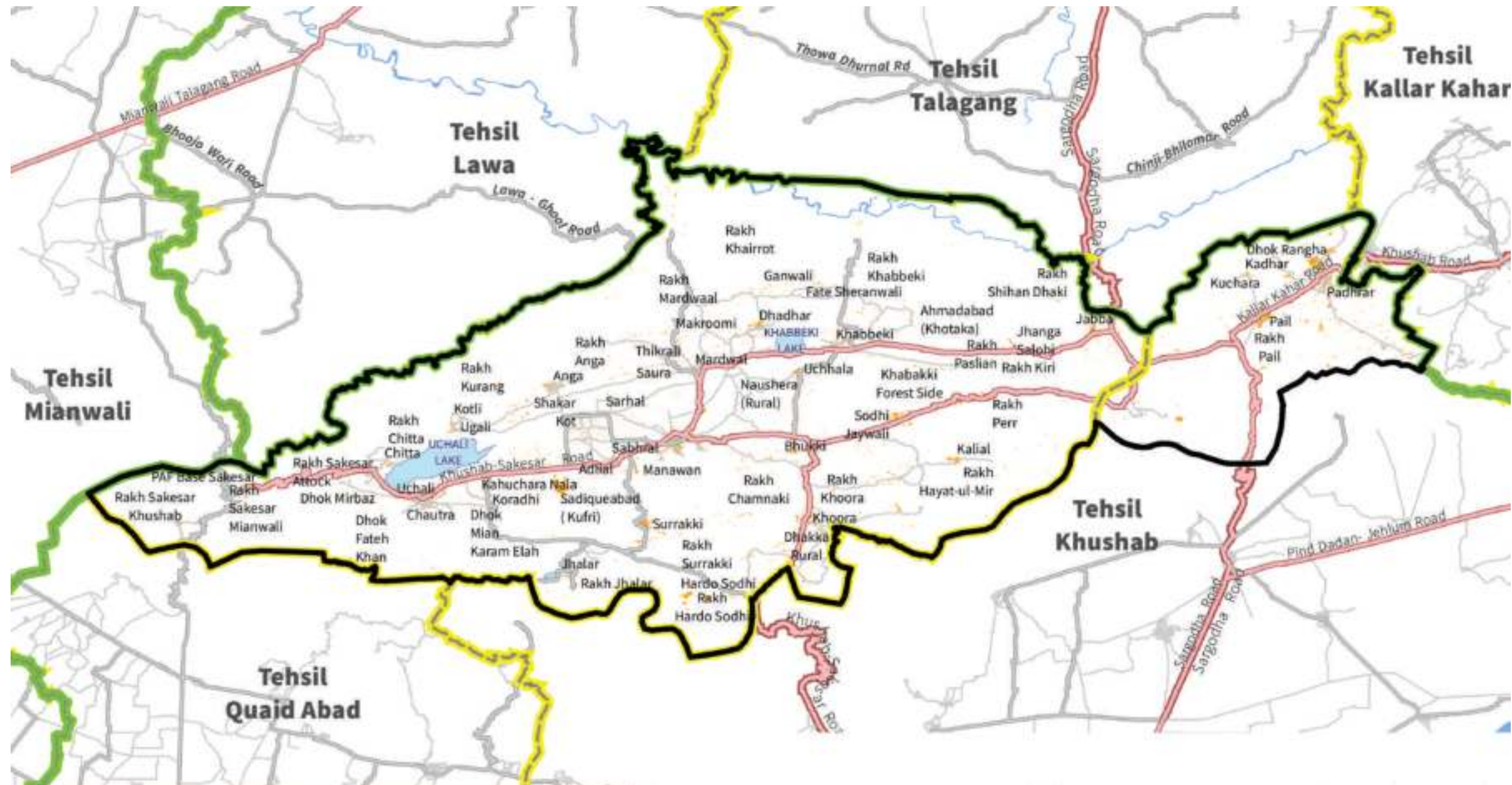


Figure 9: Regional Connectivity Map of Soon Valley

Strengths and Opportunities

1- Regional Connectivity

There are four major inter city roads connecting Soon Valley to its surroundings as shown in **Figure 9** above.

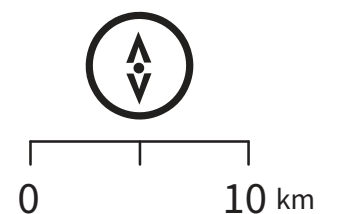
North: Connectivity with Tehsil Talagang of District Chakwal via Sargodha Road

South: Connectivity with District Khushab via Khushab-Sakesar Road

East: Connectivity with Tehsil Kallar Kahar via Kallar Kahar Road

West: Connectivity with Tehsil Mianwali via Quaidabad-Sakesar Road

All these roads functional and in good condition provide connectivity to the Valley from the entire province and country, making regional connectivity a strength for the Valley.



Legend

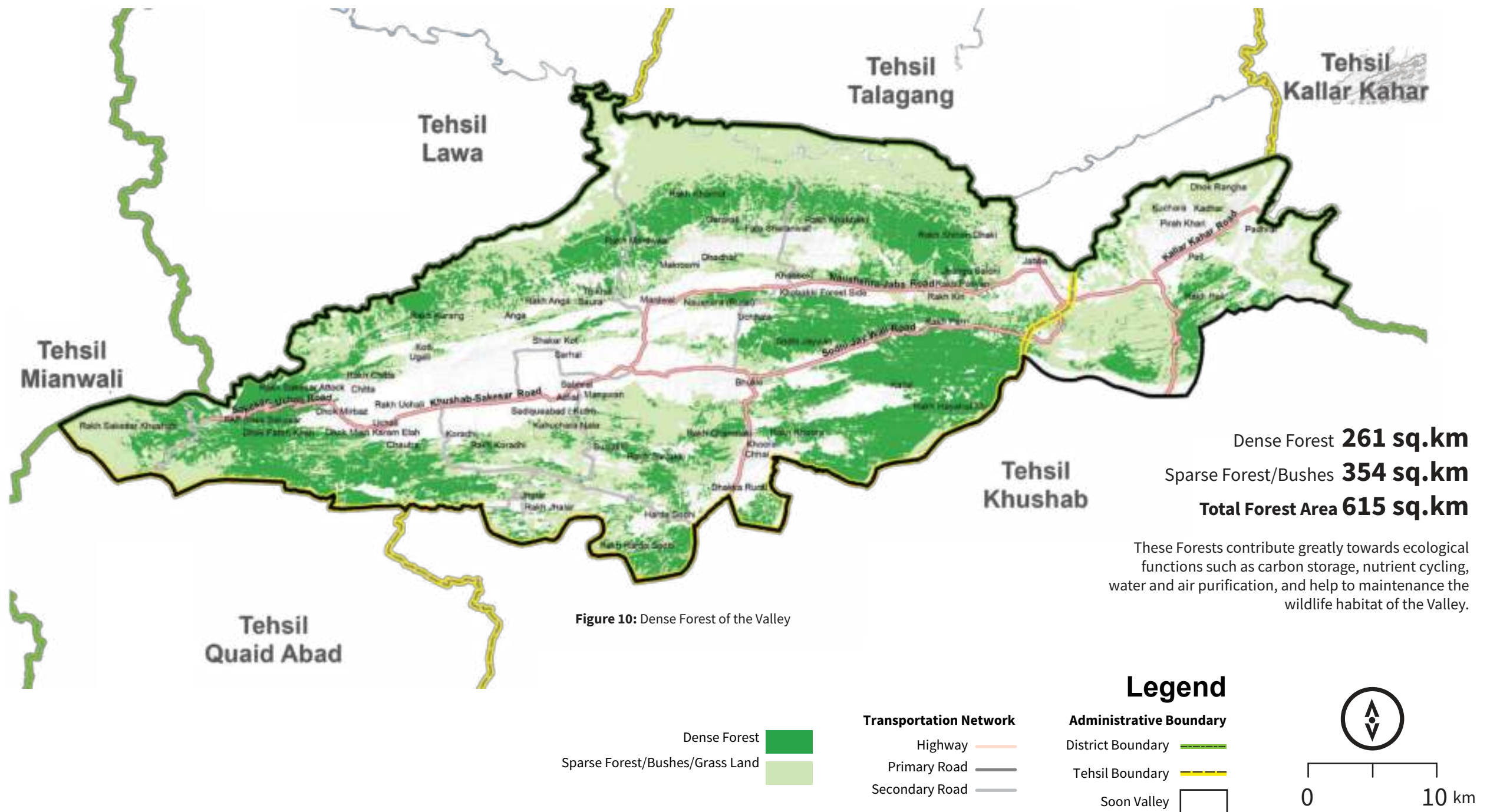
Transportation Network			Administrative Boundary
Built up	Secondary Road	Expressway/Motorway	District Boundary
River	Local Road	National Highway	Tehsil Boundary
Lake	Inter City Road	Highway	Soon Valley
		Primary Road	

2-Mountains and Hills

The mountains and hills surrounding the Valley are a very important strength; covered with either subtropical forests or made entirely of shaded rock formations, they provide breath taking views and an array of colors.

3-Dense Forests

One of the key strengths of the Valley is its forest area. According to a Land Cover analysis of 2015, the Valley has a 615 sq.km of forest area that makes up 68.31% of total area of the Valley as shown in map displayed in **Figure 10** below. The most popular forest in the Valley is Hayatul Mir spanning across 16 sq.km



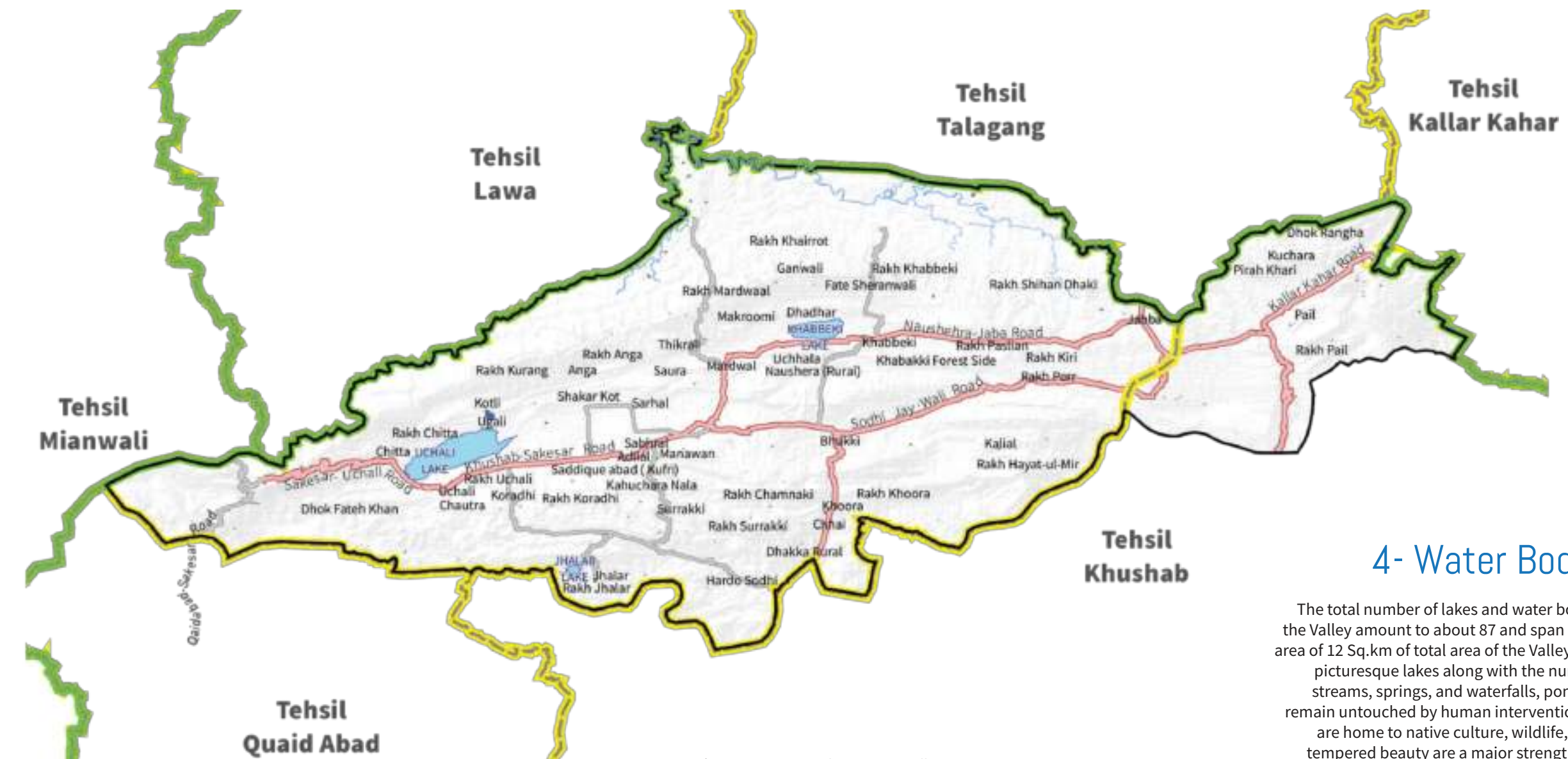
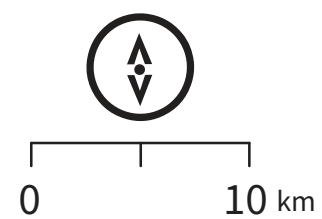


Figure 11: Water Bodies in Soon Valley

4- Water Bodies

The total number of lakes and water bodies in the Valley amount to about 87 and span over an area of 12 Sq.km of total area of the Valley. These picturesque lakes along with the numerous streams, springs, and waterfalls, ponds that remain untouched by human interventions and are home to native culture, wildlife, and untempered beauty are a major strength of the Valley. Major lakes of Valley are:

Uchali Lake
Khabbeki Lake
Jhalar Lake



Legend

Administrative Boundary
 District Boundary
 Tehsil Boundary
 Soon Valley

Transportation Network
 Expressway/Motorway
 National Highway
 Highway
 Primary Road
 Secondary Road

River
 Lake
 Ponds

Elevation Meter
 61 - 400
 401 - 800
 801 - 1,200
 1,201 - 1,600
 1,601 - 2,000
 2,001 - 2,313



5-Geology and Mineral Resources

The distinctive geological patterns of the Valley including its mountains, hills and mineral resources create a unique landscape setting. The rock formations are made up of resources such as marble, lime stone, quartz, sandstone, and phyllites that exist in abundance in the Valley and are its major strength.

The sandstone that is laminated by either white, cream, dark red or purple-brown colors, especially makes the Valley look extremely beautiful and vibrant. The brine springs and the runoff water during rainy season carry salt from the salt range and deposit it all along their routes, making most of the Valleys soil salty.

6-Historical Places and Archeological Sites

The Valley is not only rich in physical assets but it also has some important historical and archaeological places and these include, Hindu and Sikh era religious remains, historic tombs and graveyards, ancient villages and neighborhoods, monuments and historic main streets, forts, pre historic caves, central jail ruins of Indo-Parthian Kingdom.

7-Biodiversity

There are a variety of plants, aquatic life and wild life in the Valley including the unique Punjab Urials, white headed ducks, flamingos, wood pigeons that aid in boosting the productivity of the ecosystem. This unique and rich biodiversity is a strength for the Valley as it promotes a great variety of crops, natural sustainability for all life forms, and an ability to recover from a variety of natural disasters, while serving as a source of great tourist attraction.

8-Kanhatti Garden

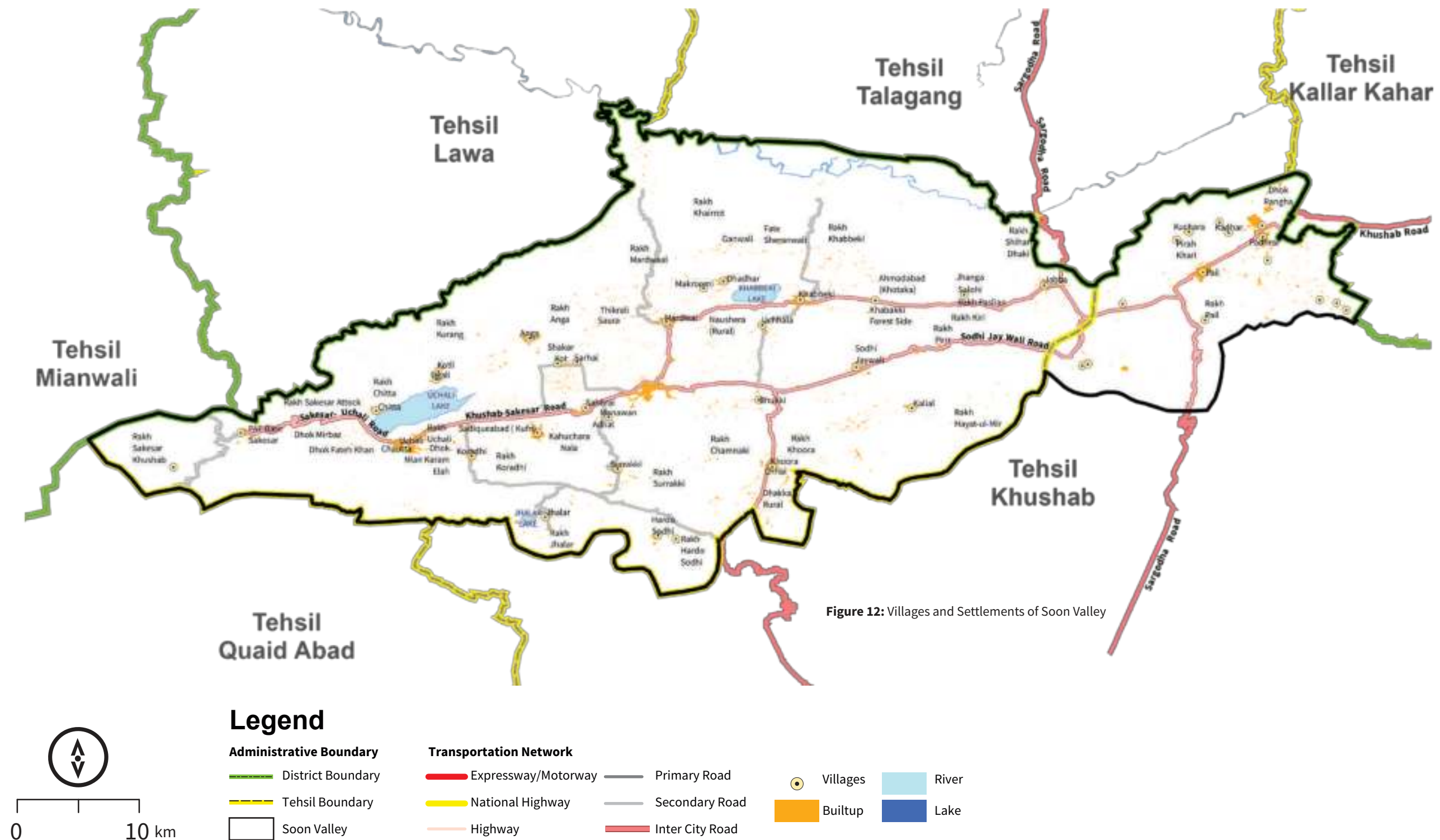
This beautiful garden design and established during the colonial times, with its lush green plantation, orchids of fruits, ponds, waterfalls, hiking trails and scenic views is a great strength of the Valley.



9-Villages and Settlements

The villages and settlements in the Valley that have retained their traditional building architecture and layout design are a great strength and provide opportunity to be developed and maintained in a manner that's attracts a number of tourists.

Some of the main villages and settlem are Pail-Piran, Chitta Village, Sabhral, Khoora, Naushera, Kufri, Anga Village, Ugali Sharif, Mardwal, Dhadhar, Uchali and Bagh Shams-ud-Din, Kanhatti Garden, Sodhi Garden, Daep and Sakesar as shown in **Figure 12** below. These villages and settlements in the Valley



10-The Uchali Wetland Complex

As explained in the section on the Ramsar convention the Uchali wetland complex, shown in **Figure 13** is a major strength for the Valley. These villages and settlements in the Valley

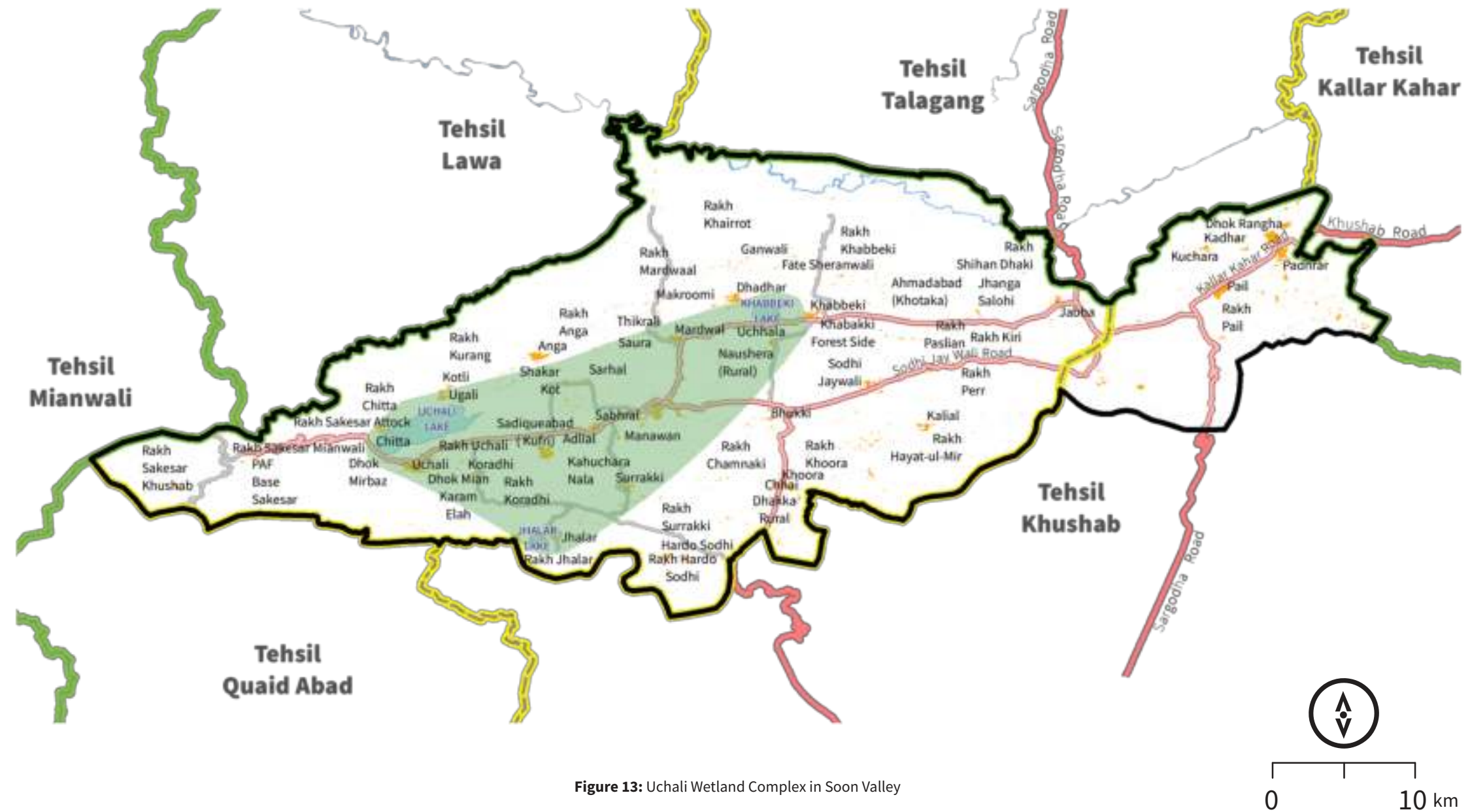
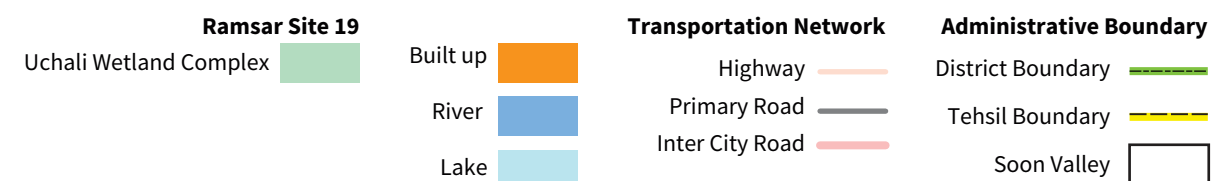


Figure 13: Uchali Wetland Complex in Soon Valley



11-Protected areas

The Government of Punjab has notified a list of Protected Areas in the Salt Range in order to preserve the unique regional biodiversity of these areas particularly, the globally threatened white-headed ducks, the Punjab Urial and Waterfowls. The Valley with its serene lakes is one these protected areas, in which, Uchali Lake is protected as a game reserve whereas the area of Sodhi, and Jhalar and Khabbeki Lakes are preserved as wildlife sanctuaries as shown in **Figure 14**. Therefore, the Valley provides an opportunity for the conservation and protection of natural habitat to promote it as ecofriendly tourist destination.

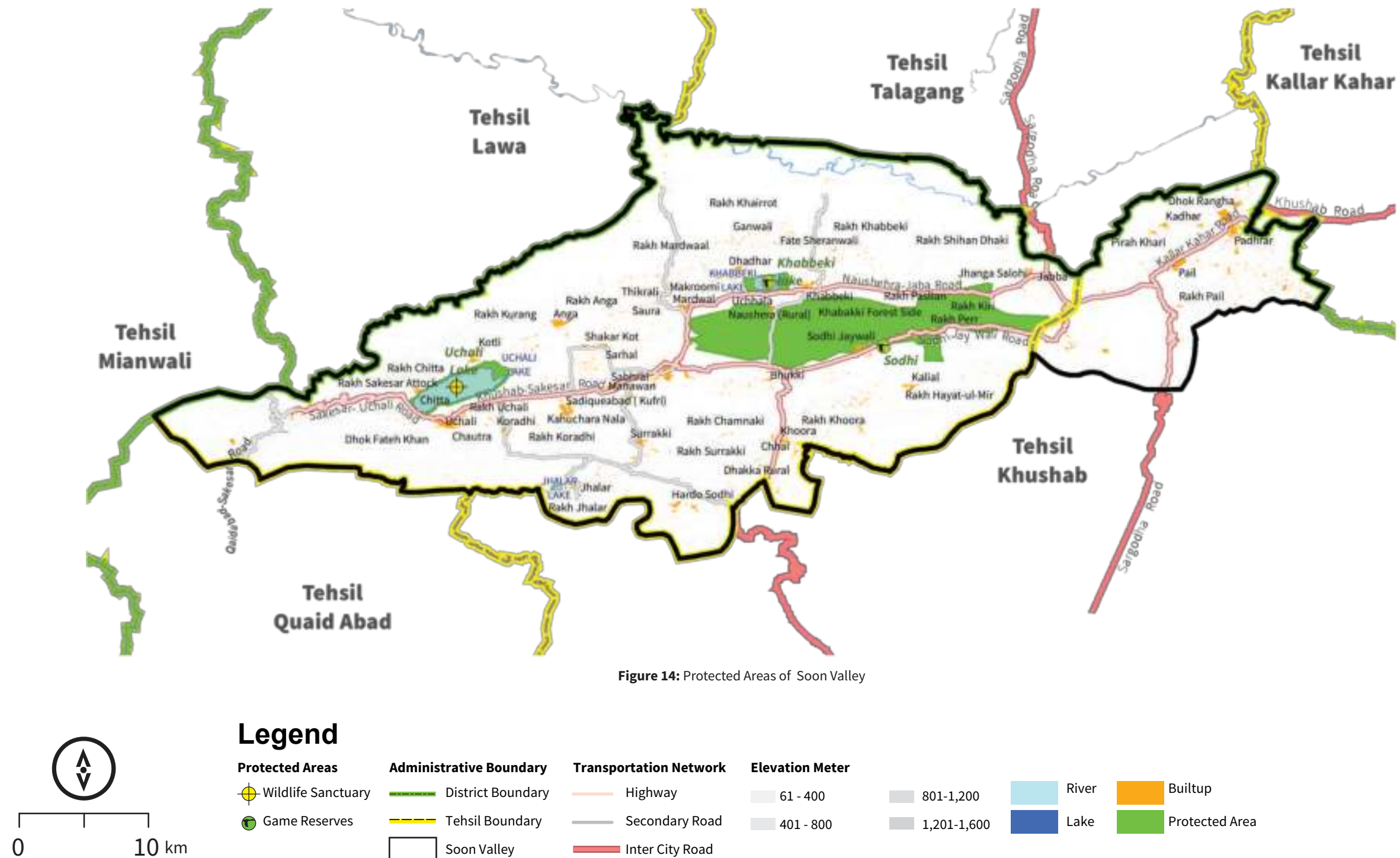


Figure 14: Protected Areas of Soon Valley

12-Development Potential around Lakes

The vacant land and some existing unused structures available in the vicinities of the Uchali, Khabbeki and Jhalar Lakes offers an opportunity for the development of new ecotourism sites and destinations. The developments will increase the number of tourists and help boost the local economy by offering various employment opportunities to the locals.

13-Fish Farming at Khabbeki Lake

Khabbeki Lake located in the Valley, is a perennial lake and the water of the lake provides and opportunity for fish farming. In the past the fisheries department used to manage such a farm here as well. As per analysis, the water of the lake is suitable to introduce Chinese breed of fish.

14-The Local Crafts

The locality of Valley remains mostly un urbanized, due to which most of the local art and craft is preserved as it was years ago but unfortunately due to a lack of demand, most of these are not produced in enough quantities to boost local economy. However, these crafts provide an opportunity for the development of the local craft industry.

15-Residents as Enthusiastic Hosts

The residents of the Valley are enthusiastic to host and welcome the tourists and willing to promote their villages and settlements along with their diverse and rich culture and exhibit and showcase the local architecture. The enthusiasm of these villagers provides an opportunity to develop interventions based on ecotourism principles to attract tourists to the Valley.

16-Migratory Birds

The Valley is a key biodiversity hotspot in the Province and host to a wide range of migratory birds, which in turn provides an opportunity to develop of bird watching facilities that offer views of these birds and attract tourists.



Threats and Weaknesses

1-Organizational Constraint

From an organizational, development management and funding perspective, the Valley has experienced a long spell of neglect and fluctuations over the past several decades. This is a major weakness is a big hurdle in the development of the Valley into an ecotourism destination.

2-Community Limitations

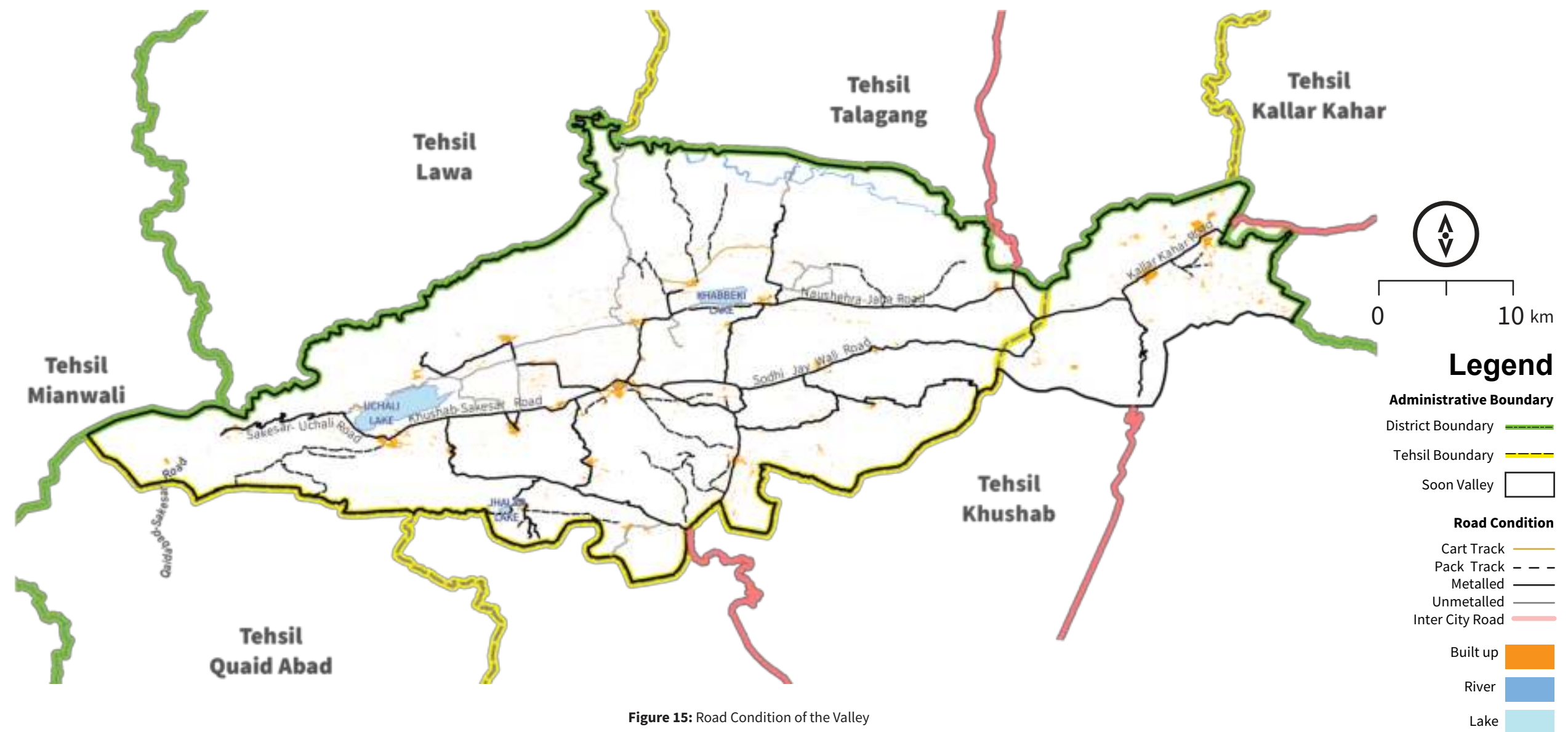
Most of the community in the Valley is underprivileged, almost living just above the poverty line, dependent on agriculture to make their livelihood and low in skill level and educational qualifications. These weaknesses do not enable the communities in the Valley to actively engage, contribute or invest the tourism sector.

3-Lack of Transportation Infrastructure

Poor transportation infrastructure is also a major weakness of Soon Valley causing hurdles and delays in travel and movement for both the locals and tourists.

3.1 Poor Condition of Road Network

Majority of the roads within the Soon Valley are in poor condition and lie under the category of pack track as depicted in **Figure 15** below.



3.2 Accessibility Issues

As shown in **Figure 16** below, poor connectivity within the valley makes it difficult to travel between sites. Thus, mobility and accessibility within the valley is a major concern.

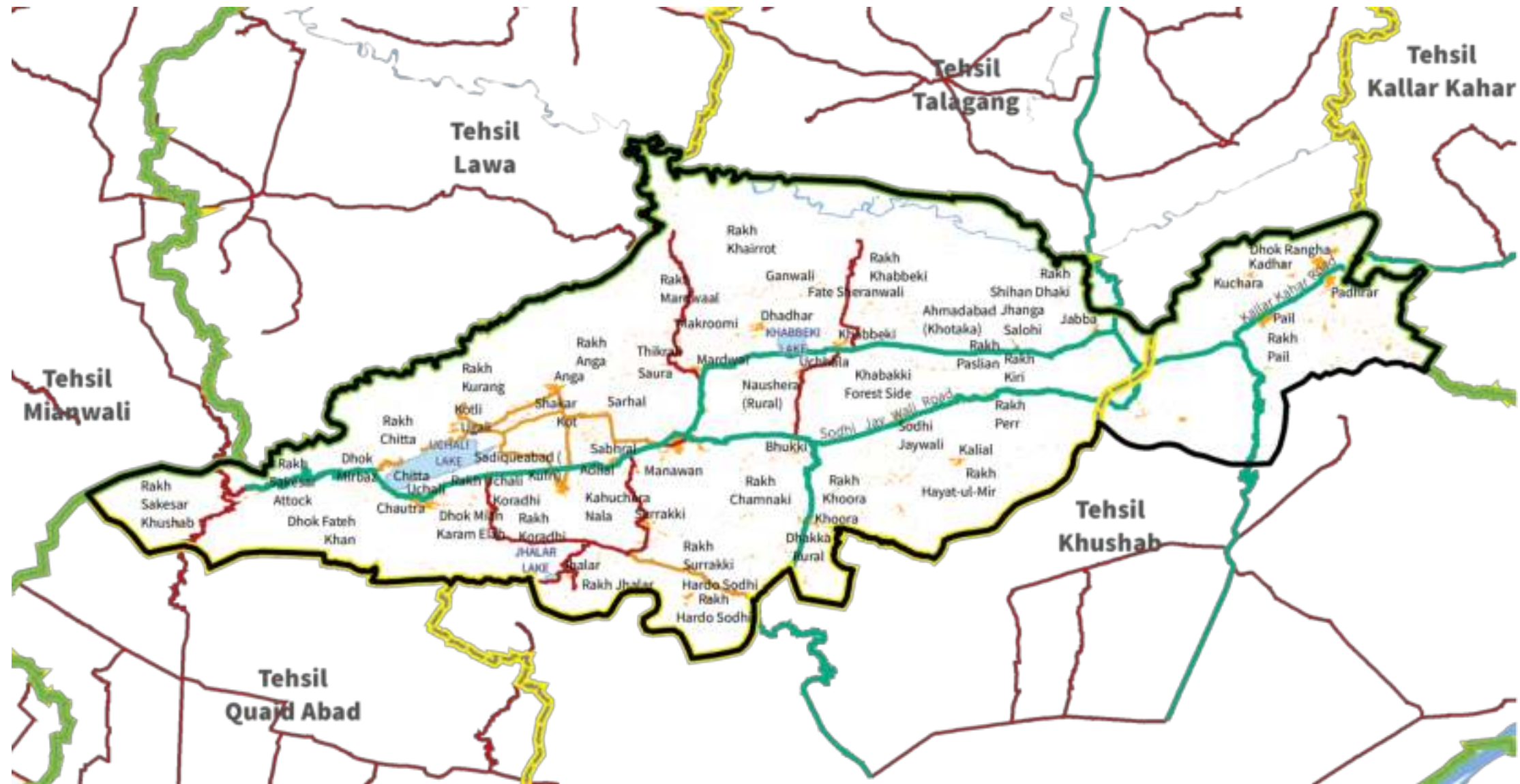
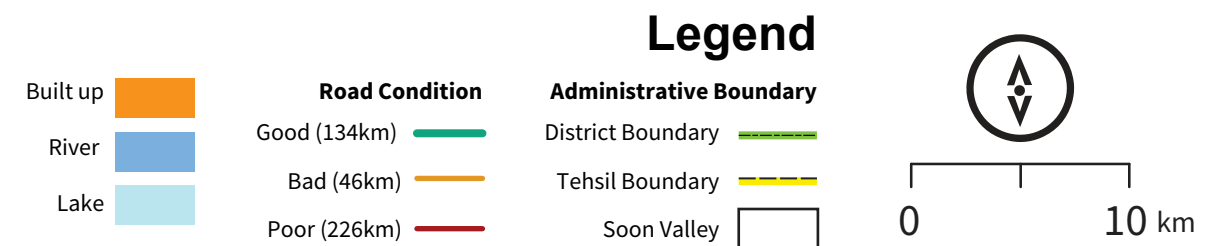


Figure 16: Accessibility Map Showing Intra Road Condition of Soon Valley



3.3 Lack of Public Transport

The lack of public transport and allied infrastructure is another issue. The only mode of transport available for public use within the valley consists of rickshaws, bicycles, tongas, vans and small buses, that are mostly inadequate or in bad conditions.

4-Lack of Physical Infrastructure

Basic infrastructure facilities such as water supply, sui gas, sewerage, solid waste management, telephonic connections, mobile communication and internet service are a weakness of the Valley since they are either insufficient or absent in the Valley.

4.1 Water Supply System

Water tanks and other water schemes installed by government are limited, found in just a few places across the Valley and mostly not functional. Therefore, majority of the residents bore water and use hand pumps for fulfilling their water needs. However, the depth of the water table is considerably very low. Moreover, the existing water pipes have been mixed with solid waste and sewage drains that pollute the quality of the water, making it unusable and resulting in spread of water borne diseases in the area.

Water Table Depth in following villages

Kufri **150-200 ft.**
Anga **250-300 ft.**
Uchali **130-150 ft.**
Padhrar **250-300 ft.**

Jhalar **130-150 ft.**
Sodhi Wali **250-300 ft.**
Khabbeki **150-170 ft.**
Naushera **200-230 ft.**

4.2 Sui Gas Supply

There is no provision of Gas in the entire Soon Valley, therefore, most of the heating and culinary use is dependent upon firewood, cow-dung and LPG. But since LPG is expensive and the supply is limited, it is not the preferred choice by the locals and is primarily used only in commercial activities. The use of biogas is also very limited, during field surveys small biogas plants were found only in a few settlements. This causes a huge dependence on wood and has increased the stress on forest, due to tree cutting and is also causing the air quality to deteriorate.

4.3 Sewerage and Drainage Facilities

Sewage and drainage disposal is a major problem; the existing sewerage system in the Valley consists of some closed but mostly open drainage and majority of the areas are not equipped with proper sewage pipelines. So, waste water is disposed off mainly in open drains causing it to mix with water bodies; harming important natural resources.

4.4 Solid Waste Management System

Solid waste management system is deficient in the Soon Valley. Waste generated from different activities is disposed openly in the fields, open plots and streets. In addition, no solid waste collection facility is available in the Valley. Burning of waste is also common practice that has adverse effects on the environment.

4.5 Telecommunication System

Only Naushera and Khabbeki have telecommunication services offered by PTCL in the form of landlines, whereas the rest of the Soon Valley is devoid any such system, in addition, mobile communication towers of various service providers are installed in only a few places.

5-Inadequate Tourism Infrastructure

The Valley lacks adequate infrastructure required for developing and promoting tourism such as public toilets, parking facilities, hiking trails, canteens, sitting areas, children play areas and information centers, location and tourist guide maps and signage for proper guidance and way finding. These inadequacies make this a big weakness that needs to be addressed.

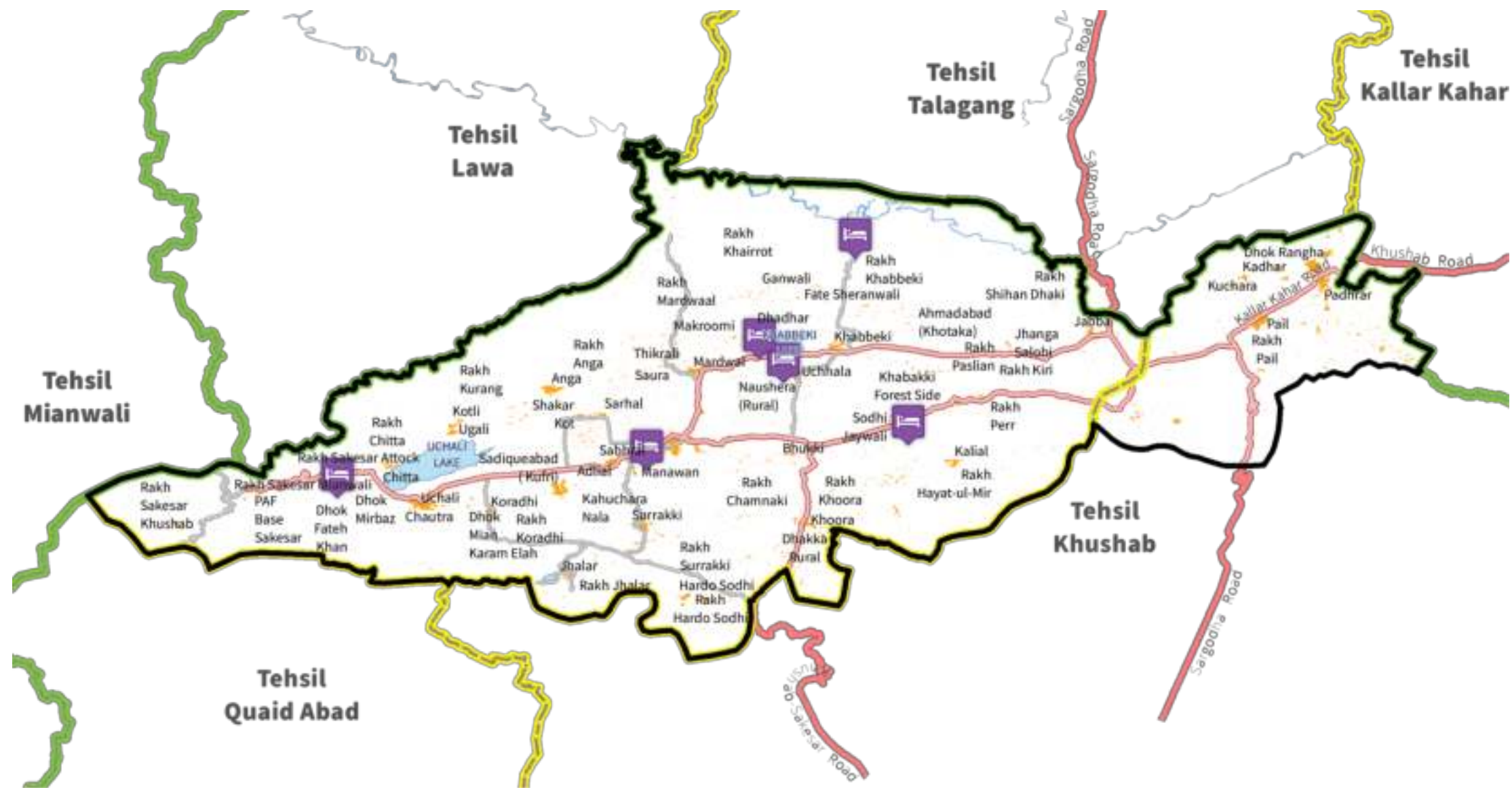


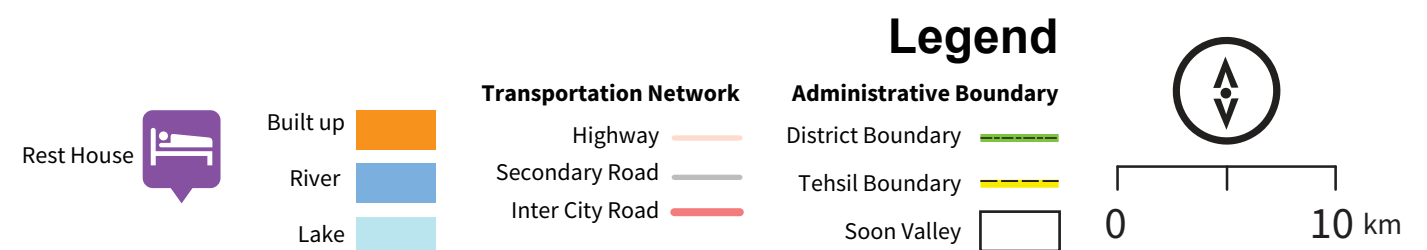
Figure 17: Rest Houses in Soon Valley

6-Lack of Accommodation

At present, the duration of a visitor's stay is very short as compared to other tourist destinations in Pakistan. One of the reasons is the lack of accommodation in the Valley and the dilapidated condition of the existing few, which makes it difficult for overnight visitors to come to the Valley and explore its sites and destinations. At present there are only 6 rest houses in the Valley, among which 3 are not open to the general public and some are in need of repair. The lack of accommodation for tourists is a weakness that requires planning and setting up more accommodations.

Phulwari Rest House
Sodhi Rest House
Kanhatti Rest House

Naushera Rest House
2 Rest Houses near Khabbeki Lake



7-Lack of Health Facilities

Most of the health infrastructure in soon valley is in derelict condition. There is only one Tehsil Headquarter Hospital in the entire valley which cater only limited number of patients each day resulting in crowding of patients in Hospitals corridors. There is no medical specialists particularly paediatricians available in the hospital. Basic Health Units are also not equipped with vital health facilities. In addition, there is limited number of ambulances in the valley to take patients requiring emergency treatment to a hospital.

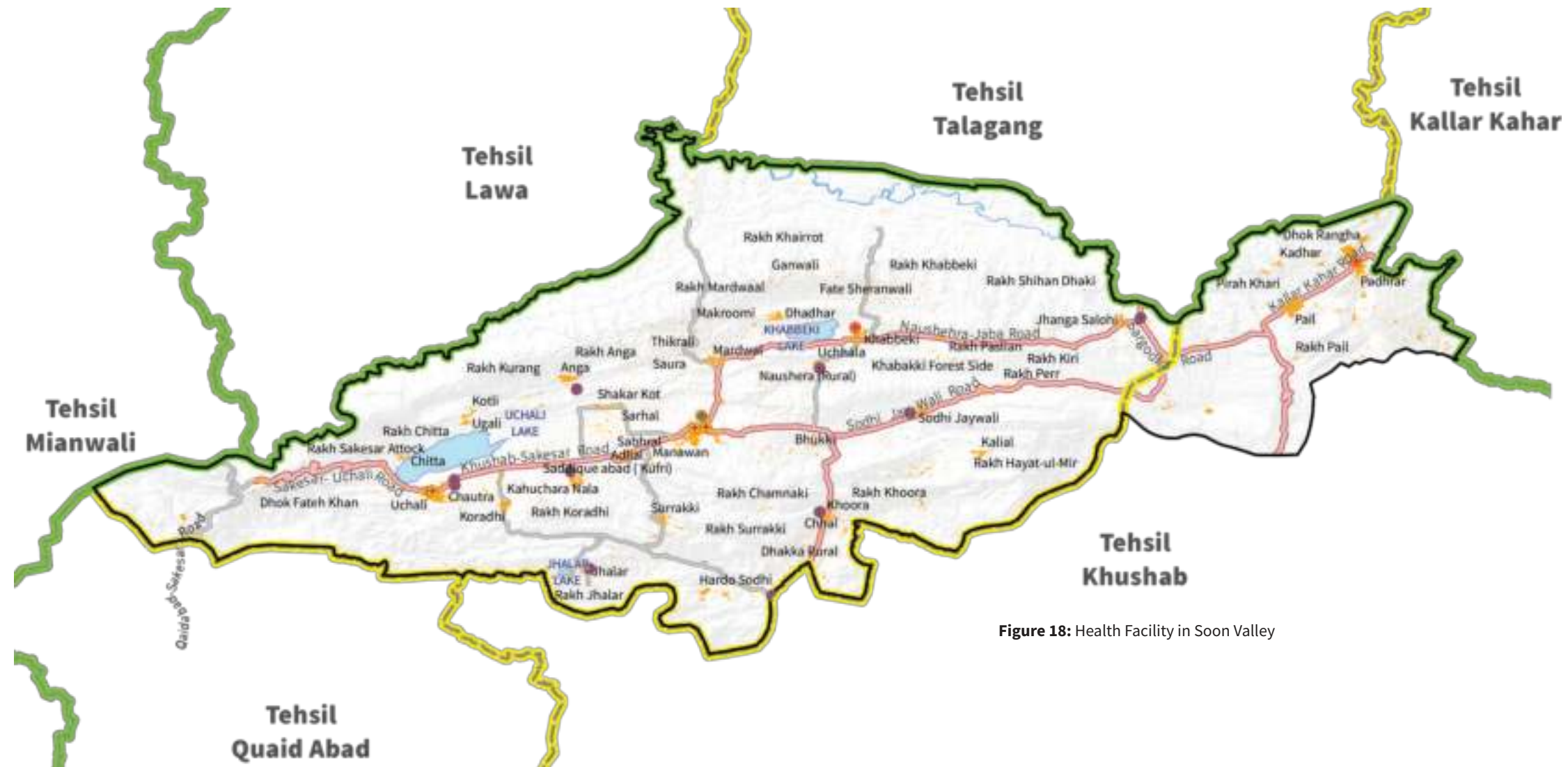
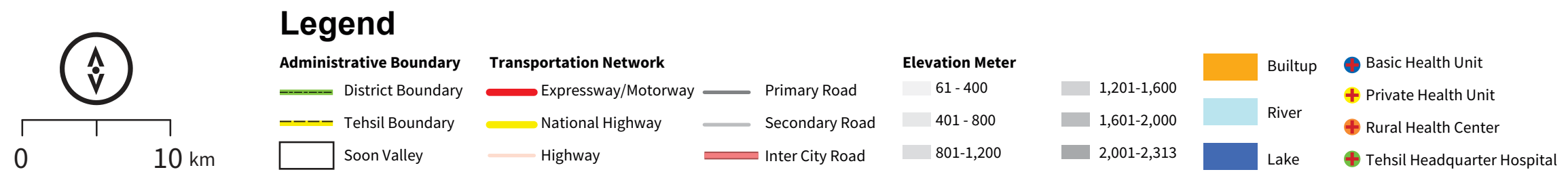


Figure 18: Health Facility in Soon Valley



8-Ineffective Marketing and Promotion

The results of field surveys depict that 81% of tourists visit the Valley on recommendation of a friend or an acquaintance, 4% on the recommendation of travel agents, and 14% were inspired by the photographs and visual materials available online; whereas only 1% of the tourists were encouraged to visit by the marketing and promotion campaigns of the TDCP. The lack of a marketing and promotional plan for the Valley is a weakness that needs addressing.

9-Lack of Information for Tourists

Other obstacle in attracting more tourists to visit the valley or a low number of returning tourists is the lack of information about the valley and the sites. The nearest Tourism Information Centre of the TDCP is located at Kallar Kahar, which is about 59 km away from the Valley.

Thus tourists experience inconvenience in accessing the site, direction seeking and knowing exactly what to do and where to go when they enter the Valley and this is another weakness that needs addressing.

10-Deforestation

Deforestation is a big threat to the Valley and is mostly due to monetary interests of the people, forest fires and illegal cutting of trees for domestic needs. The main reason is that the locals are not aware of the benefits and importance of these forests in terms of their economic, environmental and social benefits.

11-Soil Degradation

Soil Degradation caused by soil erosion is a threat to the Valley, that compromise the agriculture yield by adversely harming fertile land; effecting economic returns along with the food availability even for the residents. This can further lead to environment pollution and clogged waterways.

12-Land Cover Change

The change in land cover due to the lack of proper planning also a threat that can create conflict between settlements, developments, agriculture land, forest, and marshland.

13-Social Behavior of Tourists

The current behavior of most of the tourists is irresponsible towards the sensitive environment of the Valley which in return contributes to the environmental degradation and low quality of tourism services.

The general behavior of local tourists that includes throwing rubbish, vandalism of public and touristic infrastructure is a major threat to the Valley.

I- Ecotourism Cluster Development

Defining clusters is an important part of managing and marketing different sites in the valley. Given the sensitivity of the ecological and social capital in the valley, this Plan identifies both low intensity and higher intensity activity areas to balance economic growth while preserving the essence of the valley.

II-Product Development & Marketing Plan

While Soon Valleys natural beauty and assets are exceptional, it is essential to market the Valley both locally and internationally. For this, this Plan focuses on product development and marketing for Valley.

III-Development & Conservation of Archaeological and Historic Sites

A number of historic sites are located in the Valley that have been in a state of neglect for the past many years.

This Plan focuses on the development, restoration and preservation of these sites along with the development of allied facilities to help promote these as tourist destinations.

IV-Development of New Tourist Sites and Destinations

The Plan focuses on the development of new ecotourism sites and destinations to promote tourism in the valley, with recommendations on their location and use.

V-Visitor Facilitation and Experience Design

There is great opportunity for the Soon Valley to be developed into a destination with great facilities for its tourists and an unforgettable experience .

VI-Socio-economic Development

Local residents' socio-economic development is one of the fundamental principles of Ecotourism. Therefore, this plan focuses on creating maximum benefit for the local community, not only to ensure ownership and sustainability of the development projects but also for their personal growth and skill development.

VII-Rural Heritage Tourism

Many of the villages and settlements in the Soon Valley can be developed and promoted as tourist destinations in order to lengthen the visitors stay, increase repeat visits and distribute more of the economic benefits generated by tourism to the local community.

VIII-Tourism Infrastructure Development

Infrastructure and utility services are not up to par with the requirements of a good tourist destination. Therefore, few upgrades and developments are recommended in order to make the Valley more accessible and attractive to the visitors.

IX-Forest Conservation

Forests in the Soon Valley are key contributors towards its landscape and are also a major tourist attraction, especially for adventure and nature tourists. Over time, these forests are being destroyed resulting in a very little range of dense forests. To promote tourism and to keep the environment of the Valley cool and green, these forests needs to be conserved on priority.



07

RECOMMENDATIONS

In order to meet the Plans experiential, environmental, social, economic and employment goals, key issues need to be addressed and new opportunities for growth identified and implemented. Doing so will require building on the valleys current strengths, exploring the potential of its opportunities and dealing with issues that create weaknesses and act as constraints.

The recommendations in this section of the Plan have been developed based the principles, of ecotourism, along with the Valleys situational analysis, as well as inputs and ideas received from stakeholders. These have been evaluated in light of the limitations, trends and development potentials identified and have been grouped into the following key areas of focus:



Ecotourism Cluster Development

With an average width of 14 km and length of 56 km, the Soon Valley covers almost 960 sq. Km of scenic landscapes, forests, villages, and heritage & archaeological sites. Within this plan, ecotourism clusters have been identified to guide the development of tourism within the valley and to help in the management and upkeep of tourist facilities for various sites. A number of ecotourism activities have been identified which have contributed to the overall development of these clusters, ensuring that there is no major impact on the local environment.

These clusters will also help and guide TDCP in management of tourist facilitation and information, marketing and product development, development of new tourist sites and destinations, restoration and development of archaeological and historic sites, socio economic development, planning events and excursions, designing visitor experiences, defining interventions within villages and settlements, upgrading transport facilities and tourist related infrastructure, forest conservation and in institutionalizing this plan.

At present, 8 tourism clusters have been identified as shown in map displayed in **Figure 19**, each with their unique set of attributes and

sites which will cater to a variety of tourist activities and segments. An overview of these clusters is shown in figure 00. Each of these clusters consist of different natural attractions like springs, water bodies, hiking tracks, forest areas, parks, birds, etc. and have been identified to ensure that the whole valley is covered. These clusters have been named based on their most identifiable touristic feature, site or destination.

Clusters around sites that are easier to access in the valley such as Uchali, Khabbeki and Kanhatti garden will serve less adventurous tourists but will have a higher carrying capacity. While, other clusters will be developed and linked through unpaved roads and hiking trails, which will help

control the number of tourists to ensure the natural beauty of the valley and focus on attracting only those tourists who truly appreciate natural environments. These may include adventure seekers, foreign tourists, and university student groups. For tourist seeking longer retreats, some clusters will have resort and spa like facilities as well. Areas outside the clusters will remain open to more ambitious trekkers in order to preserve some of the natural capital in its original form.

General Proposals

It is recommended that:

Each ecotourism cluster be served with a tourist facilitation center since most lack completely in any sort of facilitation for tourists. These centers will provide necessary tourist information along with basic such as washrooms, first aid kits, maps, prayer area, a small general store and some form of boarding facilitation for tourists along with office space for the management of that cluster. A proposed site for the location of these facilitation centers has been identified within each cluster.

TDCP conduct a more in-depth explorative excursion by experienced adventurers, photographers and local guides to further enhance each cluster and tap into its potential. The information collected will be used to develop more tourist material as well.

Each cluster is to serve as a starting point for trekking tours and other activities that lie beyond the immediate area. The facilitation centers in each cluster can also be used to the initiation of these activities

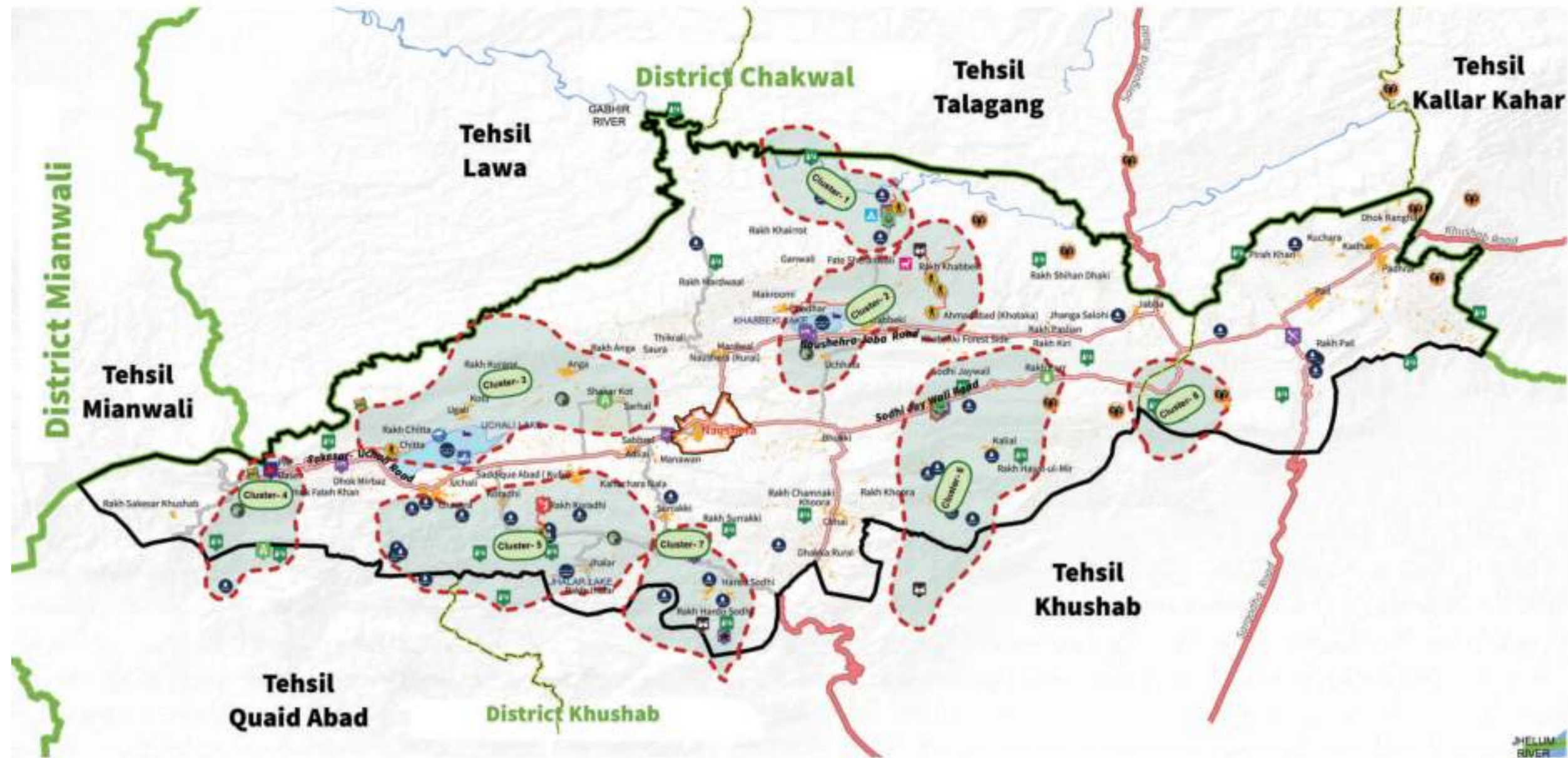
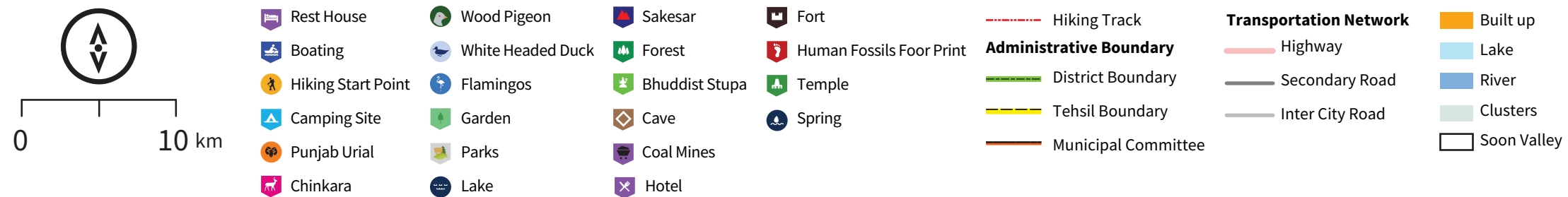


Figure 19: Ecotourism Clusters in Soon Valley

Legend

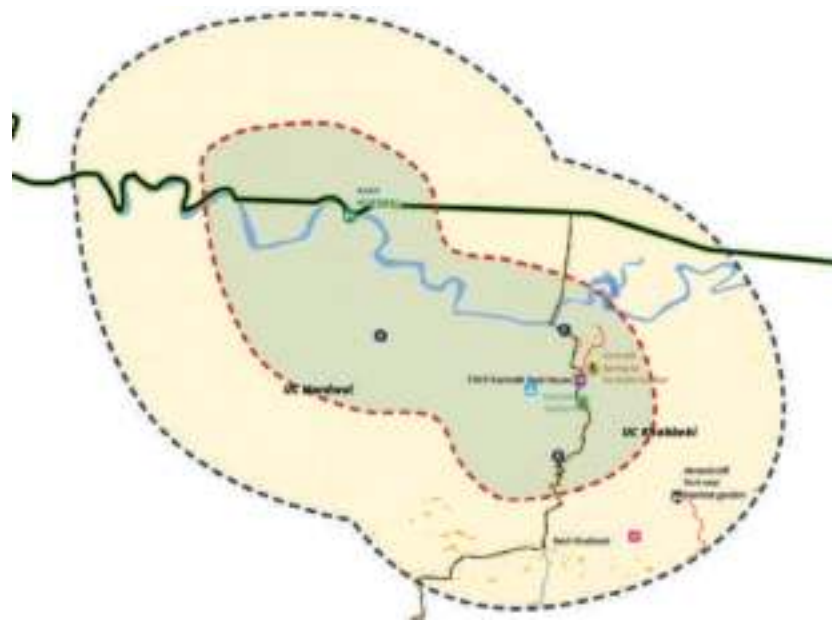


Cluster 1–Kanhatti

Existing Features & Activities

- Waterfalls
- Springs
- Camping site
- Hiking site
- Trail 1: Kanhatti spring to Kanhatti garden
- Kanhatti guest house
- Forest
- 1. Rakh Ugali Karang/Rakh Anga/Rakh Mardwal/Rakh Khabbeki.
- 2. Rakh Mardwal
- Kanhatti garden
- Kanhatti rest house

Figure 20: Existing Features in Cluster 1



Proposed Ecotourism Features

- Tourist information center
- Kanhatti site development
- Small wooden tuck shops
- Bed & Breakfast
- Hiking trail
- Viewpoints near waterfall/springs
- Food court near waterfall/springs
- Souvenir shops
- Public toilet
- Bonfire
- Cycling

Figure 21: Proposed Features in Cluster 1

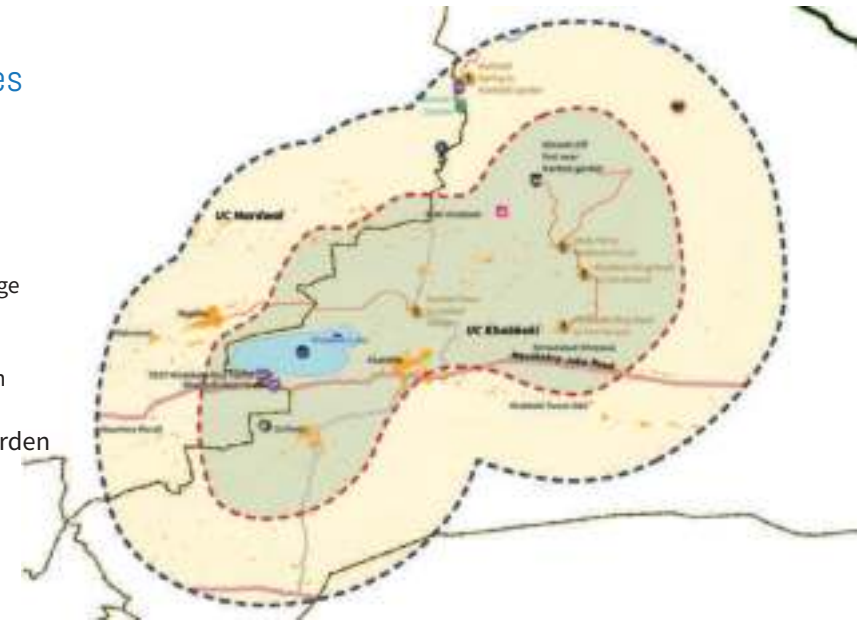


Cluster 2–Khabbeki

Existing Features & Activities

- Punjab Urial
- Chinkara
- Hiking sites
- Trail 1. Dhok Pili to Khabbeki forest
- Trail 2. Khabbeki ring road to Fort
- Trail 3. Kanhatti Road to Dhadar Village
- Khabbeki Lake
- Forest
- 1. Rakh Ugali Karang/Rakh Anga/Rakh Mardwal/Rakh Khabakki
- Akrand Cliff Fort near Kanhatti garden
- Wood Pigeon
- 2 rest houses
- Restaurant
- Settlements:
- 1. Rakh Khabbeki
- 2. Uchala
- 3. Khabbeki
- 4. Ahmadabad
- 5. Fate Sheranwani

Figure 22: Existing Features in Cluster 2



Proposed Ecotourism Features

- Tourist Information center
- Cultural center
- Khabbeki Lake front development
- Board walk
- Bird watching tower
- Bed & Breakfasts
- Small tuck shops
- Resthouse
- Fishery farms
- Heritage village
- Hiking facilitation shops
- Restaurant
- Public toilet
- Boating
- Jeep Safari

Figure 23: Proposed Features in Cluster 2



Legend

Existing Features

- Hiking Track
- Wood Pigeon
- Rest House
- Parks
- Forest
- Spring
- Fort
- Hiking Start Point
- White Headed Duck
- Lake
- Camping Site
- Chinkara
- Garden
- Punjab Urial

Proposed Tourist Activity, Adventure & Sight Seeing

- Bed and Breakfasts
- Bonfire
- Cycling
- Food Court
- Jeep Safari
- Public Toilet
- Rest House
- Souvenir Shop
- Tourist Information Center
- Tuck Shop
- View Point
- Trail
- Birds Watching Tower
- Boating
- Fishery Farm
- Heritage Village
- Hiking Facilitation Shop
- Restaurant

Proposed Development

- Cultural Center
- Boardwalk
- Khabbeki Lake Front Development
- Kanhatti Development Site
- Transportation Network
- Secondary Road
- Highway

- Built up
- Lake
- River
- Clusters
- Cluster Buffer (2km)

Administrative Boundries

- Soon Valley
- UC Boundery

Elevation Meter

- 401-800
- 801-1,200

Cluster 3–Uchali

Existing Features & Activities

- Punjab Urial
- Wooden Pigeon
- White Headed Duck
- Flamingos
- Forest
 1. (Rakh Ugali Karang/Rakh Anga/Rakh Mardwal/Rakh Khabbeki)
 2. Chitta RF
- Uchali Lake
- Hiking site
 - Trail 1: Chitta to Phulwari rest house
- Boating
- Hindu temple (Ruins of Temple Shaker Kot)
- Settlements:
 1. Anga Village
 2. Chitta
 3. Kotli Ugali
 4. Shakar Kot
 5. Sarhal
 6. Rakh Chitta



Figure 24: Existing Features in Cluster 3

Proposed Ecotourism Features

- Tourist Information center
- Uchali Ecotourism Resort
- Golf course
- Boardwalk
- Hiking trail
- Storytelling (brief temple /fort history)
- Rescue 1122
- Hiking facilitation shops
- Heritage villages (Chitta, Anga)
- Wild life watching
- Bed & Breakfasts
- Local craft and food market
- Bird watching tower
- Guest house
- Public toilet



Figure 25: Proposed Features in Cluster 3

Cluster 4–Sakesar

Existing Features & Activities

- Spring
- Forests
 1. Akesar RF
 2. Amb Sharif, Amb RF
 3. Uchali RF
- Sakesar
- Children park
- Fort and Hindu Shahi Temple of 9 A.D at Amb Sharif
- Wood Pigeon
- PAF base Sakesar

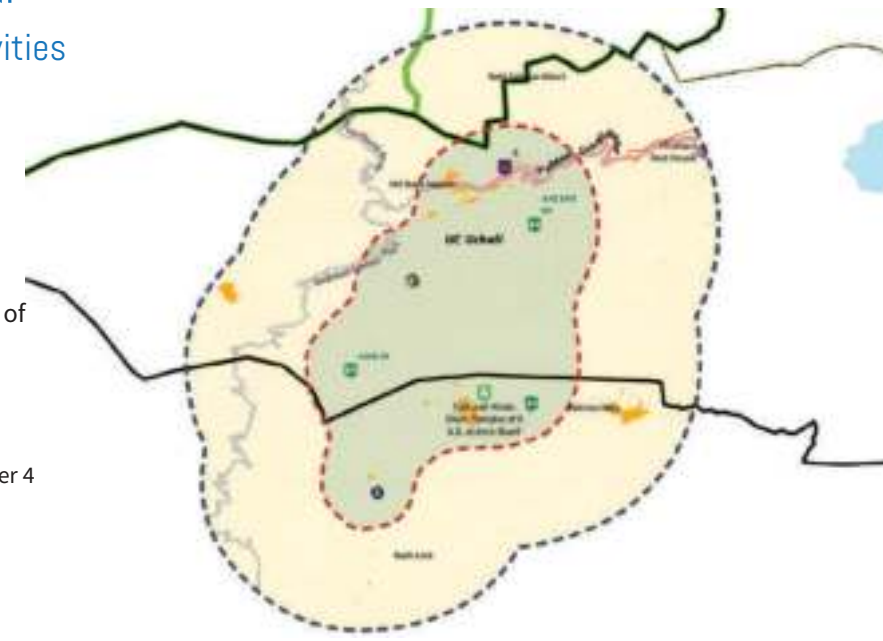


Figure 26: Existing Features in Cluster 4

Proposed Ecotourism Features

- Tourist Information center
- Public toilet
- Paragliding
- Hot air balloons
- High rope activity course
- Archery activities for families and children's



Figure 27: Proposed Features in Cluster 4

Legend

Existing Features

- Hiking Track
- Wood Pigeon
- Rest House
- Parks
- Forest
- Spring
- Temple
- Boating
- Hiking Start Point
- White Headed Duck
- Flamingos
- Lake
- Garden
- Skesar

Proposed Tourist Activity, Adventure & Sight Seeing

- Bed and Breakfasts
- Public Toilet
- Tourist Information Center
- Archery Activity
- Canteen
- Guest House
- Local Craft & Food Market
- Picnic Spot
- Rescue 1122
- Trail
- Birds Watching Tower
- Heritage Village
- Hiking Facilitation Shop
- Wildlife Watching
- High Rope Activity Course
- Hot Air Balloon
- Paragliding
- Story Telling

Proposed Development

- Golf Course
- Uchali Ecotourism Resort
- Boardwalk

Transportation Network

- Secondary Road
- Highway

- Built up
- Lake
- Clusters
- Cluster Buffer (2km)

Administrative Boundaries

- Soon Valley
- UC Boundary
- Municipal Committee

Elevation Meter

- 61-400
- 401-800
- 801-1,200
- 1,201-1,600

Cluster 5–Jhalar

Existing Features & Activities

- Springs
- Forests
- 1. Uchali RF
- 2. Warchha RF
- 3. Rakh Jabbi
- 4. Rakh Huraddi
- 5. Rakh Jhalar
- Jhalar Lake
- Daep Sharif
- Human fossils footprint at Daep Sharif
- Hiking Site
- Trail 1: Daep sharif spring to Jhalar
- Trail 2: Daragh Daep Sharif to Daep Sharif Spring
- Wood Pigeon
- Settlements:
- 1. Chautra
- 2. Koradhi
- 3. Rakh Koradi
- 4. Jhalar
- 5. Rakh Jhalar
- 6. Kahuchara Nata

Figure 28: Existing Features in Cluster 5

Proposed Ecotourism Features

- Tourist Information center
- Wellness Resort and Retreat
- Lake front development
- Jogging track
- Artificial waterfall
- Gazebos
- Picnic spots
- Canteen
- High rope activity course
- Archery activities for families & children's
- Hiking competition
- Hiking facilitation shop
- Local craft and food market
- Souvenir shop
- Bed & Breakfast
- Bird watching tower
- Public toilet

Figure 29: Proposed Features in Cluster 5



Cluster 6–Sodhi Garden

Existing Features & Activities

- Forests
- 1. Hapar (Sodhi) RF/ Paslian (Bhinaka) RF
- 2. Rakh Khura North RF
- 3. Khura South RF
- 4. Paslian Bhinaka RF
- Sodhi garden
- Pre Historic Cave
- Springs
- 13th Century Tulajah Cliff Fort
- Kachiyan wala faqeer
- Sodhi Rest House
- Central jail ruins of Indo-Parthian Kingdom near Bhanaka
- Remains of Budhist Stupa at Hardo Sodi
- Settlements:
- 1. Rakh Peer
- 2. Sodhi jay Wali
- 3. Kalial
- 4. Rakh Khoora
- 5. Rakh Hayat-ul-Mir

Figure 30: Existing Features in Cluster 6

Proposed Ecotourism Features

- Tourist Information Center
- Bonfire area
- Botanical garden
- Heritage village (Sodhi jay wali)
- Picnic area
- Rescue 1122
- Historical Library and museum
- Local event/Festivals
- Story telling (Brief history of Fort/Temple/Ruins of jail)
- Public toilet

Figure 31: Proposed Features in Cluster 6



Legend

Existing Features

- Hiking Track
- Wood Pigeon
- Rest House
- Forest
- Spring
- Human Fossils Foot Print
- Cave
- Boating
- Hiking Start Point
- Lake
- Garden
- Punjab Urial
- Bhuddist Stupa
- Fort

Proposed Tourist Activity, Adventure & Sight Seeing

- Bed and Breakfasts
- Public Toilet
- Tourist Information Center
- Archery Activity
- Canteen
- Local Craft & Food Market
- Picnic Spot
- Rescue 1122
- Artificial Waterfall
- Jogging Track
- Bonfire
- Birds Watching Tower
- Heritage Village
- Hiking Facilitation Shop
- High Rope Activity Course
- Story Telling
- Gazebo
- Hiking Competition
- Historical Library & Museum
- Restaurant
- Local Event & Festival

Proposed Development

- Jhalar Lake Front Development
- Wellness Resort & Retreat
- Botanical Garden
- Transportation Network
- Secondary Road
- Highway
- Built up
- Lake
- Clusters
- Cluster Buffer (2km)

Administrative Boundries

- Soon Valley
- UC Boundary

Elevation Meter

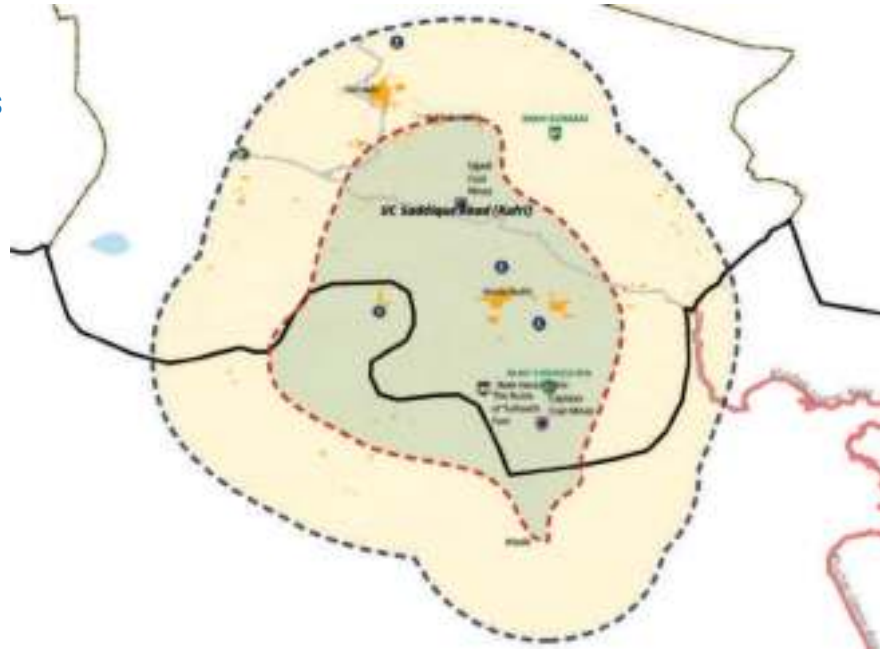
- 61-400
- 401-800
- 801-1,200
- 1,201-1,600

Cluster 7–Sodhi Bala

Existing Features & Activities

- The Ruins of Tulhaath Fort
- Springs
- Forest
- 1. Rakh Sodhizairin
- Coal Mines
- 1. Captaan Coal Mines
- 2. Ugaal Coal Mines
- Punjab Urial
- Settlements:
- 1. Hardo Sodhi
- 2. Rakh Hardo Sodhi

Figure 32: Existing Features in Cluster 7



Proposed Ecotourism Features

- Tourist Information Center
- Restaurants around springs
- Wildlife watching
- Public toilet
- Bonfire area

Figure 33: Proposed Features in Cluster 7

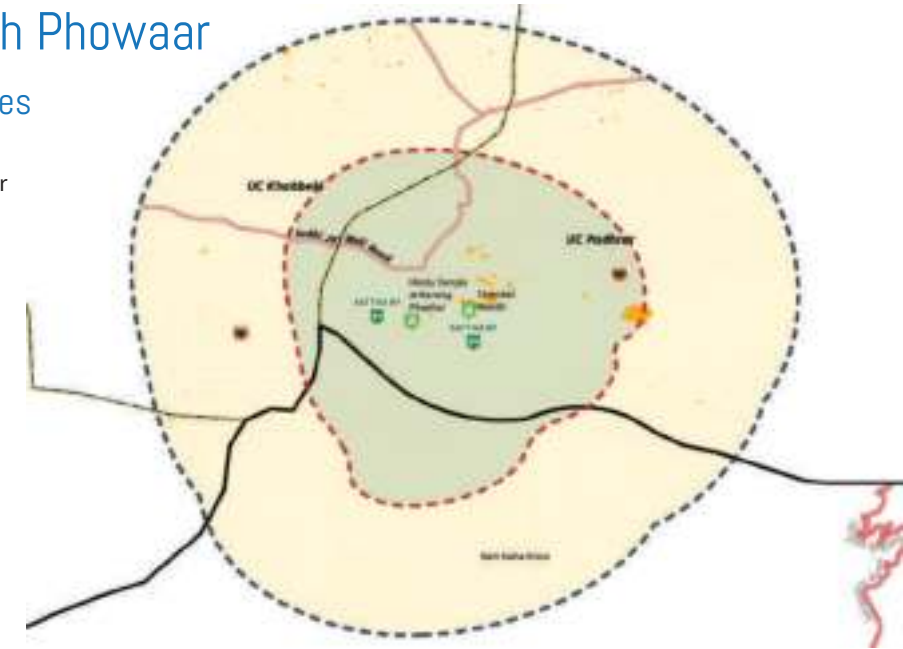


Cluster 8–Nurshingh Phowaar

Existing Features & Activities

- Temples
- 1. Hindu Temple at Nurshingh Phowaar
- 2. Chambal Mandir
- Forests
- 1. Rail RF
- 2. Kattha RF
- 3. Rakh Khura North RF

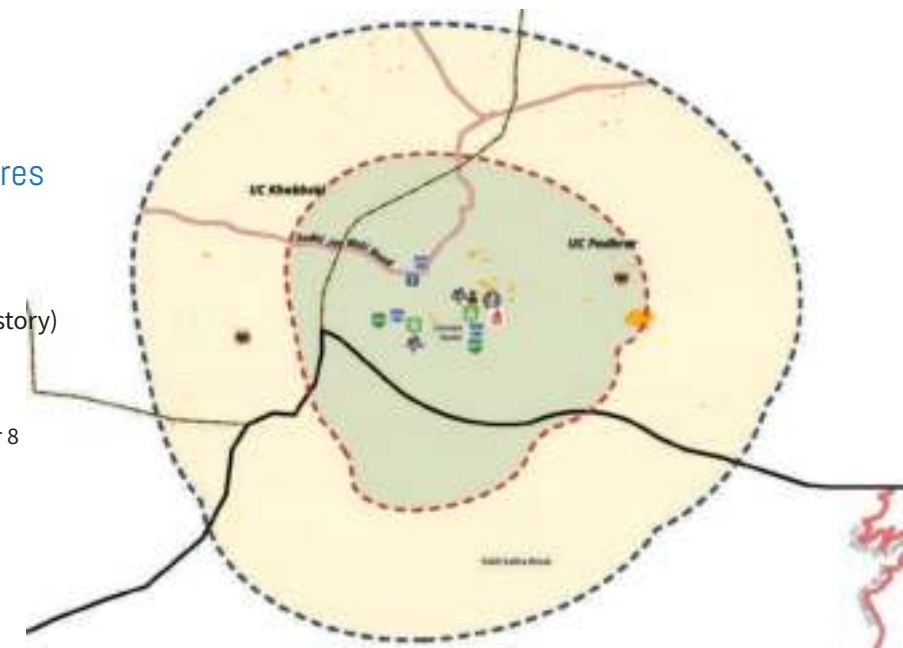
Figure 34: Existing Features in Cluster 8



Proposed Ecotourism Features

- Tourist Information Centre
- Tuck Shops
- Bonfire area
- Storytelling (brief temple/fort history)
- Tour guides
- Public toilet

Figure 35: Proposed Features in Cluster 8



Legend

Existing Features

- Wood Pigeon
- Forest
- Spring
- Temple
- Coal Mines
- Punjab Urial
- Fort

Proposed Tourist Activity, Adventure & Sight Seeing

- Public Toilet
- Tourist Information Center
- Bonfire
- Tour Guide
- Wildlife Watching
- Story Telling
- Tuck Shop
- Restaurant

Transportation Network

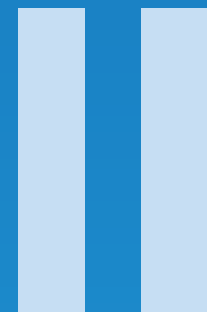
- Secondary Road
- Intercity Road
- Highway
- Built up
- Lake
- Clusters
- Cluster Buffer (2km)

Administrative Boundries

- Soon Valley
- UC Boundary

Elevation Meter

- 61-400
- 401-800
- 801-1,200
- 1,201-1,600



Product Development & Marketing Plan

Communication affects tourists both directly and indirectly and with the creation of effective products and marketing tools, this Soon Valley Plan supports intends to create new and original tourism concepts and experiences by building distinctive and sustainable tourism products, services, attractions and infrastructure that helps shape the Valley into a must visit ecotourism destination.

Effective communication and visitor information material will enhance the visitor's enjoyment and entice them to stay longer and spend more, while contributing to the visitors' safety. The product development and marketing of the Valley can be done via the following proposed recommendations and actions:



The Soon Valley Logo

The Soon Valley Logo has already become the trademark for the Valley giving it a unique identity. It is designed using the Valleys natural key assets is anticipated to become a well known identifier of the valley, instilling a sense of ownership, preservation, and conservation in both the locals and tourists.

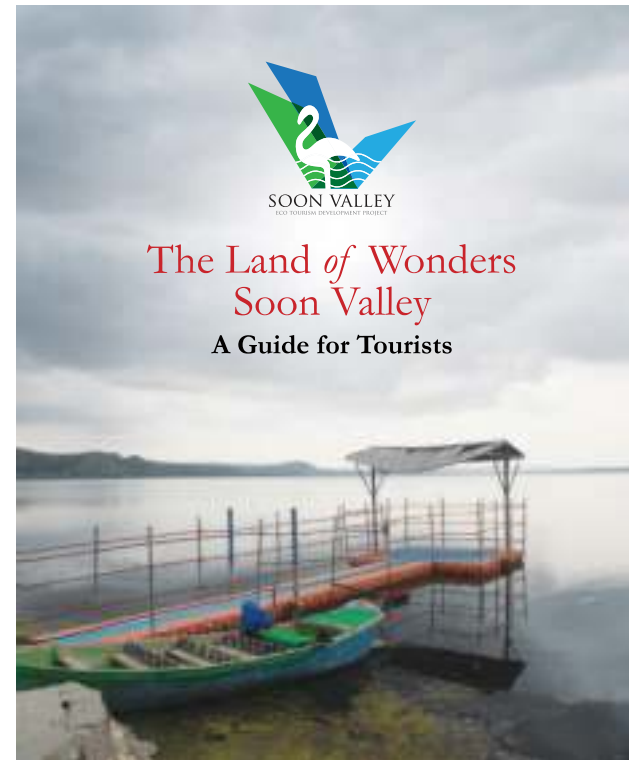
Slogans

Catchy Soon Valley slogans will be developed and used for audio-visual marketing strategies. The help of the locals in this regard will bring originality to the phrases, promote local culture, and will enhance the community's participation; ensuring that these slogans are both acceptable and sustainable. These slogans can then be used on all marketing materials and products.



Flyer

The idea for the development of flyers is to provide information about the valley, its sites and proposed activities. Flyers will be one pagers to market and promote the valley at a large and rapid manner.



Brochures

Brochures are an important product that will be designed and used to promote the Valley and achieve the desired goals as outlined in this Plan. Brochures are longer than flyers and are used to target specific audiences. Some of the type of brochures that will be design as per this Plan are:

Information Brochures

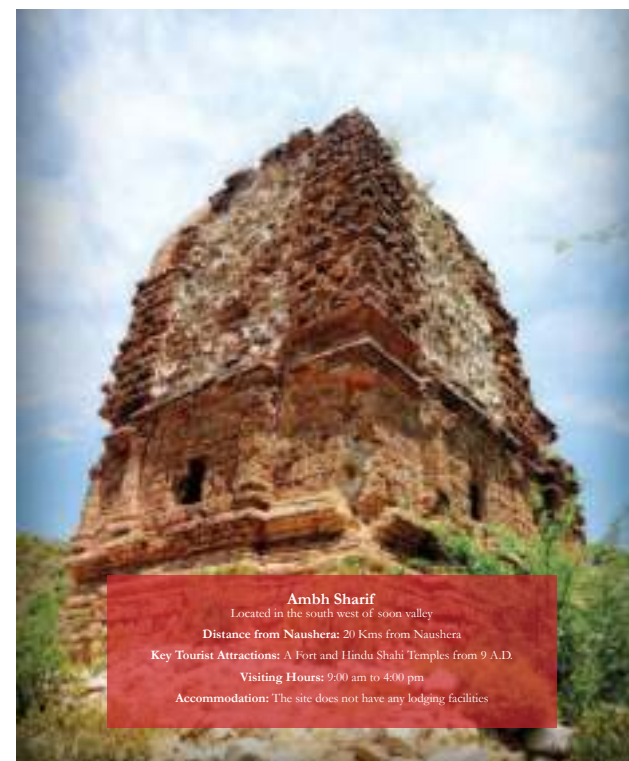
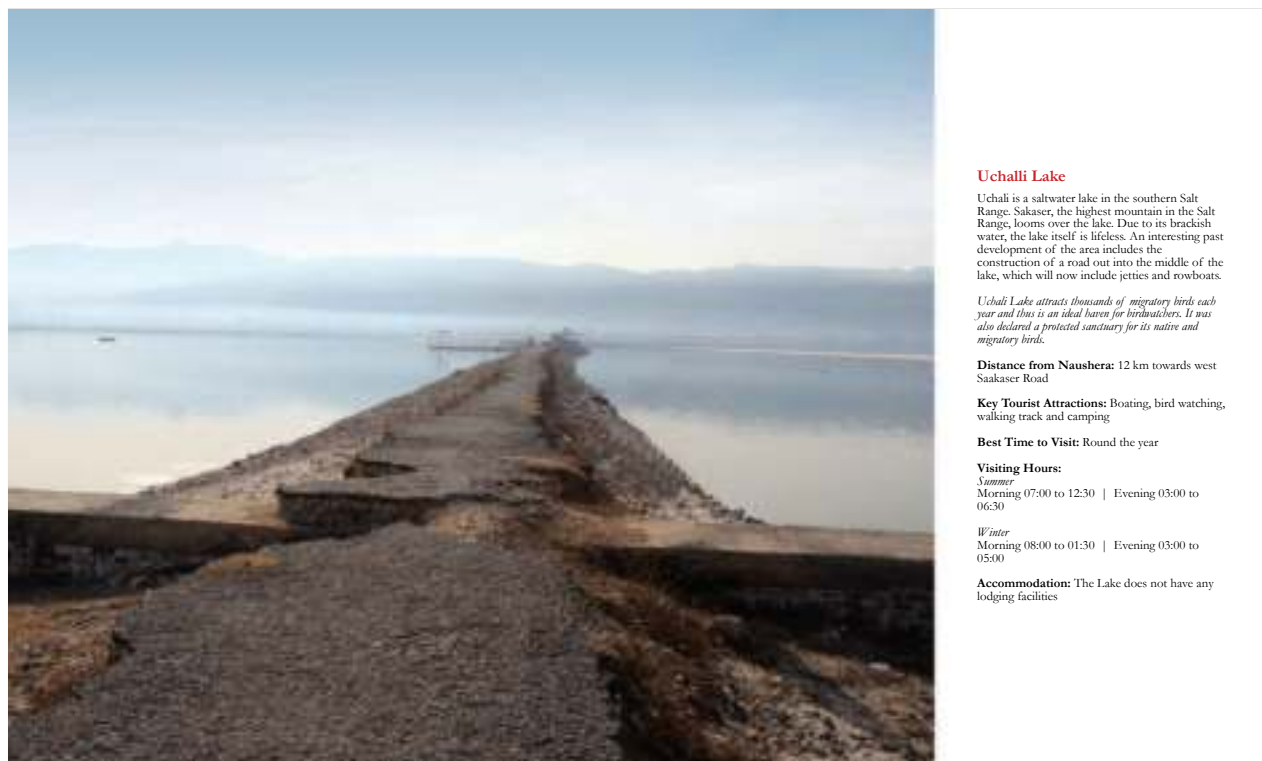
These will include information about the valley, tourist's sites, lakes, way finding, guidelines for visitors, etc.

Site Specific Brochures

These will include information and details pertaining to individual sites, destinations or attractions in the valley.

Community Mobilization Brochures

These will be designed specifically for the local communities, to mobilize, inform and familiarize them with the new initiatives outlined in this Plan and to engage them to own them all.



Tourist Maps & Plans

Tourism is location-based and travelers usually need to know where they are going. Various maps and plans will be developed for tourists to help them in way finding and in planning their visits. These will include information on trekking routes, itineraries and points of interest and will aid in optimizing the visitors experience in the Valley.

Soon Valley Calendar

A Soon Valley Yearly Calendar will be made to be used as a useful marketing material in order to enhance the presence of the Soon Valley. These will be distributed to organizations both locally and internationally to create an appeal for people to visit the valley. Timely printing and dissemination of the calendars will be an important factor for marketing purpose.



Valley Merchandise

Merchandise relating to and promoting the valley will be developed with the help of the locals and be sold in shops across the valley for tourists to purchase as souvenirs or as gifts. These products will be developed in local villages and all will be hand made.



Signage

The main idea of tourist signing is to give visitors directions or information to tourist attractions, services and facilities. Valley signage will not only add value in ecotourism development and promotion but will contribute towards enhancing visitor's experiences.



Gateways to the Soon Valley

As per this Plan, gateways will be designed for all entrances and exits of the valley to welcome tourists and bid farewell to tourists. These gateways will create a sense of place and be a good marketing tool for the Valley.



From Kallar Kahar to Soon Valley: creating an ecotourism hub

Shahzade Iftikhar Ahmad May 24, 2015 1,000+ comments

Punjab government is planning to spend Rs400 million on Soon Valley to promote it as an ecotourism hub



Pictorequest: Soon Valley. Photo by Salman Rashid

Share 1 Tweet 1 Like 1 Dislike 1

Frequent users of the Lahore-Islamabad Motorway must have spotted a new signboard about the picturesque Soon Valley in Khushab District of Central Punjab. It is supposed to facilitate visitors that are curious of what lies ahead — beautiful lakes, waterfalls, forests, natural springs, hills, the endangered Punjab Uril, migratory birds in winter, architectural sites and several other attractions.

Just on here's drive from the Kallar Kahar exit on Motorway, this area boasts of three beautiful lakes — Jhallar, Khushki and Uthali. A rare traveller adventuring into the valley is almost always astounded by its beauty, and wonders why the area has not been introduced to tourists. A few visitors that have been there are grateful to friends, relatives or acquaintances for recommending it.

Situated between hills, about 5,000 feet above the sea level, the valley is mostly pleasant throughout the year, except between mid-May and mid-July.

However, the encouraging news at the moment is that a plan to develop the Soon Valley has been launched and different departments of the Punjab government, including Tourism Development Corporation Punjab (TDCP), The Urban Cell, and Khushab District Government, are working on it. The project has been approved under the Annual Development Plan (ADP) and funds to the tune Rs400-600 million have been earmarked for its completion in 18 months.

Titled 'Development of Eco-Tourism in Soon Valley at Khushki and Uthali Lakes - Khushab', the initiative aims at developing the area as a tourist hub without harming its environment and ecology.

About four and a half hours away from Lahore and less than that from Islamabad, Soon Valley is 'the only location in Punjab that offers so many attractions at one place', says Akmal Malik, Managing Director, TDCP.

TDCP has conducted surveys and organised trips of colleges and universities, and have found that people are extremely interested in visiting the valley if proper facilities are provided.

Unfortunately, Malik says, in the absence of proper boarding facilities and food outlets, people come and return the same day and miss a lot of unique experiences that they could

Print Media

Media contributes to 80% of tourism revenue and in turn tourism contributes to 25% of media's revenue. Print media i.e. Newspapers, Magazines, advertorials and periodicals will help promote the Soon Valley on a mass scale. Information about the tourist activities and coverage of the initiatives in the Valley will help to attract more tourists and generate greater economic benefits.

Public Relations

Media advocacy and engagement will be useful to showcase of development works in the Valley. A strong Public Relation Strategy will be developed that will include:

Development of a comprehensive website pressroom

Development of a hard copy press kit with interesting facts, story ideas and news releases

Regular press contact and press relationships

Ongoing media assistance for story writers and editors

Encouragement of special events supporting the ecotourism activities at Valley

Monitoring and reporting of press coverage

Emails & Direct Mails

As part of marketing the valley regular and frequent sharing of informative brochures and flyers to email lists will be done.

Social Media Sites

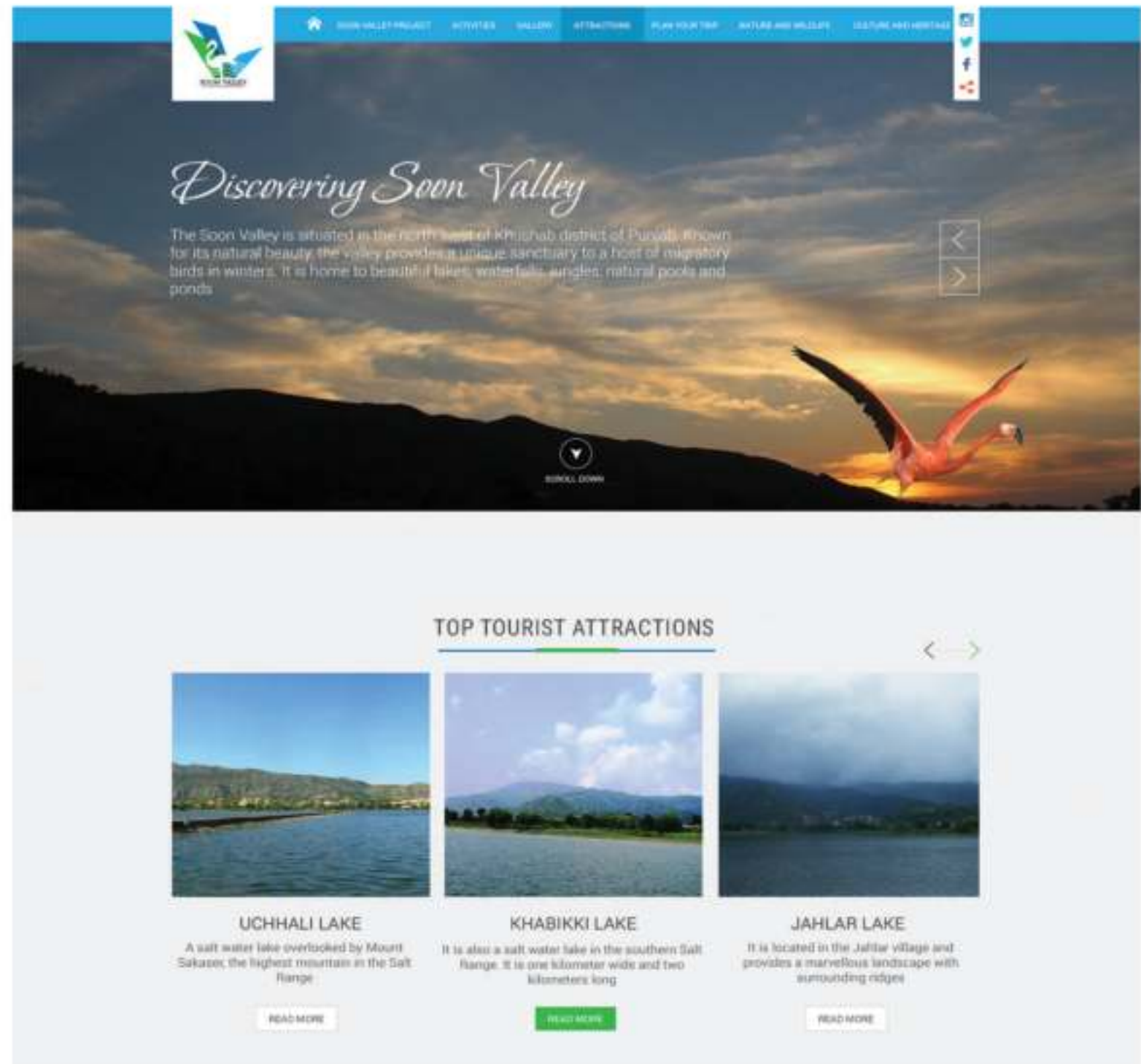
Social media is a strong marketing tool that is rapidly changing and growing. Social media sites, that are well managed, useful, and low cost will be used for the Valley to target different types of tourists, distribute important messages to specific audiences, and to engage and raise awareness about the Valley amongst larger audiences.

BLOG

The website will also have a blog and that will be used regularly to market the Valley. There will be weekly blog posts should with information about a new happening, an announcement of future events, a profile of an existing event, etc.

Website Development

A dedicated website of the Soon Valley will market its attractions in depth for public everywhere at all hours. The website will be updated frequently and will contain important information of everything within the Valley and in this Plan, making it a useful and authentic resource of information for travelers, media and other interested groups.



Public Events to Promote Ecotourism

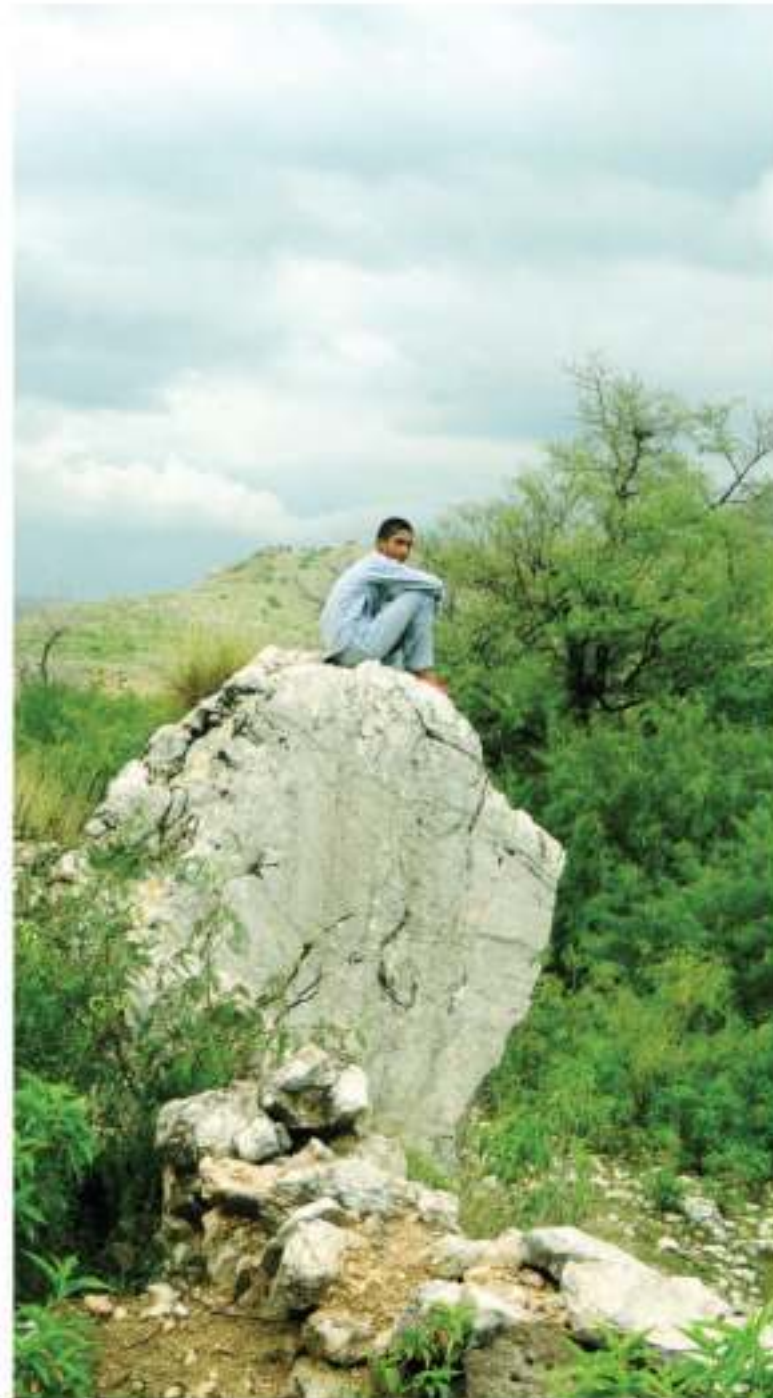
The establishment of a dedicated organization or an initiative that focuses primarily on scheduling and organizing events and excursion in the Soon Valley will lead to the enhancement of visitors, overall development, and planned sustainable year round economic contribution. Different events supported by political leaders, media, and regional and international organizations will easily promote the initiatives and activities at the Valley. Some recommendation for the type of events are as followed:

Cultural Events/Festivals

Pakistani's celebrates several important festivals throughout the year. The cultural center will arrange cultural events and TDCP will schedule trips to the Valley, offering packages and discounts during these events. These events will not only present the local culture, they will also enhance the value of local crafts, foods, social norms etc. along with the economic condition of the area. Annual or bi-annual cultural event will be organized with more focused on the local culture of Soon Valley, accompanied by the other provincial and national cultures.

Seasonal Events

Seasonal events will be organized to attract a large number of visitors to the Valley such as folk dances, traditional horse dances, local music performances, etc. These events will enrich the cultural and social value of the valley, also enhance the economic growth.



Landscape and Photography Event

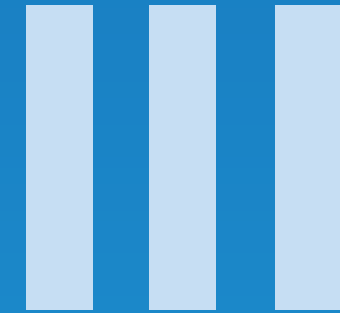
As the Valley is rich in scenic beauty, such events will prove to be recreational for tourists and also be a great marketing activity. Landscape photography and photography competitions will also be held to make these events more interesting and attractive.

Storytelling Festivals

Ecotourism in Soon Valley will be promoted by arranging storyteller festivals quarterly, targeting schools and children. Each storyteller will have a scheduled amount of time to share a story (or stories) with an audience. The featured storytellers can be professional performing artists Valley natives.

Bird Watching Events

Utilizing the potentials of the Valley, international birding and bird watching events can be held, which can be widely marketed to attract maximum domestic and international tourists.



Development & Conservation of Archaeological and Historic Sites

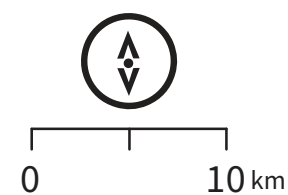
The development of Archaeological and Historic Sites will be a driver for local and regional economic growth as well as the social sector; both falling in the purview of ecotourism development.

The Soon Valley is besieged with many historical and archaeological sites such as old rest houses, Hindu and Sikh era religious remains, gardens, parks, tombs, graveyards, ancient villages and neighborhoods, monuments, and historic main streets, etc. As per this Plan, these sites will be rejuvenated to retain the Valleys rich past and to attract tourists. Figure 36 shows the location of these sites.

The Plan proposes that each site should be looked into individually and a complete restoration and conservation plan be made after thorough investigation into the sites original plans. This recommendation highlights some of these important sites and gives a way forward for their development and conservation. In addition, Annexure A gives a detail of the location in accordance to the clusters identified in this plan along with existing and proposed facilities and activities.



Figure 36: Archaeological and Historic Sites of the Valley



Legend

Administrative Boundary	Transportation Network	Built up	River	Elevation Meter	Historical Sites
District Boundary	Highway			61 - 400	Foot Prints
Tehsil Boundary	Secondary Road			401 - 800	Spring
Municipal Committee	Inter City Road			801-1,200	Cave
				1,201-1,600	Fort
					Garden
					Rest House
					Settlement
					Shrine
					Temple



Nurshingh Phowaar

Nurshingh Phowaar is a site nestled in lush greenery in the Valley with a beautiful historic temple, freestanding arches, architectural remains, ponds and springs.

A Hindu religious festival, known as the beshakhi mela, used to be held on this site, where many worshippers would come from far flung areas. However, given that there was no proper planning or management, this has stopped since the past few years.

Although the temple and adjoining structures still retain their original shape, their condition is rapidly deteriorating given that there has been no plan to preserve them.

This plan proposes that this site be immediately preserved, restored and developed into a tourist destination. Since the site is under the purview of the Auqaf department, it is recommended that the department along with the TDCP make a project plan for this site and submit to the government for the allocation of funds to take this initiative forward.

Anmb Shareef

The shrine and fort of Anmb Sharif, situated adjacent to the tehsil in which the Soon Valley lies, is still considered part of the Valley and its people take ownership of this site.

The architectural design of Anmb Sharif reflects influences from Kashmir. When this site was originally designed, it had two shrines and one fort of which one shrine and the fort remain but are in poor condition. The fort has three stories and each has a central hall, however, at present only the first floor is accessible through stairs. It used to be adorned by statues and artifacts but most of them have been stolen by smugglers and locals.

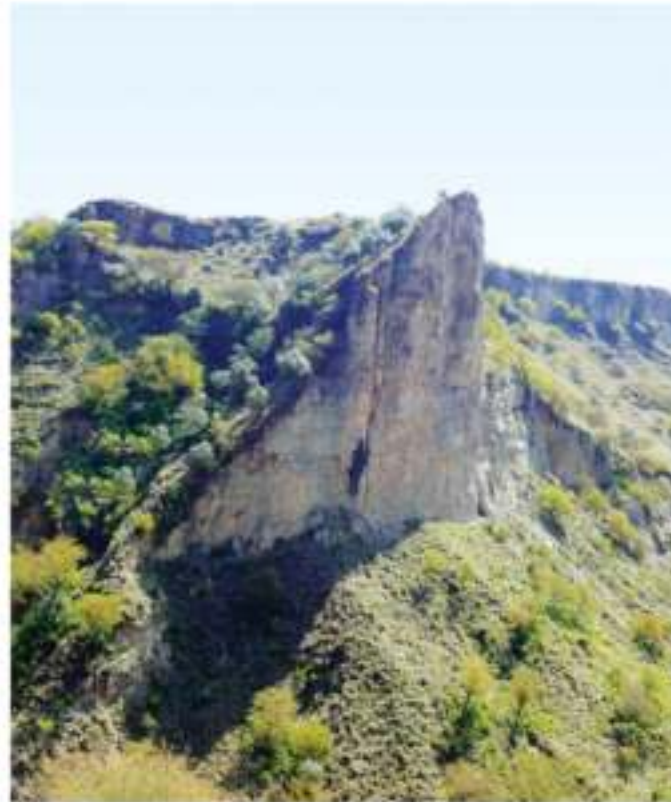
Given, its rich history, beautiful architecture and immense archaeological significance, Anmb Sharif has the significance to be listed as one of the UN heritage sites. This plan proposes that this be restored and then preserved as a tourist destination in the same manner that temples of the of Katas Raj have been and further more, it should be placed in front of the UN to be made a world heritage site. This site should also be promoted to archeologists given that a lot of artifacts, coins and statues are buried here. In addition, a proper track that makes reaching the site easier needs to be developed.



Tulajha Fort

Tulajha is the name of a high mountain in the Soon Valley on which there are remains of an ancient fort that can only be reached by an unpaved track with great difficulty and via forest area.

It is said that Jalal ad-Din Khwarazmshah of the Khwarazmian dynasty once came to this site to find shelter while escaping from the Mongols. During his stay here, he established this fort as his temporary home and stayed here for a number of years.



Akrand Fort

The Akrand fort was built by Raja Tataar Khan to protect the Soon Valley and the Pakhar area. The site overlooks the Valley and is surrounded by dense forest and accessible via a path from the Kanhatti garden. This site holds immense historic and archaeological value but unfortunately this has also turned into mere ruins.



Tulhaath Fort

Tulhaath fort is situated on a high cliff near 'Her Do Sodhi Baala' on a road named Kathwayi-Jhalar near a water spring named as 'gabh' and is accessible only by a rocky track. The fort was constructed using heavy rectangular shaped stones and rocks and like all forts, this too had a defensive wall around its perimeter; parts of this wall are still standing, however, like the others, this fort is also in ruins.

This plan proposes that these ruins be preserved as they are and showcased to tourists using history walls and signage. In addition, tourists that visit this site should be facilitated with a tour guide who orally narrates the sites history and significance of these ruins.

Ruins of Rat Rirri

The Ruins of Rat Rirri are also located in the Soon Valley and are scattered over quite a massive area, comprising of small walls .

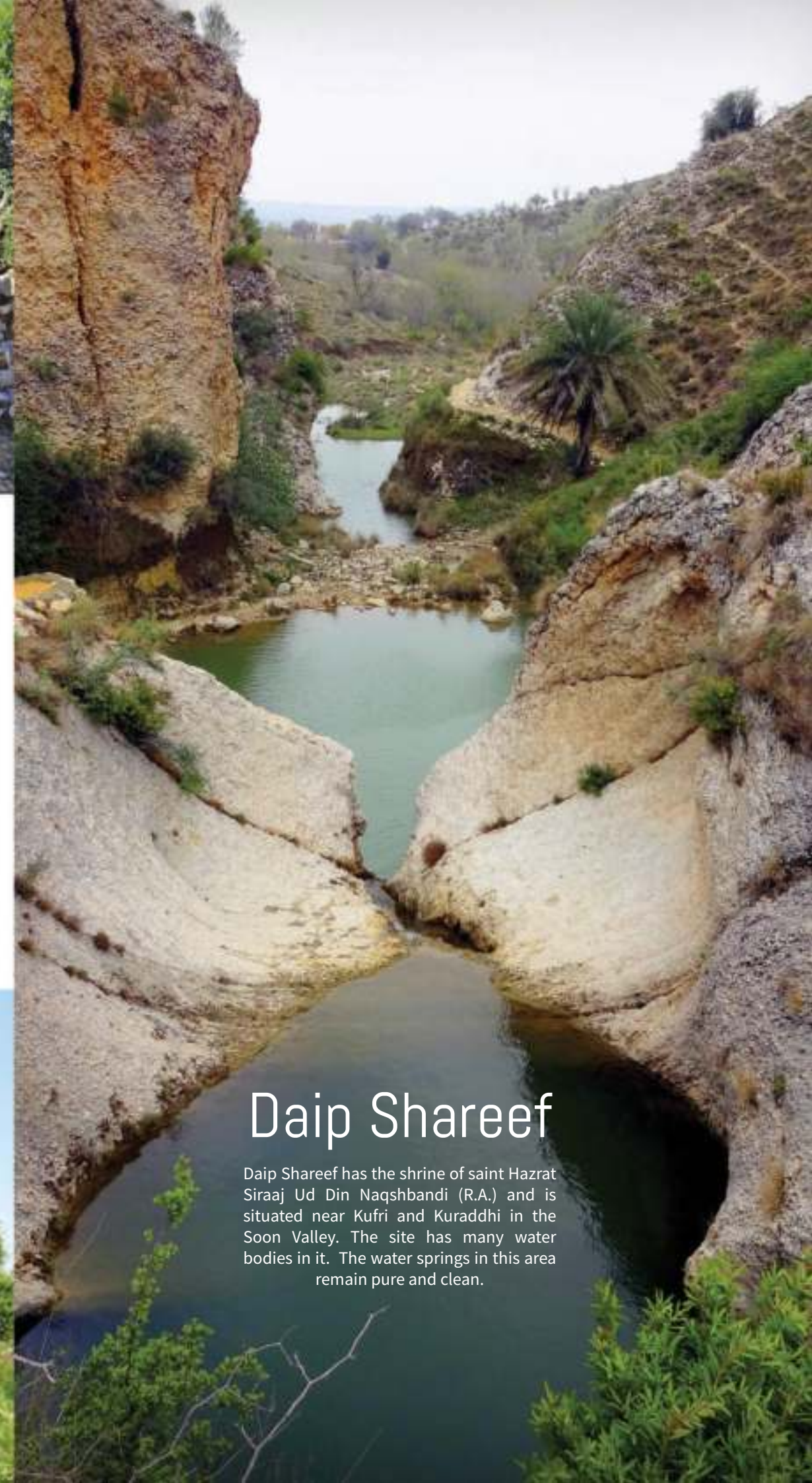
This plan proposes that these ruins be preserved as they are and showcased to tourists using history walls and signage. In addition, tourists that visit this site should be facilitated with a tour guide who orally narrates the sites history and significance of these ruins.



Angah

Angah is historic village located in the Valley in which some structures retain their historic value.

This plan proposes that quick action be taken to ensure that the village retains its historic character by preserving it as it is. In addition, there should be a complete ban on demolishing old structures and any new construction should be based on the same architectural style. More ways to ensure it is developed as a tourist site and destination are also mentioned later in this plan.



Daip Shareef

Daip Shareef has the shrine of saint Hazrat Siraaj Ud Din Naqshbandi (R.A.) and is situated near Kufri and Kuraddhi in the Soon Valley. The site has many water bodies in it. The water springs in this area remain pure and clean.

Baba Sultan Mehdi

The shrine of Baba Sultan Mehdi in the valley is surrounded by ponds and beautiful springs and already attracts many tourists.



Others

The valley has other sites as well that can also be developed at a later time that include but are not limited to Chitta Village, Ugali village, Kordhi Sharif, Baba Sawi Beri, Narwari Bagh, Darbar Sakhi Saab, Central Jail Ruins of Indo-Parthian Kingdom near Bhanaka, Ruins of Temple Shaker Kot, Chambal Mandir.



Kachiyaan

Kachiyaan is an area with water springs and the Darbaar of Baba Kachiyaan Wala Faqeer.

Mai Wali Dheri

Maai Wali dheri is the name given to a high cliff on which a saint Hazrat Bibi Peroz (R.A.) is buried. Apart from feeling great spiritual energy, this site provides panoramic views of the Soon Valley.

This plan proposes that these sites be widely marketed as destinations for religious and nature tourists with minimum interventions.



Sodhi Rest House

The Sodhi rest house was constructed during the 18th century in the colonial era for the officers of the British government. The basic structure of the rest house still remains but requires major repair and maintenance along with some reconstruction.

This plan proposes that the rest house be fully restored and then made open to the public as a historic public building. In addition, it should be used as a museum, showcasing artifacts of the Valley and a library for the locals.





Annexure A

Nurshingh Phowaar

Cluster: 8

Facilities

Existing: ---

Proposed: Tour guides, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small tuck shop

Activities

Existing: ---

Proposed: Bonfire, Storytelling (brief temple/fort history)

Other Attractions

Existing: Chambal Mandir, Forest

Proposed: Safari Park

Anmb Shareef

Cluster: 4

Facilities

Existing: ---

Proposed: Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities

Existing: ---

Proposed: Paragliding, Hot air balloon, Archery activities for families and children's, High rope activity course

Other Attractions

Existing: Sakesar, springs, Forest, Children park area, Wood Pigeon, PAF Base

Tulajha Fort

Cluster: 6

Facilities

Existing: Sodhi Rest House

Proposed: Historical Library and museum, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities

Existing: ---

Proposed: Local event/Festivals, Storytelling (Brief history of Fort/Temple/Ruins of jail), Bonfire

Other Attractions

Existing: Central Jail Ruin of Indo Parthian Kingdom near Bhanaka, Forest, Sodhi Garden, Pre- Historic Caves, springs, Kachiyaan wala Faqeer, Remains of Budhish Stupa at Hardo Sodhi,

Proposed: Picnic area, Botanical Garden

Akrand Fort

Cluster: 2

Facilities

Existing: Rest House, Restaurant

Proposed: Hiking Facilitation Shops, Trails, Bed and breakfast, Rest House, Restaurant, Tourist Information center, First aid kits, Maps, Prayer area, Small tuck shop, Public toilet, Boardwalk, Cultural center

Activities

Existing: Hiking

Proposed: Boating, Jeep Safari, Fishery Farms, Bird watching tower

Other Attractions

Existing: Punjab Urial, Chinkara, Khabbeki Lake, Forest, Wood Pigeon, Heritage Village

Tulhaath Fort

Cluster: 7

Facilities

Existing: ---

Proposed: Restaurant, Bonfire area, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities

Existing: ---

Proposed: Wildlife watching

Other Attractions

Existing: Springs, Forest, Coal Mine, Punjab Urial

Ruins of Rat Rirri

Cluster: 6

Facilities

Existing: Sodhi Rest House

Proposed: Historical Library and museum, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities

Existing: ---

Proposed: Local event/Festivals, Storytelling (Brief history of Fort/Temple/Ruins of jail), Bonfire

Other Attractions

Existing: Central Jail Ruin of Indo Parthian Kingdom near Bhanaka, Forest, Sodhi Garden, Pre- Historic Caves, springs, Tulajha Fort, Kachiyaan wala Faqeer, Remains of Budhish Stupa at Hardo Sodhi,

Proposed: Picnic area, Botanical Garden

Angah

Cluster: 3

Facilities

Existing: ---

Proposed: Guest houses, Bed & Breakfasts, Tourist information center, Public Toilet, First aid kits, Maps, Prayer area, Small tuck shop, Hiking Trails, Local craft and food market, Resort, Boardwalk

Activities

Existing: Hiking, Boating

Proposed: Storytelling (brief temple/fort history), Wild life watching, Bird Watching Tower

Other Attractions

Existing: Uchali Lake, Flamingos, Punjab Urial, Wooden Pigeon, White Headed Ducks, Ruins of Temple Shaker Kot, Forest

Proposed: Golf Course

Baba Sultan Mehdi

Cluster: 6

Facilities
Existing: Sodhi Rest House
Proposed: Historical Library and museum, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities
Existing: ---
Proposed: Local event/Festivals, Storytelling (Brief history of Fort/Temple/Ruins of jail), Bonfire

Other Attractions
Existing: Central Jail Ruin of Indo Parthian Kingdom near Bhanaka, Forest, Sodhi Garden, Pre- Historic Caves, springs, Tulaajh Fort, Kachiyaan wala Faqeer, Remains of Budhish Stupa at Hardo Sodhi,
Proposed: Picnic area, Botanical Garden

Daip Shareef

Cluster: 5

Facilities
Existing: ---
Proposed: Tourist information center, Gazebos, Souvenir shop, Bed & Breakfasts, Lake front development, Jogging track, Picnic spots, Wellness resort and retreat, Public toilet, First aid kits, Maps, Prayer area, Canteen

Activities
Existing: Hiking
Proposed: High rope activity course, archery activities for families and children’s, Hiking Competitions, Local craft and food market, Bird watching tower, Hiking Competitions

Other Attractions
Existing: Springs, Forest, Jhalar Lake, Wood Peagon
Proposed: Artificial Water Fall

Kachiyaan

Cluster: 6

Facilities
Existing: Sodhi Rest House
Proposed: Historical Library and museum, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities
Existing: ---
Proposed: Local event/Festivals, Storytelling (Brief history of Fort/Temple/Ruins of jail), Bonfire

Other Attractions
Existing: Central Jail Ruin of Indo Parthian Kingdom near Bhanaka, Forest, Sodhi Garden, Pre- Historic Caves, springs, Tulaajh Fort, Remains of Budhish Stupa at Hardo Sodhi,
Proposed: Picnic area

Mai Wali Dheri

Cluster: 2

Facilities
Existing: Rest House, Restaurant
Proposed: Hiking Facilitation Shops, Trails, Bed and breakfast, Rest House, Restaurant, Tourist Information center, First aid kits, Maps, Prayer area, Small tuck shop, Public toilet, Boardwalk, Cultural center

Activities
Existing: Hiking
Proposed: Boating, Jeep Safari, Fishery Farms, Bird watching tower

Other Attractions
Existing: Punjab Urial, Chinkara, Khabbeki Lake, Forest, Akrand Fort, Wood Pigeon, Heritage Village

Sodhi Rest House

Cluster: 6

Facilities
Existing: Sodhi Rest House
Proposed: Historical Library and museum, Tourist information center, Public toilet, First aid kits, Maps, Prayer area, Small general store

Activities
Existing: ---
Proposed: Local event/Festivals, Storytelling (Brief history of Fort/Temple/Ruins of jail), Bonfire

Other Attractions
Existing: Central Jail Ruin of Indo Parthian Kingdom near Bhanaka, Forest, Sodhi Garden, Pre- Historic Caves, springs, Tulaajh Fort, Kachiyaan wala Faqeer, Remains of Budhish Stupa at Hardo Sodhi,
Proposed: Picnic area, Botanical Garden

IV

Development of New Tourist Sites and Destinations

The Soon Valley presents multiple sites that are ideal for the development of Ecotourism related attractions. However, keeping in line with the objectives of minimalist interventions and maximum preservation, only a few sites and/or developments have been selected for physical interventions for the time being and initiation of this Plan. It is proposed that the construction details given in this section that are based on the principles of sustainability and are in line with the principles of eco tourism be used for the proposed developments and for any other development that is planned in the future.

These developments have been proposed so that there is balanced development amongst the clusters identified in recommendation 1 and in line with each cluster's potential. These will not only support ecotourism by providing destinations and an enriched ecotourism experience for visitors but will also generate significant revenue for the Valley. The following sites and development have been identified and recommended in this plan:

The Soon Valley Cultural Centre

Cultural centers are becoming more popular around the world, as technology like the internet makes the world feel more connected, more and more people are becoming interested in other cultures in addition to wanting to share their own. These centers are a prime way to enhance tourism and bring communities together. The development of a cultural center in soon valley will

be a great way to understand and experience the ethnic culture of the valley and its people and establish a vital presence of the arts, history, and cultural awareness for the benefit, enlightenment, and enjoyment of all locals and visitors. The center will also play a role in bringing the members of the local community together in a unique and constructive environment, while providing an exclusive experience to visitors; being be a year-round cultural, community and gathering space serving residents, volunteers, students, artists, and cultural tourists alike.






To ensure that the cultural center becomes an important cultural destination offering the cultural tourists another, compelling reason to visit Soon Valley, the following activities are proposed:

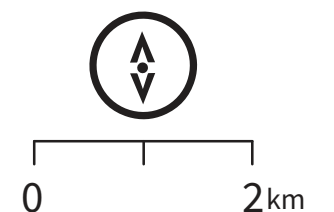
- Art residencies
- Library
- Performances and programs
- Temporary exhibits
- Lectures and Talks
- Meetings
- Story telling
- Festivals
- Films and documentaries
- Workshops
- Cooking classes
- Skill development



Figure 37: Location of Cultural Center

Legend

- | | |
|---|--|
|  Cultural Center | Transportation Network |
|  Highway |  Built up |
|  Secondary Road |  Lake |



This plan provides a proposed location for the construction of this center as shown in **Figure 37**, on the lake front of Khabbeki, which is central to the valley and the identified tourism clusters, while being easily accessible for the locals and visitors. Another advantage of this location is the other developments around the lake, like the restaurant, board walk and guest house.

Plan for Cultural Center

- 1 Art Residencies
- 2 Library
- 3 Performances and Programs
- 4 Temporary Exhibits & Festivals
- 5 Lectures and Talks
- 6 Meetings
- 7 Story Telling
- 8 Films and Documentaries
- 9 Workshops
- 10 Cooking Classes
- 11 Skill Development
- 12 Reception & Lobby
- 13 Toilets



Uchali Lake Ecotourist Resort

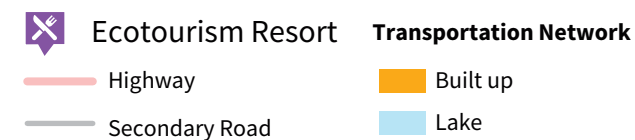
A resort is essentially an isolated place, self-contained commercial establishment developed for tourists, providing multiple facilities, such as accommodation, food, entertainment, and recreation, all on its premises. The primary objective of resort planning and design is to create a sense of place and the effort begins with the setting.

The Uchali Lake in the Soon Valley provides the perfect setting an eco tourist resort; where through a concentration of different facilities, and planning and design, the resort will acquire its own an identity and character and create a sense of place; becoming a go to destination and in addition, serving as a gateway to other resources in the area, while giving back to its local community. The area around the Lake with its mesmerizing scenery offers a vacant space, identified in this plan and shown in **Figure 38**, that provides for an ideal location given its size, terraced topography and the vistas to the lake it provides for the development of a state of the art ecotourism tourism resort. Topography



Figure 38: Location of Uchali Lake Ecotourism Resort

Legend



0 2km

This proposed development will offer a complete tourist destination package and aid in boosting the local economy and generating employment for residents of Uchali, Chitta and Uggali villages near the lake. Some of the recommended activities and developments that will be included in the resort are:

Ucahli Lake Master Plan

- | | | |
|--------------------------------|-----------------------|------------------------------|
| 1 Chalet | 24 Tree Circle | 40 Chalet's Tracks |
| 2 Bird Watching Tower | 25 Organic Garden | 41 Solar Panel System |
| 3 Staff Residences | 26 Caravan Park | 42 Prayer Area |
| 4 Bonfire | 27 Amphitheater | 43 Windmills |
| 5 Kiosks | 28 Restaurant | 44 Garbage Recycling Station |
| 6 Jogging Track | 29 Public Toilets | 45 Rainwater Harvesting |
| 7 Terraced Farming | 30 Open Kitchen | |
| 8 Crushed Stones | 31 Children Playarea | |
| 9 Swimming Pool | 32 Car Parking | |
| 10 Covered Seating | 33 Mini Bazar | |
| 11 Garden | 34 Receiving Point | |
| 12 Deck | 35 Gazebos | |
| 13 Main Landmark Point | 36 Podium | |
| 14 Boating Jetties | 37 Bike Stand | |
| 15 Ticket Booth | 38 Information Centre | |
| 16 Ponds | 39 Landscape | |
| 17 Woon Landscape | | |
| 18 Walking Track | | |
| 19 Picnic Spots | | |
| 20 Water Pond | | |
| 21 Lakefront Viewing & Seating | | |
| 22 Entrance To Site | | |
| 23 Cycling Track | | |



Chalets

These will be designed in one to three bedrooms' styles in order to accommodate different type of tourists. Each chalet will be design using eco friendly materials and provide its guests privacy and serene views of the lake.

A caravan park

To cater to tourists on a budget, the resort will provide a caravan park, with custom made caravans, so that all income groups have an equal opportunity to experience a resort vacation.

Camping area

For adventure tourists, who enjoy the outdoors, the resort will provide a designated camping site for the eco camping experience

Mini Bazaar space with kiosks,

Restaurant and Café,

Amphitheatre,

Swimming pool along with,

Information center, reception, parking, Gazebos, picnic spots, gardens, ponds, boating, born fire pits and open barbeque kitchens, play areas, bicycle and walking tracks, bird-watching towers, public toilets, prayer area, staff residences.

And in addition to the abovementioned, to make this resort a true eco friendly destination, the following innovative developments and practices will also be included:

Organic Garden

The garden will supply herbs, vegetables and fruits to the kitchen, restaurant, and the Cafe. All vegetables, other than the ones produced in abundance in the valley already, Like papayas, mushrooms, dill, fennel, mint, cucumbers, lemons, spinach, okra, long beans, green chili, red chili, red peppers, green peppers, small mangoes, sunflower sprouts, aloe vera, etc. No pesticides, herbicides or chemical fertilizers will be used in this garden.

Tree Circle

Raw garbage (organic material) from the kitchens will be separated and then discarded into a hole in an area named the “tree circle” in the garden. A water source will be added; wetting the raw garbage (organic material) below. The raw garbage will break down, seeping through the walls of the hole into the surrounding soil providing nutrients for trees and other plants to grow in a circle around the hole.

Rainwater Water Catchment

Given the heavy rains in the Valley, a water tank will be built to harvest rain water. Gutters will be installed on the roofs of all built structures that will feed water to the tank to collect the rainwater. This will be piped to another underground tank using gravity from where two delivery pumps will carry water to every part of the resort; the water will then be used for various permissible purposes around the resort. The water tank will be reinforced on top with planter that will be used for plant growing.

Use of Refillable Glass Bottles

The resort will use only place glass bottles in the chalets and guest rooms, that are refillable and there will be a complete ban on the use of plastic bottles. The water will be refilled from a filter plant on the resort premises.

Garbage Recycle Station

The resort will have its own trash recycle station with 4 bins to separate rubbish into 4 types; Glass (bottles), Metal (cans), Plastic (pet bottles), Other (paper & raw garbage, that will be fed into the tree circle).

Solar Energy

The resort will have solar panels installed on top of some specific structures that will charge large batteries to store electricity for use at nighttime.

Uchali Lake Boardwalk

On the edge of the Uchali Lake, a road had been constructed to connect the main road to the Chitta village. Unfortunately, due to the inadequate funding plus ecological issues brought forward by the WWF, this road was left half constructed.

This road that goes into the lake is an ideal location for a boardwalk. It is recommended that in order to keep in mind the vision and the goals of this Plan and following the principles of minimal alteration, the boardwalk should be developed using only light interventions such as gazebos, benches, waste bins and kiosks serving only basic food and items; made from eco-friendly material, a boating dock that floats over the lake to safeguard the aquatic life. The boats leaving from this dock will all be paddleboats and connect this part of the lake and its visitors to the lake via water. The same boats will be used to take tourists to the abovementioned ecotourism resort.

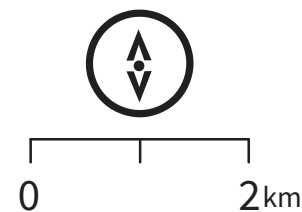
This plan shows the location for the board walk in **Figure 39** and designs in the form of drawings along with 3D images.



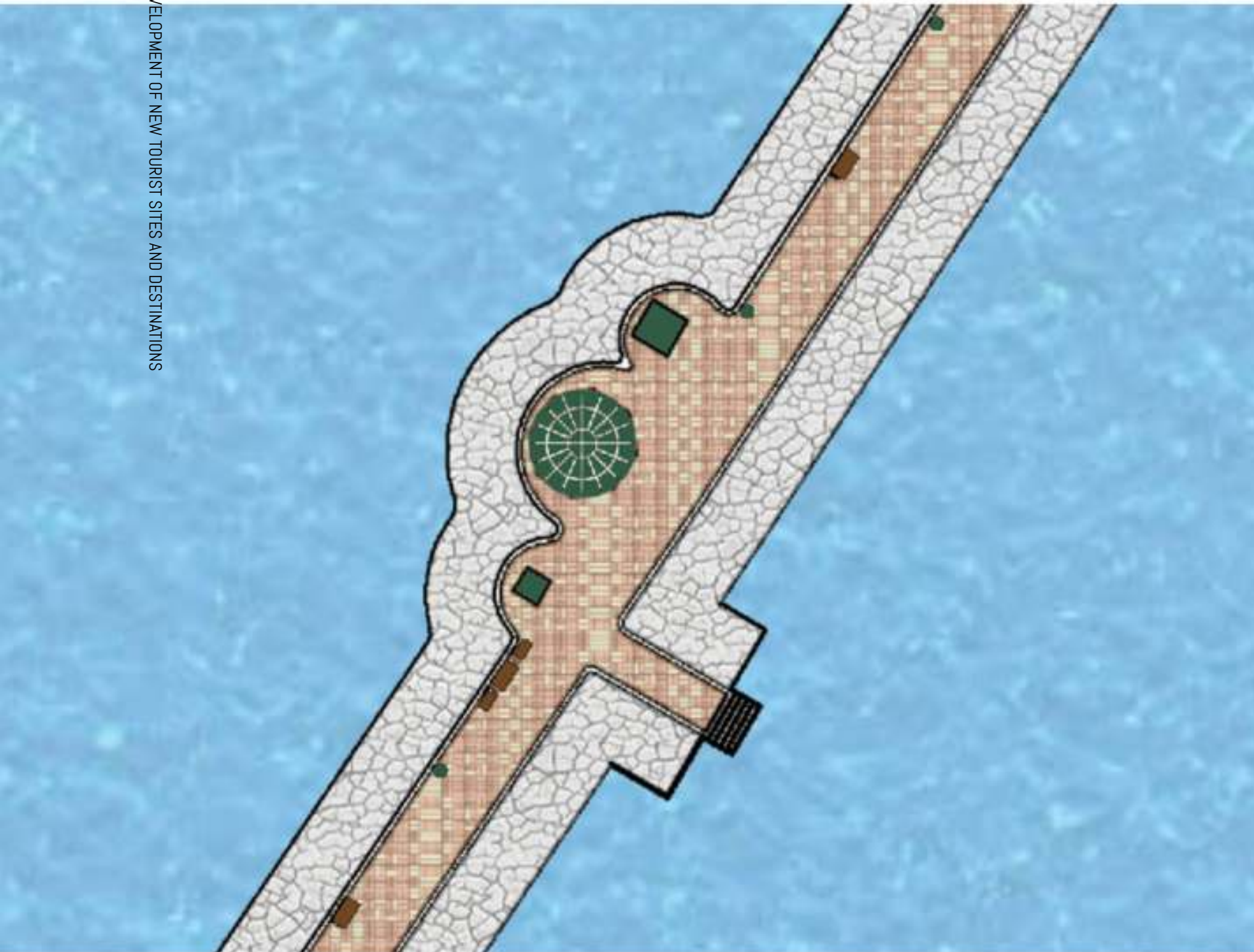
Figure 39: Location of Uchali BoardWalk

Legend

Transportation Network	Board Walk
Highway	Built up
Secondary Road	Lake



Plan for boardwalk at Uchali



3-D Views of Boardwalk

Reuse of Existing Building & Road Along Khabbeki Lake

There is an abandoned building at the lakefront of the Khabbeki Lake that was once a guesthouse for the fisheries department and an abandoned road that runs the length of the lake and is located right across from this abandoned building. This is shown in **Figure 40**.

This building provides an ideal location for the development of a local restaurant and guest house at the lakefront. This building will be restored and reused concepts of sustainable conservation. The land/lawn adjacent to the building will be developed with outdoor sitting area, play area for children, and a bird watching tower. The greatest benefit of these interventions, apart from the scenic beauty, is the opportunity that they will provide to watch the rare and migratory birds of the area using the bird watching tower.

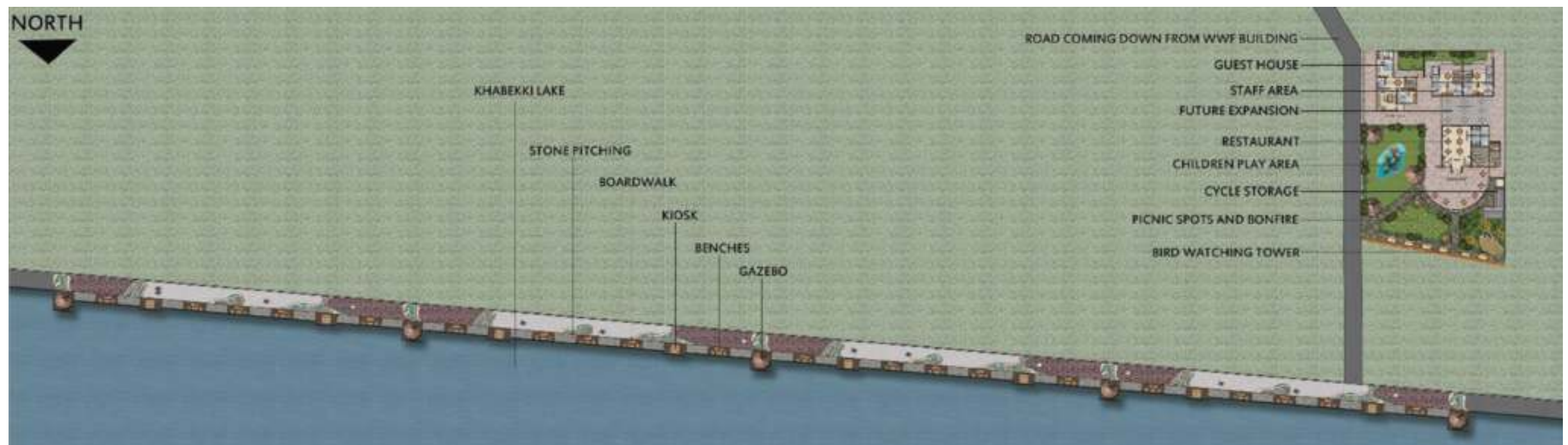
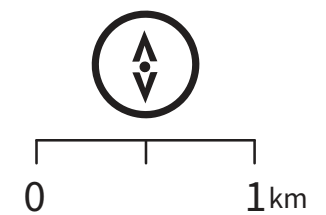
The abandoned road provides an ideal location for the creation of a boardwalk at the lake. This road will be reused as a board walk and provide a pedestrian track, bicycle path, sitting areas and kiosks.



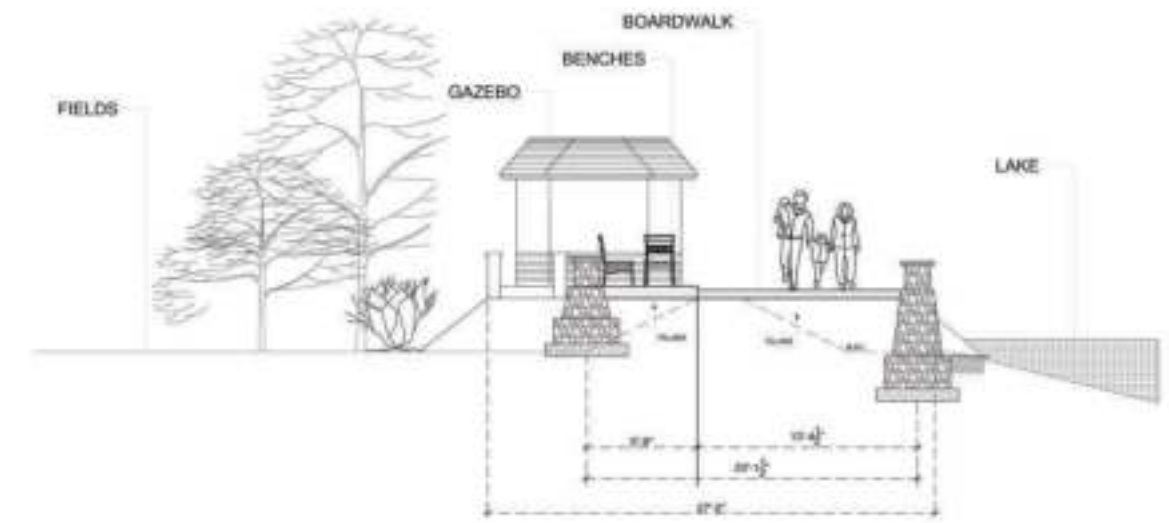
Figure 40: Location of Abandoned Guest House

Legend

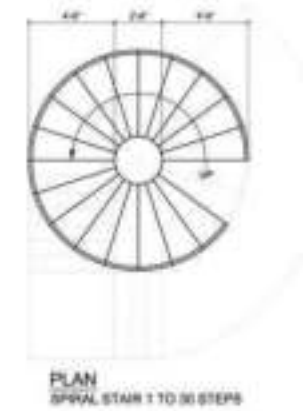
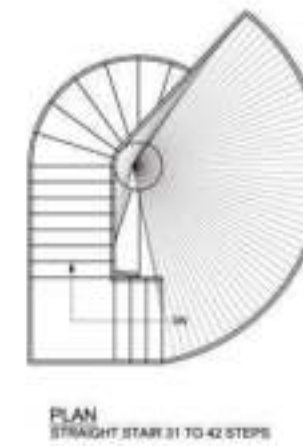
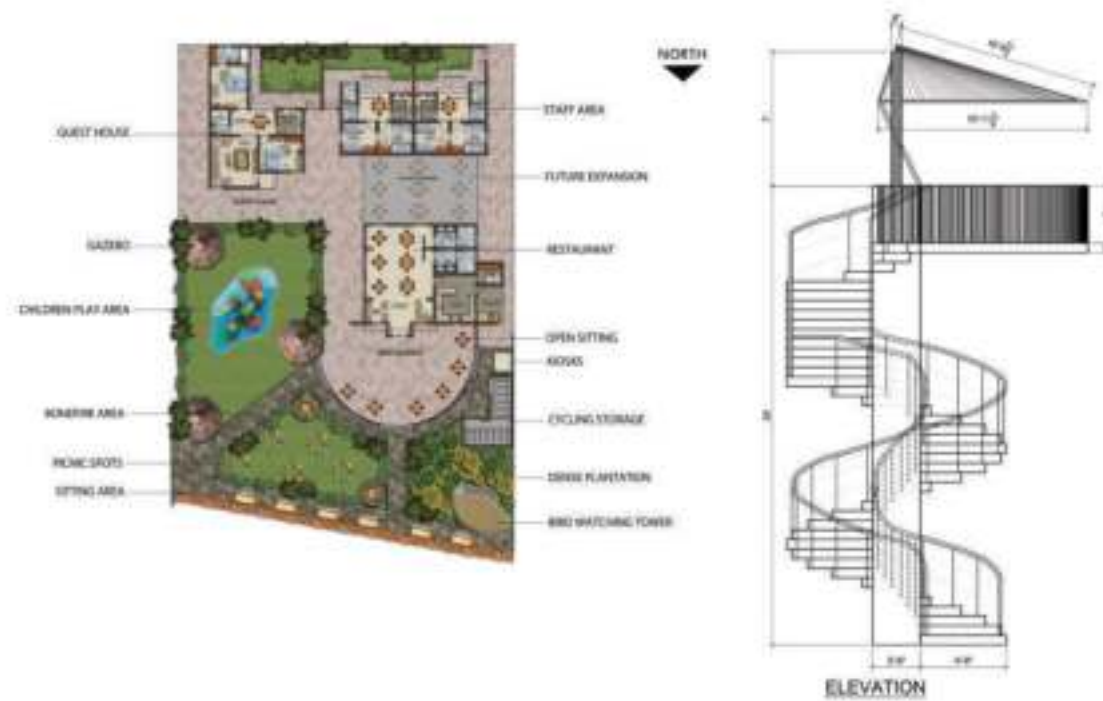
Transportation Network	Board Walk	Abandoned Guest House for Fishery
Highway	Built up	Abandoned Road
Secondary Road	Lake	



Plans for the Abovementioned development



Birds Watching Tower



Jhalar Lake

Jhalar Lake is one of the most spectacular, picturesque and beautiful lakes in the Soon Valley but due to lack of facilities for tourists it has not been able to attract substantial tourists. This plan proposes that a selected area at the lakefront of the lake be developed for tourists. This will not only increase visitors but will add to the income generation and job opportunities of the villagers in nearby settlements. **Figure 41** shows the plan for this development.



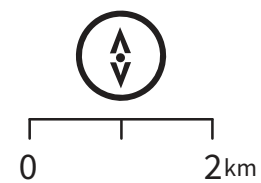
Figure 41: Location Map of development at Jhalar lake

Legend

Development Site
— Secondary Road

Transportation Network

■ Built up
■ Lake
□ Soon Valley



Plan for Development at Jhalar lake

- | | |
|-------------------------------|-------------------------|
| 1 Canteen and Store | 10 Sand Pits |
| 2 Park & Landscape | 11 Toilet |
| 3 Playing Area Park | 12 Benches |
| 4 Caretaker and Security Post | 13 Grassed Arches |
| 5 Seating Around Fountain | 14 Gazebo |
| 6 Artificial Water Fall | 15 Car Parking 8' X 16' |
| 7 Water Landscape | 16 Bike Parking |
| 8 Jogging Track | 17 Nanga Road |
| 9 Bone Fire Pits | 18 Jhalar Lake |





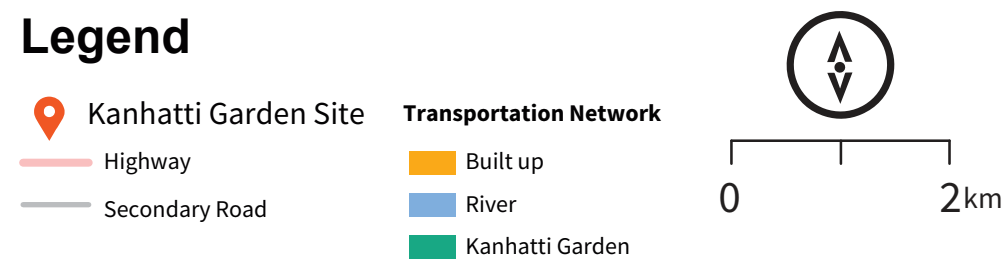
Figure 42: Location Map of Development at Kanhatti Garden

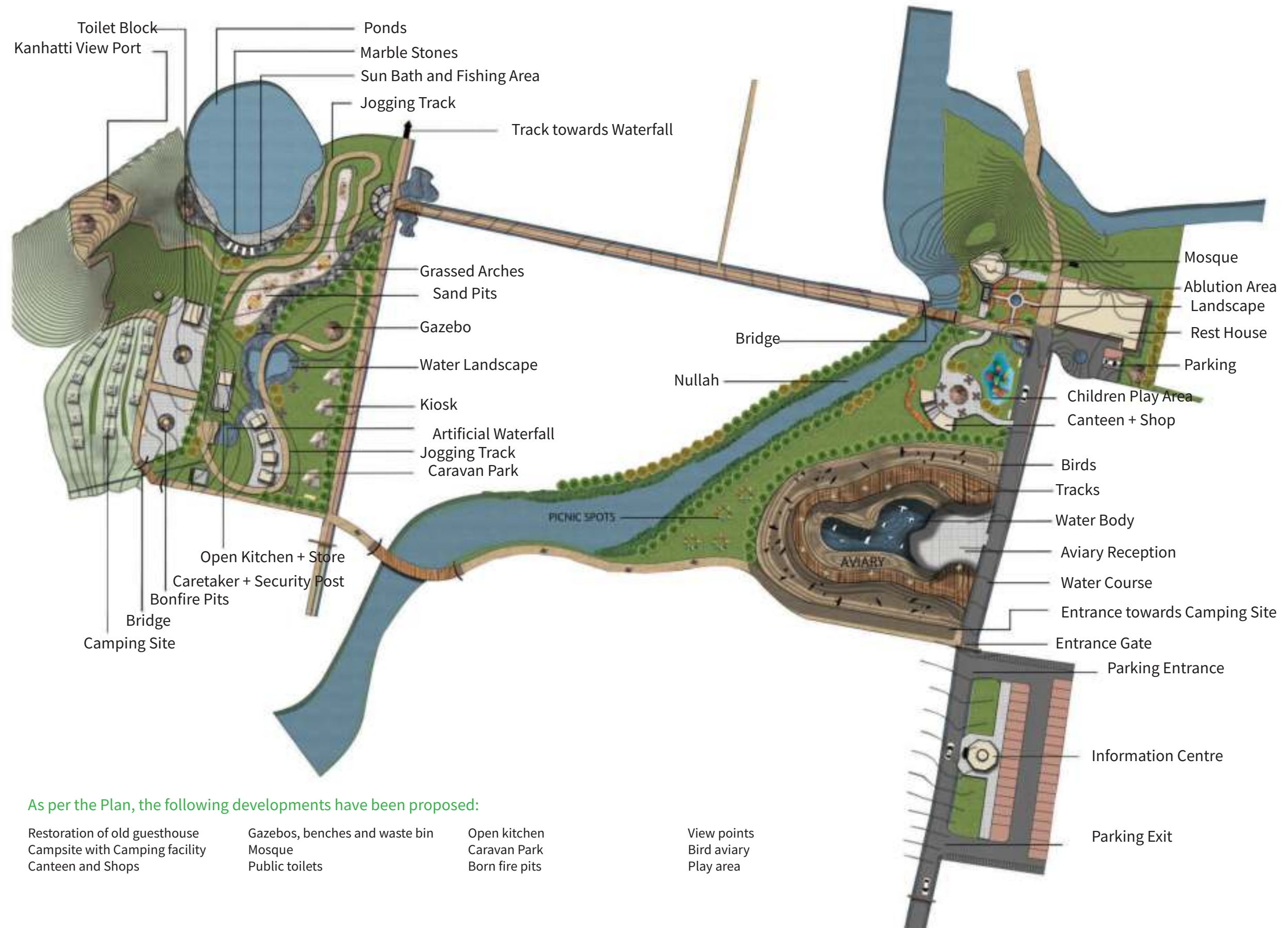
Kanhatti Garden

The Kanhatti garden, as shown in **Figure 42**, is nestled on all sides by reserve forests of approximately 5,014 acres and is home to indigenous flora, fauna, birds, springs, ponds, and waterfalls.

Although, many tourists still find their way to the garden, it however, does not attract return tourists or tourists from other cities due to the fact that it hasn't been marketed and promoted and also because at present, it is not equipped to handle and manage the tourists due to a lack of allied facilities required at a tourist destination. In order to promote the garden as a tourist site and to attract visitors from other cities and regions, the master plan for the garden has been prepared.

Legend





As per the Plan, the following developments have been proposed:

Restoration of old guesthouse
Campsite with Camping facility
Canteen and Shops

Gazebos, benches and waste bin
Mosque
Public toilets

Open kitchen
Caravan Park
Born fire pits

View points
Bird aviary
Play area

Soon Valley Wellness Resort & Retreat at Jhalar Lake

A resort is a short term residential/lodging facility with the primary purpose of providing individual services for resort goers to develop healthy habits. Historically, many such resort were developed at the location of natural hot springs or sources of mineral waters. Typically, over a seven-day stay, such facilities provide a comprehensive program that includes health services, physical fitness activities, wellness education, healthy cuisine, and special interest programming.



This plan proposes the development of a wellness resort and retreat that is a wellness focused sanctuary to be set into the scenic landscape around Jhalar lake in the Soon Valley. Like all other developments, this will be developed using local materials, treatments, and techniques to give a rustic-lux outlook and feel. Facilities and packages offered will be developed to cater to visitors of varying income brackets.

This development, with its eco friendly design, surrounded by lush vegetation, will provide tourists exposure to the Valley and a true ECO experience. The Location of Wellness Resort & Retreat is shown in **Figure 43**.






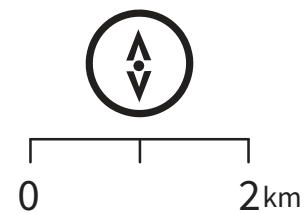
Figure 43: Location of Wellness Resort & Retreat

Legend

 Wellness Resort & Retreat Site
 Secondary Road

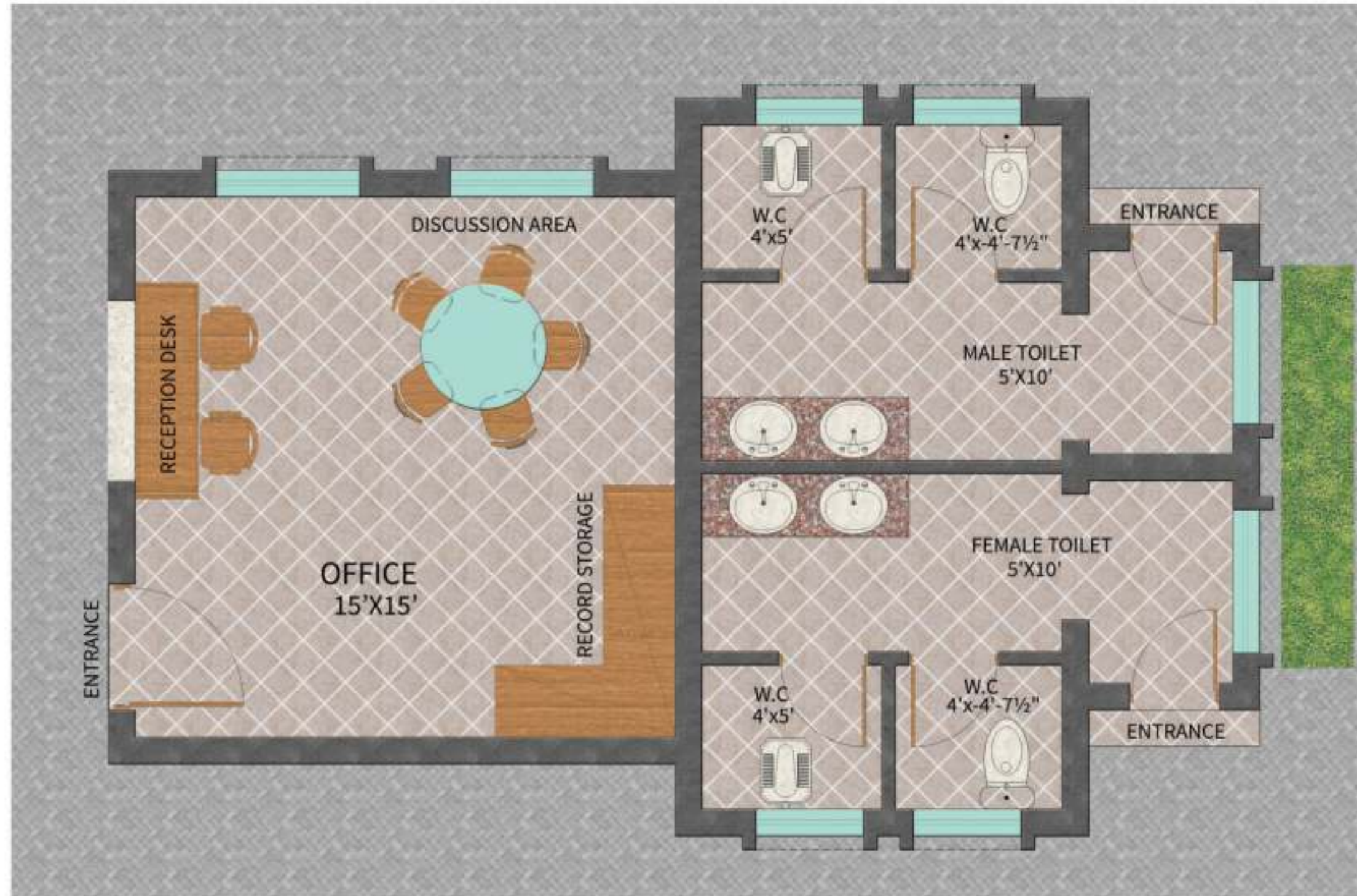
Transportation Network

 Built up
 Lake
 Soon Valley



Soon Valley Information Centres

Visitor information centers or tourist information centers are physical locations that provide information to the visitors. For this purpose, it is proposed that information centers to be established at entry point, Pail and Naushera, plus in the clusters identified to facilitate tourists. Each center will have information counters, and be equipped with souvenir merchandize, flyers, maps and brochures. The will also be used as marketing products as well with valley visuals and can be designed as permanent or temporary structures. A sample tourist center designed using a container and proposed façade and look for new construction is shown.



Golf Course

Golfing is a dynamic and growing activity for tourists and if developed and marketed appropriately, can become a very successful and profitable niche ecotourism product. It has the potential to create a sustainable balance between economic and socio-cultural benefits and environmental costs.

This Plan proposes the development of a golf course in the Valley near Uchali Lake in an area that is adjacent to the lake but not cultivatable due to its soil composition, thus proving a prime location as shown in **Figure 44**. This location will not just attract tourists but also people from Sakesar and other near by towns, as well as those staying at the proposed resort. This development will play an important role in the sustainable economic development of the Valley as well in increasing the quality of life of the host community.

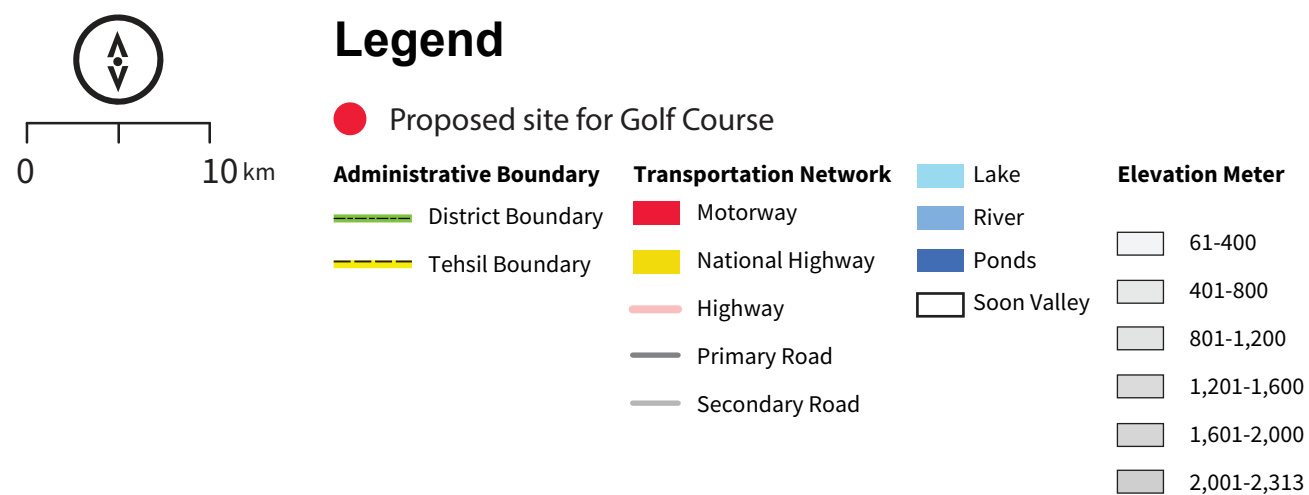
As per this Plan, a golf course of 9 holes on an area of 50 acres will be developed in the North East of the Uchali Lake and have the following features & facilities:

- Reception
For welcoming and registration
- Club house
For assorted other activities
- Guest rooms
Basic rooms for tourists who want to stay overnight
- Café
To provide food and beverages
- Storage areas for Utilities
For generators, water supply, etc.
- Parking
- Golfing greens and fairways
- Sand pits
- Water bodies

That will be filled with rain water



Figure 44: Location of Golf Course





1 Clubhouse
2 Guest Room

3 Cafe
4 Storage

5 Reception Area
6 Tuck Shop

7 Toilets
8 Utilities

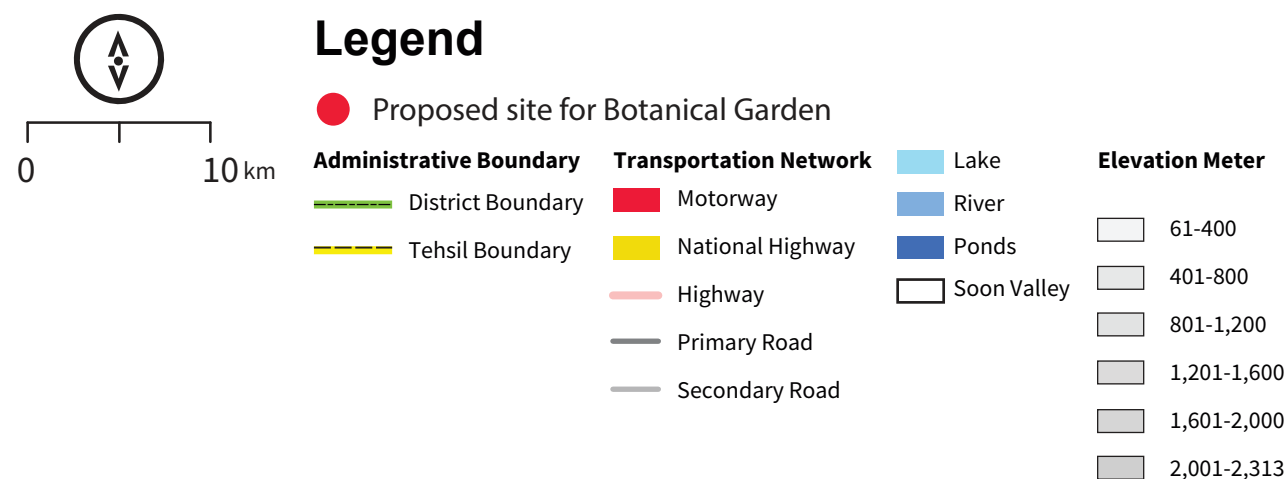
9 Gazebo
10 Water Body

11 Car Parking
12 Bike Parking

13. Golf Track



Figure 45: Location of Botanical Garden



Botanical Garden

A Botanical garden is a garden dedicated to the collection, cultivation and display of a wide range of plant species. It provides valuable information to the tourists on plant varieties, flowers and fruit species and it acts as an “Outdoor Laboratory” by creating opportunities for students, botanists and researchers.

The Valley, with its rich collection of local plant species is an ideal place for the development of a botanical garden that is also in line with ecotourism characteristics and goals. This Plan has identified a site of 25 acres near Sodhi rest house as shown in **Figure 45** and near dense forest area for this development that will provide visitors a distinctive eco experience and a message of sustainability along with an understanding of a variety of rare species of plants through guided tours and education programs.

This development will also encourage the local residents of the valley to take an environmental initiative to conserve the biodiversity within the Valley. The details of the garden are as followed:

- **Research Center**
Research related to plant species will be carried out here. Students and researchers from universities and institutes can come here and conduct their explorations
- **Greenhouses and shade houses**
For plant species requiring the indoors and shade
- **Fountains**
For aesthetic design and pleasure
- **Cafe**
For food and beverage
- **Herbarium displaying various plant species**
For displaying to tourists
- **Water bodies**
That will be filled with rain water
- **Butterfly House**
That will have butterflies from the valley and form other regions
- **Gazebos**
- **Toilets**
- **Bird Aviary**
That will have birds from the valley and form other regions
- **Storage**
- **Parking**
- **Artificial Fish Ponds**
That will cultivate various fish species



- | | | | |
|------------|-------------|--------------------------------|-------------------------------|
| Toilets-11 | Fountains-8 | Healthy Cuisine-5 | Residential-1 |
| Storage-12 | Cafe-9 | Special Interest Programming-6 | Physical Fitness Activities-2 |
| Parking-13 | Gazebo-10 | Water Body-7 | Spa Services-3 |
| | | | Wellness Education-4 |

Construction Materials

The following eco friendly construction material will be used throughout the developments in the Valley. Eco friendly, or ecological, construction materials are beneficial or non-harmful to the environment, and resource; using these materials will not only improve the health of the Valley, its people and tourists but also of the planet. The use of these materials will help support local businesses and helps strengthen the local economy, which in turn will help to build the Valley into a vibrant, prosperous and desirable places to visit.



Rock or stone



Bamboo



Lime or limestone



Clay or Mud



Thatch



Bushes



Wood



Recycled plastic



Rammed earth

Overall Façade Design

As per this plan, all construction in the valley should be using eco friendly materials and the design and outlook of the built up structures should resemble that of the existing historic construction in the Valley. For reference of the façade style, the images in figure 0 will be used.





Visitor Facilitation and Experience Design

This plan provides recommendations and directions towards the development of assorted ecotourism interventions to market the valley, attract and facilitate tourists, grow the industry, generate economic benefits for the valley. This recommendation, however focuses on further enhancing the experience of tourists once they are in the Valley, that have been devised after a comprehensive assessment of what a visitor likes to experience so that his/her visit is both memorable and unforgettable.



Stimulating the Senses

We experience our world through sight, sound, smell, taste and touch. The more senses that are stimulated, the richer the visitors' experience.



Authenticity

Make the visitor experience authentic. To be authentic, experiences need to be a relevant match between the visitor and place identity. Making the experience involve the past, present and future of the Valley, will give visitors a better understanding about it, which in turn means more emotional involvement and, hopefully, enhanced loyalty to the Valley.



Learning

Building upon the previous argument, creating experiences that involve an element of learning about the Valley, triggered by the special characteristics and support structure of the sites and destinations will provide a richer experience.



Balancing Familiar and Unfamiliar

Of course, not everything can or should be special. Trying to find the right balance between the familiar and the unfamiliar and focusing on "pleasant" surprises such as Wi-Fi corridors or bed and breakfasts in Local villages will enhance a visitor's experience.



Participation

Letting the visitor actively participate and interact with the locals and others visitors at places such as the cultural center or at the botanical garden will make the experience more relevant.



The Symbolic Level

The values of both humans and place are communicated through symbols, signs, rituals, events and heroes. Making the visitor experience the valley at a symbolic level using branding and marketing tools will create eternal memories.



Holistic Approach

Last but not least, making sure that the experience of the Valley is supported by a wide range of stakeholders before, during and after the trip, both in virtual space (such as the Soon Valley website and mobile application) and by creating an experience network.

Safety and Security

Safety and security measures are vital to providing excellence in tourism. Unfortunately, safety risks have resulted in the decline of both national and international tourists within Pakistan and also in the Valley. This plan proposes Investments and strategies to improve of the state of security and safety in the Valley that will not only increase the quality of a visitor's experience but also attract a greater number when it becomes known that this measure has been taken. Some of these measures are:

Neighborhood Watches by Locals from Villages

It is suggested that various neighborhood watch groups be formed that will provide security in the different areas of the Valley and reduce burglaries, robberies and crimes.

Security Cameras

Security cameras will provide a sense of security to the tourists and it is proposed that cameras be installed at tourist destinations and developments and also on major roads. TDCP may involve or get assistance from the Punjab safe cities authority to do this.

Check Posts

Check posts at entrances into the valley and also in isolated places equipped with armed guards will also add to the security and safety in the Valley.

Guard Patrolling

Guard patrolling will increase security by tracking human activities; these guards will physically visit areas around the Valley on bikes to enhance the security of the area.

Helplines on Roads

Helplines will facilitate the tourists to call police, ambulance etc. in case of any emergency and will help in both tourists and residents to feel secure and enjoy their journey.

1122

1122 will provide emergency service to the tourists and will also provide mitigation measures in case of any hazard.

Policing

Policing will provide security and security, maintain public order, improve law enforcement and prevent criminal activity; this will ultimately help in lowering the crime in the Valley and aid in visitor facilitation and experience.

Local Food

Food is an added value in all other situations in which you want to promote an area and its other attractions because, if a traveler decides to embark on a journey, he/she will certainly eat at the location and will taste local dishes.

Therefore, this plan recommends that local foods that reflect the Valleys and the regions culture, prepared by the local residents should be used as a tool to create memorable experiences for tourists. It is further recommended that locals should be given cooking classes at the cultural center to learn to cook cuisines to satisfy all types of tastes tourists to enjoy.

Fast food and poor quality can have a negative effect on more than the stomach, they create bad memories, therefore as per this Plan, there should be limited approval for food food chains to open up in the Valley.

Cleanliness

This plan recommends that there should be cleanliness in and around the Valley; awareness of hygiene and sanitation are the basics for any tourist destination and play a vital role in the experience a visitor gets. This Plan recommends awareness campaigns, signage and slogans for keeping the sites and developments clean. In addition, efficient deployment of resources, such as waste bins, garbage dumps, collection points in the Valley will enable the authorities to manage cleanliness more efficiently.

Internet Access and Digital Experience

With the increase of smartphones, travellers are increasingly valuing Wi-Fi access and a growing number of destinations now offer free Wi-Fi throughout their covered areas. This plan recommends that free Wi-Fi be made available throughout the Valley and in villages and settlements, which will enable visitors to share and promote the Valley along their experiences as they occur via social networks. To start with, it is recommended that accessible Wi-Fi corridors will be set up to commence this experience since at present, there is no Wi-Fi availability.



Tour Guides

The Plan recommends that for marketing and product development, there should be tours of different types, along with the tours, a good tour guide is vital for a visitor to have a good experience of the Valley.

This recommendation proposes that the training of the locals and the development of their skills and knowledge related to sites and destinations and to ecotourism be given top priority.

The local community already has the best knowledge of the assets within the valley; therefore, they are the ideal candidates to be trained as tour guides for various areas. These guides will be given proper coaching in certain languages, customer care, amiable behaviour and factual information about the sites in order to give the visitors an interactive, informative and interesting experience of the Valley.

The employment generated by this will not only benefit the economic situation of residents, it will, in fact, enhance awareness of both the local community and the visitors regarding the preservation of the valley as an ecotourism destination.

Visitors Feedback

Assessing the visitor's experience is important to identify the drawbacks that helps to improve the existing facilities allied with the visitor's inclination. This Plan proposes that the tourists experience be will recorded using forms and brochures to gain their feedback. This will also be done with the use social media and comments section in the Valleys website. Sample feedback form is attached as Annexure B.

Annexure B

Suggestion and Feedback

Thank you for taking the time to send us your feedback or share suggestions regarding tourism experience or about our website too.

Site you visited

Feedback /Suggestion*

Your Name

First Name

Last Name

Your Email Address

Submit

VI

Socio Economic Development

The tourism industry is one of the world's fastest growing economic sectors and the largest employer of manpower. Ecotourism development in the Soon Valley will play a significant role in its social, economic, cultural and environmental development. The Plan recommends the protection and maintenance of the natural and cultural resources within the Valley. The implementation of this Plan will help to avoid the migration of the local population out of the Valley and bring about improvement in the economic and socio cultural level of the local community. It will also serve as a tool for gaining financial benefits from the Valleys natural sites and destinations and increase their economic importance and raise awareness regarding environmental values.



Enhanced Livelihood

There is a need to first and foremost improve and enhance the livelihood of the people in the Valley. This Plan and its recommendations give avenues for the increase in existing businesses of the people in the Valley. With the increase in tourism, there will be more demand for agricultural produce which is the main source of livelihood in the Valley; for construction material such as stone that is already an existing trade in the Valley; for livestock as more tourists will demand more food. In addition, to generate more income, events will be organized for the natives to sell their produce, products and handicrafts to the tourists. This will enable the socio economic development of the local community and and increase their incomes while also improving their standards of living.

Increased Employment

The recommendations in this Plan will improve the well-being of the local residents and promote higher standards of living and employment. Implementation of this Plan will create multiple job opportunities for the local people and the development of a good and stable economy. Employment opportunities will vary from tour guides, cooks, guards, managers, operators, waiters, cadies, cleaners, and workers will be required for all new developments like the information centers, cultural center, resort, parks, recreational activities, and management. etc. These jobs will build the Valleys human capital, and in turn, uplift the financial capital.



Training Programs

As per this Plan, tailor-made trainings will be developed and provided to the local to build their capacity so that they are prepared for the new jobs that will be created in the Valley. Capacity building programs, designed for different types of jobs by the TDCP will enhance and strengthen the management capacities of the locals, developing high quality human resources.

Improved Educational Facilities

The Plan recommends that the overall education level of the Valley be raised. When this Plan is implemented there will be better roads and improved modes of transport, these will make going to and from schools and educational institutions easier and more convenient. In addition, TDCP will also open its own institute for tourism related tourism education in the Valley, that will further develop tourism employees and leaders within the Valley. This institute and other developments, will attract better schools to open up along with training institutes such as TEVTA; increasing in improved educational facilities within the Valley.

Cultural Industries

UNESCO defines these as those activities that produce tangible or intangible artistic and creative outputs and that have a potential for wealth creation and income generation. These include visual and performing arts, film, design, architecture, literature and many other activities that involve creativity and cultural knowledge. In the villages and settlements within the Soon Valley, local crafts, performance arts, folklore, and creative skills remain alive even within the deepest levels of poverty. This Plan proposes that these be recognized and nurtured as 'cultural industries'; these living art forms and skills will generate substantial income, as well as provide part time employment and supplementary income to agricultural workers and especially to the women.

VII

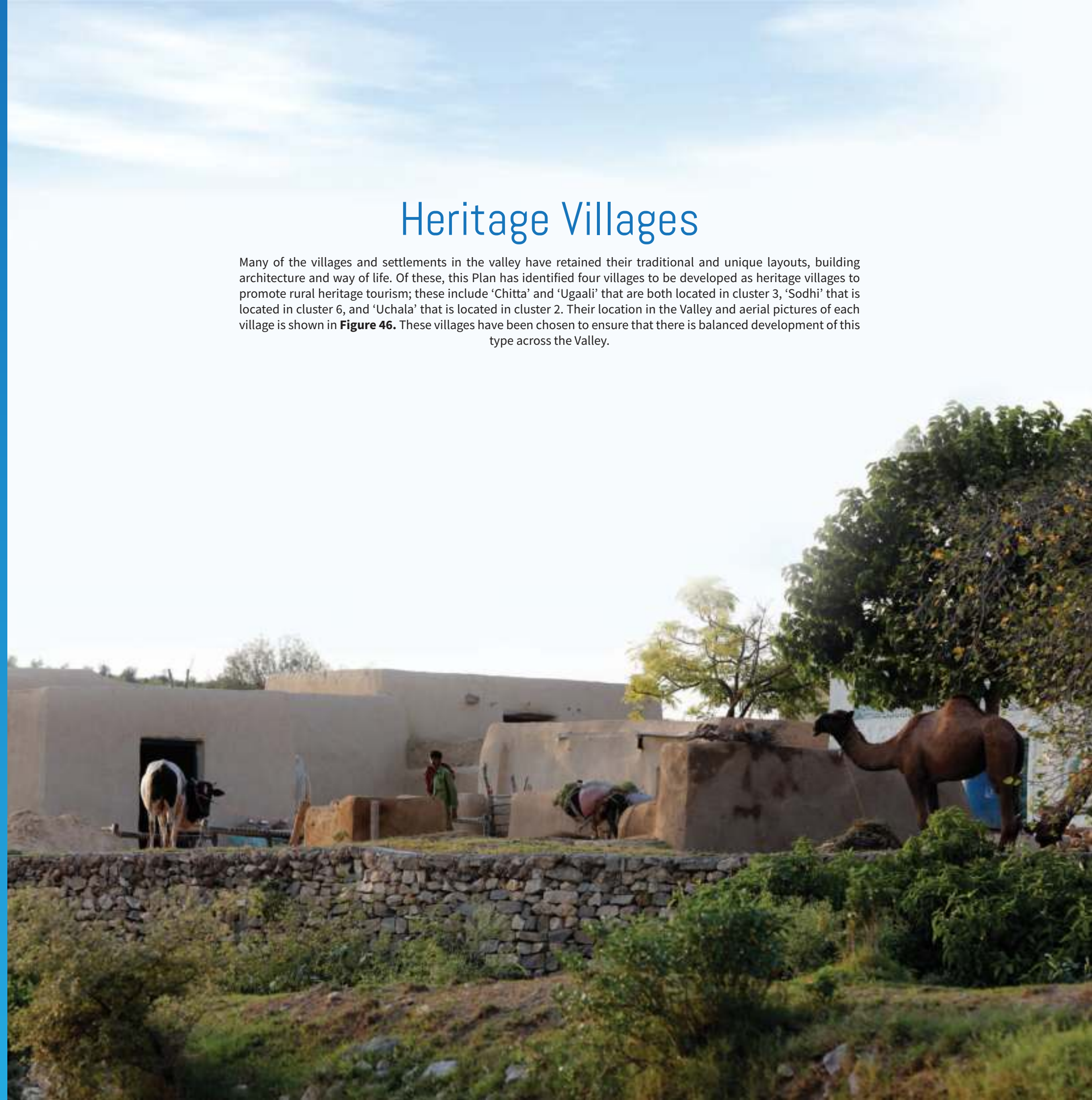
Rural Heritage Tourism

This plan proposes the development of programs to promote the cultural diversity, local living, local crafts and local villages and settlements in the Soon Valley. Support, investment in, and development of a range of village centered ecotourism products and services that animate the neighborhoods, engage local communities and focus will benefit the natives, the Valley and visitors alike, enlivening neighborhoods, and providing new tourist offerings within the Valley.

Rural heritage tourism can have an extraordinary impact on a rural community. In the Soon Valley, a great proportion of the population lives in villages, where characteristics typical to rural life and essence of Punjab remain intact to a great degree. Thus, these villages provide the real life experience of rural life and society that has the potential of attracting a great number of tourists, in addition to becoming a source of revenue for the local population. Moreover, the development of rural heritage tourism will also guarantee the preservation rural culture to sustain this industry.

Heritage Villages

Many of the villages and settlements in the valley have retained their traditional and unique layouts, building architecture and way of life. Of these, this Plan has identified four villages to be developed as heritage villages to promote rural heritage tourism; these include 'Chitta' and 'Ugaali' that are both located in cluster 3, 'Sodhi' that is located in cluster 6, and 'Uchala' that is located in cluster 2. Their location in the Valley and aerial pictures of each village is shown in **Figure 46**. These villages have been chosen to ensure that there is balanced development of this type across the Valley.



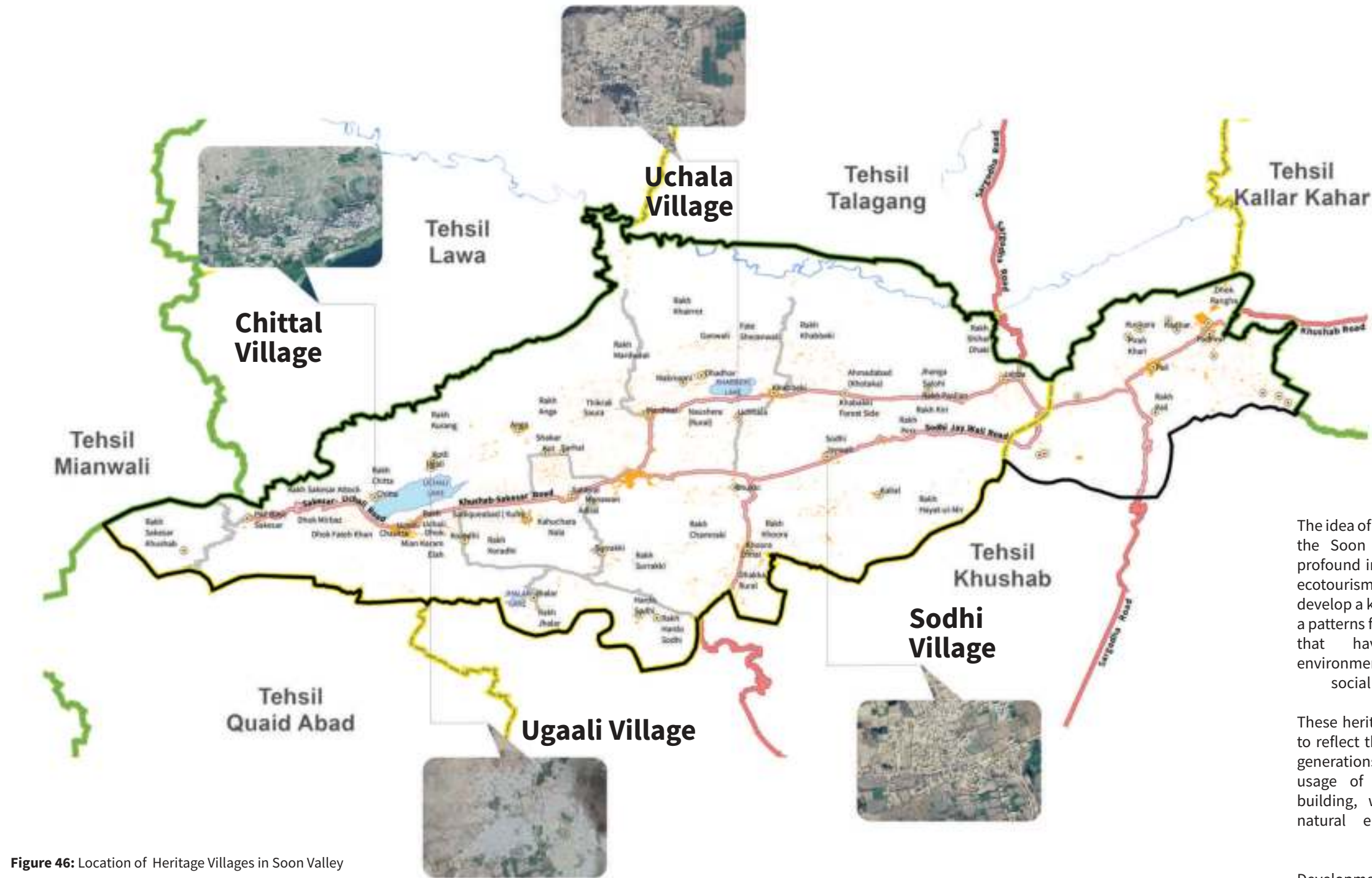


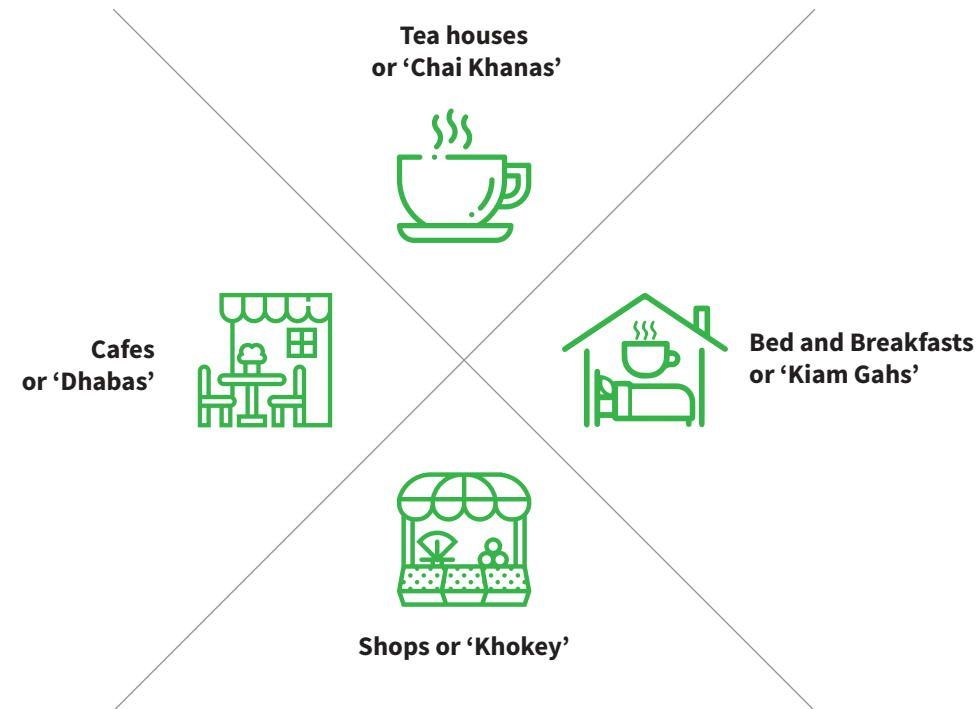
Figure 46: Location of Heritage Villages in Soon Valley

The idea of developing heritage villages in the Soon Valley has come out of a profound insight and a detailed study of ecotourism around the world in order to develop a kind of heritage that represents a patterns for building, layouts, way of life that have their own unique environmental, cultural, economical, social and geographical dimensions.

These heritage villages will be preserved to reflect the life of the Valley's previous generations and their way of life and their usage of environmental materials in building, which in turn highlight the natural environment and the civil architecture properties.

Developments and activates proposed in this Plan for these villages will showcase the various forms of cultural & social links that came out of living life in villages, along with community activities and cultural connections. These villages will also be upgraded in terms of solid waste and management, water supply and drainage and other basic infrastructure.

To offer visitors a truly local and unforgettable experience and staying true to the principles of ecotourism; residents will also be encouraged and incentivized to open up the following within their homes and villages:



Main objectives of the development of heritage villages and settlements

- Conservation of architectural heritage.
- Creating and sustaining an environment that is conducive to living, work and visiting.
- Assisting the economic and touristic development.
- Contributing to the promotion of the standard of life of the local communities.
- Increasing employment and income for individuals and companies.
- Maintaining the identity of the local community.
- Promoting the image of the region and the surrounding areas.
- Stimulating working partnerships between the public sector, the private sector and local communities.



Economic, Environmental and Social Benefits

There is no doubt that paying care for the development of heritage villages will contribute to sustainable development and will promote the development of small and average projects which would benefit residents and investors.

The availability of essential services in the heritage villages and towns will encourage tourists to spend a part of their touristic program within these villages which will greatly benefit the local population and will encourage the families to work producing what tourists need.

As per this recommendation, the rehabilitation of heritage villages and developing them economically, physically and culturally in a sustainable way will make them an economic resource for the local population, a source of employment opportunities and a place for the handicrafts and traditional activities and events. This will create new job opportunities for local community groups and will increase the income of the local communities and domestic spending and this will consequently overcome poverty in the local communities.

Additionally, it will increase awareness and social solidarity among the people of the village, and will keep the traditional architectural identity.



VIII

Tourism Infrastructure Development

The proposed plan seeks to develop and upgrade existing key infrastructure in Soon Valley. This is done with the aim to enhance eco-tourism, which in turn will capacitate local workforce and promote regional economic growth. Growth is unattainable without adequate infrastructure in place to facilitate it, and targeted investment in local infrastructure is required to create places that enhance both livability and tourism potential.



Transportation & Connectivity

- The development of comprehensive transportation plans to address vehicular traffic, mass transit, and parking management.
- Improvement in road infrastructure leading to significant tourist sites such as Kanhatti, Jhalar, Uchali and Sodhi.
- Upgrade of primary routes in the valley such as the road networks between Sodhi and Naushera, Naushera and Khushab, Naushera and Sakesar, and Naushera and Jhalar.
- Provision of pedestrian infrastructure, such as footpaths, street furniture, lighting and shade along the major roads to facilitate locals and tourists.
- Development of designated parking sites within clusters to discourage on street parking.
- The use of concrete pavers in the construction of sidewalks and parking lots.
- Metaling of unpaved roads that form important linkages to tourist sites.
- Provision of efficient public transport to improve the connectivity of tourist sites and adjoining settlements.
- Formulation of a strategy for the management and operation of local buses and bus terminals.
- Improvement and upgradation of deteriorated bus stops, traffic signage and traffic mirrors.
- Provision of land for the development of new bus terminals and bus stops.
- Designated parking, traffic management, land use control and transit improvements to reduce congestion in the main commercial areas
- Operation of special buses for the promotion of tourism, with well-de signed routes to cover sites and developments in different clusters.
- The introduction of Careem and Uber services to make tourist sites easily accessible to more people.

Telecommunication

- Provision of communication towers at various places to improve the quality of cellular network in the Valley.
- The phased extension of PTCL to the whole Valley, beginning with major settlements and villages

Walkways, Tracks & Trekking Trails

- Provision of walking, jogging and bicycle tracks near the Jhalar, Uchali and Khabekki lakes so that tourists can enjoy the natural scenic beauty on foot.
- Provision of demarcated trekking trails so that tourists can enjoy outdoor recreation primarily in and around the tourist's sites and clusters.
- Development of camping sites and bonfire areas at the end of the trekking trails.

Street Furniture

- Provision of street furniture such as benches, street lights, gazebos, waste bins in the Valley to facilitate tourists.
- Provisions of shade trees, planters, sand pits etc. to enhance the aesthetics of the area.
- Provision of signage for the guidance and directions to entry and exit, canteens, toilets, seating areas, etc.

Public Toilets

- Provision of public toilets near tourist spots, information centers, sites, and cultural center, etc.
- Management plan for the proper maintenance and cleanliness of public toilets.



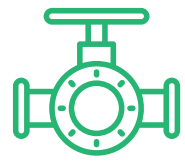


Solid Waste Management

- Address inefficiencies in waste collection through the installation of bins in prime tourist locations.
- Implement and execute a waste collection system to ensure timely disposal of waste from residential and public sites.
- Segregate disposal of recyclable and non-recyclable waste by installing dedicated bins in public spaces.
- Ensure street cleanliness by engaging local labor force at designated sites across the valley.
- Installation of depots for temporary storage of waste collected from neighboring sites.
- Provision of transportation facilities to manage movement of waste from temporary depots to disposal sites.
- Facilitate the setup of required mechanisms for efficient treatment of solid waste.
- Implementation of fines to discourage practices such as littering, improper waste disposal and incineration.

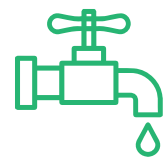
Sewerage, Sanitation & drainage Facilities

- Revision of existing framework to improve the condition of sewerage and drainage in the Valley.
- Development of a comprehensive integrated system for the collection of sewerage water.
- Phased out measures to separate the network for collection and disposal of sewerage and runoff water from rains.
- Establishment of closed drains to replace the open channels and drains all over the Valley.
- Development of channels for the proper drainage of rainwater along major roads.
- Regulatory measures on open disposal of sewerage into the Lakes (Khabekki, Uchali and Jhalar) and imposing of heavy fine on the polluter.
- Provision of a proper wastewater treatment facility in the Valley to treat wastewater.



Sui Gas

- Research and development to assess provision of Sui gas in the valley.
- Discourage deforestation and facilitate the use of renewable energy sources.
- Develop biogas plants in the valley to promote the use of alternate energy sources.
- Design awareness drives to increase local concern and knowledge on environmental conservation and deforestation
- Increase the supply of LPG in commercial zones in the valley



Water

- Optimize water management by introducing water supply schemes coupled fair pricing mechanisms across the valley.
- Provision of infrastructure in future developments as well as existing sites, particularly within neglected areas in the Valley.
- Upgrade of outdated schemes, and replacement of dilapidated water infrastructure to meet design standards and address functional inefficiencies.
- Installation of water filtration plants for the provision of clean drinking water.
- Periodic monitoring of water quality to address public health concerns.
- Routine maintenance and upgradation of storage tanks to ensure quality water supply.
- Discourage wastage by incorporating regulations that mandate rain water harvesting mechanisms in commercial and residential zones.



Electricity

- Provision of electricity in neglected areas such as Dhadhar Village and Dera.
- Upgradation of the existing electricity infrastructure in the valley.
- Minimize the economic impact of load shedding by reducing its frequency.
- Utilize natural energy sources by installing solar powered lamp posts on all tourist sites as well as along major corridors of Naushera.



IX

Forest Conservation

The Soon Valley was mostly inundated with a dense forest cover till about 30 years ago. In 1990 the forest area within the Valley was approximately 83%, out of which dense forest was 45% and 38% was sparse. At present the forest area within the Valley is approximately 68%, of which sparse forest is 39% and dense is 29%. The total forest spread in 1990 was 741 Sq.km and at present it is 615 Sq.km

Although this decrease may not seem sizable but in terms of forest conservation this is quite significant and is causing a destabilized forest ecosystem in the Valley. The lack of a plan for forest conservation along with the impacts of climate change and other stressors have led to the loss of old growth forests and larger tree structures in the Valley and is resulting in the destruction of key ecological processes which may strip the Valley of its resilience, structural components, and vegetation diversity. This may in turn lead to endangered wildlife diversity, increased fire risk, accelerated density-depletion and shifts in tree species composition.



This Plan provides recommendations towards a sound planning direction to decrease tree cutting, and to promote the conservation, growth, and the spread of forest cover across the Soon Valley. Some of these recommendations and other guidelines are also given in point form in **Annexure C**

Community Awareness and Strengthening

The foremost step that is to be taken for the conservation of forests is creating awareness about their importance in the local communities. They need to be educated on the benefits of having these forests in the Valley and the adverse effects that could occur if they were to continue to decline.

To do this, this Plan proposes that workshops and seminars be arranged in different villages and settlements, especially the ones near to dense forests, like Sodhi and also gatherings focused on awareness and strengthening be held in the

community center proposed in this plan. In addition, management plans and performance awards are to be used as a tool to involve the community and create sense of ownership of this proposal.

Forest Management Committees

As per this Plan, forest management committees should be formed consisting of representatives from the forest department, NGO's and local community at the village level. These committees will act as supervisors for the protection of the forests in the Valley and also direct the community patrolling and policing in order to restrict the timber mafia cutting trees illegally, change in the use of forest land and cutting of trees for domestic use.

Agroforestry

Agroforestry is a land use management system in which trees or shrubs are grown around or among crops or pastureland. This Plan proposed that agroforestry be encouraged by promoting necessary incentives, trainings, subsidies and guidelines for the local community and farmers. This recommendation will increase the production of crop, bring economic gains, improve soil quality and reduces atmospheric carbon while it is also in line with the Governments agenda to plant more trees as well.



Holistic Linkage of Livelihood and Sustainability

Deforestation in Soon Valley is also due to the fact that it gets the locals monetary benefits to illegally cut trees and sell to mafias; they do this because no other income generation options are available to them. To eliminate this issue, the Plan proposes that a holistic approach be taken to introduce income diversification strategies in order to provide alternative livelihood options to the local people as well as technical trainings for occupation shifting, which will produce skilled technical man power who can than be involved in various other income generation activities rather just cutting trees. This will lead to increased economic level of the domestic people and reduced deforestation.

Plantation Drives

This Plan proposes that seasonal plantation drives with the help of the Government, TDCP, WWF, NGOs, academia and the community should be planned on regular basis with set targets of planting specific number and type of trees and plants. This process will act as a driver to reverse the effects of

deforestation and increase the existing forest cover; regenerating the forest at a rate higher than that at which it has been and is being exploited. In this regard, special tree planting days and weeks should be arranged by the forest department to involve the public in forest conservation, these can than be announced in events of Valley. An increase in the forest cover is the best option to mitigate soil erosion and will also reduce run off losses.

Capacity Building of the Institutions

The forest department and other local institutions do not have the required capacity to manage the forest in the Valley. This Plan recommends that serious focus needs to be diverted to strengthening these departments and institutions in terms of their capacity to be able to successfully manage forests. Focus must be given to improving their knowledge and expertise to protect and develop forests of the area. They also need to be trained to be able to provide the local communities technical support and also be given legal powers to monitor, protect and enhance the forest area. Refresher courses and technical trainings for the officials must be ensured on regular basis to make them aware and familiar with the new technologies for the real time surveillance of their areas e.g. surveillance through real time GIS and remote sensing.

The Plan further proposes that the wildlife department must also work in close coordination with the forest department to promote sustainability of forest area in the Valley.

Disaster Management

Institutional development of the forest department will not help deal with natural or man made disasters/fires in the forest areas. There for this Plan proposes that the dapertment and the mocal management communities will need to work closely with the rescue department like 1122 and the local institutions to manage these. It is also recommended that the Valley be equipped with dedicated and latest equipment for the control of wild fires, monitoring of critical areas and surveillance to reduce risks of fire breaking. Another proposal is that regular clearing of of dry plant parts, pine-needles, etc., that are along roads and paths be down, especially in dry summer months to decrease the chances of forest fires in Soon Valley.



Demarcation of Restricted Zones

This plan recommends that special forest zones that are totally restricted to mankind and even ecotourism are demarcated and be safeguarding using fencing and other suitable protective methods so that high value forest areas remain protected.

Protection of Land Form

Land sliding has a major role to play in deforestation of sparse forest. It cases smaller, thinner, weaker, tress and shrubs to be de rooted and hence reduces forest area.

This Plan proposes that to avoid land slide especially in areas where forest can be effected, environmental resources such as soil, water and biota must be stalbalized. The role of indigenous soil erosion control techniques and slop stabilization have immense potential to achieve this.

As per this Plan some recommended soil erosion control techniques that will be used in the Valley are the use of bio-fertilizing and cover cropping with indigenous leguminous cover crops, such as Beans and pea pods and the use of bio engineering techniques involving the use of wood or plant materials for slope stabilization. This may include dry seeding, hydro-seeding and use of standard seed mixtures for freshly exposed slopes such as newly cut surfaces or freshly created roadside edges.

In addition, awareness building, motivation, and demonstration to use these techniques needs to be given a high focus so that these preventive measures are actually taken and owned.



Annexure C

- Reforestation of badly deforested areas with artificial sowing and planting with suitable indigenous and exotic species.
- Preparation of existing forest database including species of plants, shrubs and wildlife. This data will be used for future of actions.
- Provision of fencing and other suitable protective facilities to protect high-value forest areas.
- Plantation of trees along roads/channels in settlements to create green corridors.
- Provision of training and necessary equipment to the forest department to increase its capacity for forest fire control.
- Regular scientific studies of forests in Soon Valley to monitor any negative disease attack, fires, illegal cutting and positive reforestation
- Vacation of encroached forests and development of these vacated areas into fresh forest settlements.
- Strengthening of forest department in terms of trained staff, latest equipment and infrastructure.
- Study of possible effects of climate change on forests.
- Reforestation campaigns should be arranged to overcome Deforestation
- Introduction of new forest management programs such as REDD (Reducing Emissions from Deforestation and Forest Degradation) to conserve forests according to international standards.
- Identification of the areas liable to greater chances of soil erosion/land sliding.
- Re-vegetation of certain areas in Soon Valley with suitable grass and herbaceous species.
- Ban on removal of trees/plants from slopes and road verges.
- A pilot project to assess the suitability of Bio-engineering techniques for erosion control and land sliding.
- Establishment of hedges along crop fields/roads to control soil erosion.



08

Implementation Framework

The purpose of the institutional framework is to encourage inter departmental collaboration in order to support successful implementation of the Soon Valley Ecotourism Master Plan 2040 within the region. It addresses various aspects of management and planning, at the local, regional, and national levels to better align and engage stakeholders to achieve the desired outcomes.

Roles and Responsibilities

The Plan proposes significant amendments to Soon Valley's tourism policy, planning, and programming framework, incorporating the suggestions of the partners involved in undertaking several tourism management roles and responsibilities.

The Plan will be implemented primarily by TDCP with the support of Local Government. The supporting actions are to be done by various stakeholders within the public and private sector, particularly through active community participation. Community members will be capacitated to take an active role in maintaining and sustaining the local environment and tourism.

As the management authority, TDCP is in need of collaboration with multiple departments to execute this plan.

In addition to TDCP, the main stakeholders are GoPB, Local Government and Local communities that will provide assistance to TDCP in the implementation of the plan, primarily through activities and actions given in the following recommendations.

1. Ecotourism Cluster development
2. Product development & Marketing Plan
3. Development of archaeological and historic sites
4. Development of new tourist sites
5. Visitor facilitation and experience design
6. Socio economic development
7. Rural heritage tourism
8. Tourism infrastructure development
9. Forest Conservation

Funding Arrangements

The developments proposed under the project demand capital investment and own source revenues to promote Soon Valley as a sustainable tourist resort. Currently, funds are not allocated under any scheme for the same. In addition to pursuing pertinent procedural steps for ADP allocation, following arrangements may be tapped for financing the development and ongoing operations of the project.

Own Source Revenue Structure

- As per international and national standards, many components of the project envisage facilities and amenities that bear the potential to attract revenue streams in terms of fees/tickets for availing the same.
- Entry to premises (access to tourist resort) can be enabled through payment of a minimum fee/ticket per person supported by age-wise exemption. Moreover, in accordance with the existing local and global equivalent benchmarks, tickets/fee structure can be issued for paragliding,

hot air balloons, theatre, boating, adventure activity, botanical gardens and museums, tourist guides, jeep safaris, and golf. The ticketing revenue collected is expected to generate lucrative cash inflows to cover ongoing operational expenses and debt servicing.

Public Private Partnership (PPP) Based Development

- As discussed above, significant earning potential exists from the envisaged activities that are to be developed on short term, mid-term and long-term basis over the duration of the project. Accordingly, on Build Own and Operate (BOO) basis, private entities, including, private investors and developers can be called upon to develop some envisaged development including rest houses and accommodations like Sodhi rest house thereby enabling developers to benefit from future rentals from rest house and accommodations. Local Government shall be expected to ensure an enabling environment free from any legal or political impediments for the developers to build the requisite infrastructure by giving the land on lease for the specified period of time under the contract.

- Some of the envisaged facilities can be funded by leasing available space for private events. Local Government shall intervene to ensure the quality and pricing of services. The services include photography, storytelling festivals and jeep expenses for jeep safari. Transportation & connectivity can be PPP-enabled as well on BOO basis depending upon if ongoing fare structure is to be subsidized or not. If the fare is to be subsidized for public, the private sector stakeholders would have to be given adequate incentives.

Tax Charge

- A common levy at tourist resorts such as those in Florida, Portugal, Ohio, Amsterdam, Malta, etc. is the bed tax. Bed tax (also known as tourist tax, occupancy tax, municipal tourist tax or tourist development tax), is the tax that is levied on the visitor on per night basis as part of hotels/motels/rest house bills. It is levied by local government and payable ultimately by the visitor. Hotel/motel/restaurant management is required to charge the same as part of the bill. Importantly, this tax is in addition to the sales tax on hotel services which is levied under Sales Tax law.

- The same can be levied, by notifying a percentage of the rental bill, on rest houses and accommodations as planned in the project. Importantly, pertinent legal amendments shall be required to enable enforcement of the said tax levy and collection.

- In addition, Tourism License Tax can be levied as a certain percentage of the income earned through rest houses and planned accommodations. The payee of the tax shall be the owner and not the visitor. Since it shall be business license tax and not the sales tax, it shall not be passed on to the visitor. Relevant legal changes shall again be needed for enforcement of the same.

- These taxes can be charged despite PPP modal intervention over rest houses and accommodations as mentioned in point 2.

Municipal Bonds

- Significant development activities can be financed through issuance of municipal bonds by local government department with the future associated revenue as collateral for bond issue. For instance, hotel and restaurant revenue can be used as collateral for municipal bonds issued. Likewise, ongoing ticketing revenue from botanical garden and museum can be held as collateral to the bond. Funds that are raised from the bond shall be utilized for pertinent development projects.

- A comprehensive financial feasibility assessment (based on estimated ticket/fee structure and estimated visitors' data) shall be a pre-requisite to allow potential bond holders to review the structure of the returns from the bond. Up to a limited number of years, ticketing revenue shall be used for coverage of operational expenditure as well as debt servicing. Subsequent years' revenue streams shall be used to wholly cover the operational costs. Asset Securitization

- Through establishment of Special Purpose Vehicle (SPV), finance may be raised through issuance of securities backed by potential hotel/motel/restaurant incomes or disposal with capital gains upon sale of development in consideration (if local government opts to sell after development). Since development of SPV involves a complex structure and participation of financial institutions, municipal bonds might be a preferred mode of raising finance instead of asset securitization.

Financial Institutions

- Financial institutions may be approached to fund revenue yielding development structures of the project on the same footings, and, by preparing the pre-requisites, as mentioned in case of municipal bonds. Identification of financial institutions that support tourism financing or have policies for tourism funding (probably even across the globe) shall be a fruitful first step if this route for fund raising is adopted. Caribbean Development bank, for instance, as part of its policy places special emphasis on tourism development and finance for its member countries.

Development of Trust Fund

- Local Government may attempt to mobilize funding and define objectives via establishment of a trust fund, which could pursue funding from International and Non-Governmental Organizations (NGOs). The trust could fund feasibility studies, project management and design phases of the envisaged development activities.

Management Set Up

To manage these developments, TDCP will need to set up a Soon Valley Cell in its head office that will provide human resources to its supporting institutions such as the information centers, restaurants, lake front developments etc. around the Valley. The Cell will be responsible for managing offsite operations, partner institutions, government departments, stakeholders, websites, social media, and marketing and product developments. Additional responsibilities will include hiring of consultants for the creation of detailed plans, drawings, and tender drawings. It will also be responsible for the tendering and production of sites and plans respectively.

Capacity Enhancement of Local Government

Currently, MC Naushera lacks planning, management and implementation capacity. A Special Master Plan Monitoring & Coordinating Unit is proposed that will ensure the capacity building of the responsible staff by organizing quarterly and monthly training programs. It will enhance the capacity of MC Naushera by inducting additional technical staff, enabling it to manage, regulate, and encourage equitable and sustainable growth in the Valley. MC Naushera will also incorporate disaster resilience measures into the building byelaws while promoting sustainable land use development through further studies and thereafter in the light of site specific proposals by engaging different organizations and departments for technical assistance i.e. NDMA, PDMA etc.

Implementation Plan

Recommendation 1: Ecotourism Cluster Development

Action Item:

1. Infrastructure development to increase visitor length of stay
2. Activities to be promoted
3. Major sites Development to attract maximum tourists

Participating Entities:

Lead Departments/Organization

- i. TDCP

Partnering Organizations

- i. Local Government
- ii. Information and Culture Department
- iii. Environment Protection Department
- iv. Chamber of Commerce, Industry & Investment Department
- v. Communication & Works

Timelines:

i. Infrastructure

Short term (<2 years): Tourist information centre, picnic spots, Storytelling, Public toilets, Hiking Facilitation Shops, Gazebos, Boating
Medium term (2-5 years): Tuck shops, Food and Accommodation, souvenir shops, Viewpoints, Bird watching tower, artificial waterfall, Tour guides, Wildlife watching, Jeep safari, Fishery farm
Long term (5 and more): Rescue 1122, Local craft and food market, hiking trails, Library and Museum

ii. Activities

Short term (<2 years): Bonfire areas, Cycling and jogging tracks, Archery, High rope activity course
Medium term (2-5 years): Paragliding, Hot air balloons

iii. Major Development

Short term (<2 years): Uchali ecotourism resort, Uchali Boardwalk, Khabbeki Board walk, Cultural Centre
Medium term (2-5 years): Kanhatti site development, Khabbeki lake front development, Jhalar lake front development
Long term (5 and more): Golf Course, Wellness Resort and retreat, Botanical Garden

Recommendation 2: Product Development and Marketing

Action Item:

1. Brochures
2. Tourist Maps & Plans
3. Valley Merchandise
4. Signage
5. Gateways
6. Print Media
7. Public Relations
8. Website Development
9. Social Media
10. Public Events

Participating Entities:

Lead Departments/Organization

- i. TDCP
- ii. Local Government and Community Development Department

Partnering Organizations

- i. Information and Culture Department
- ii. Directorate General of Public Relations

Private Agencies/Organizations

- i. Coke, Nestle, Unilever and Punjab Handicrafts for Branding and Merchandise
- ii. Media Houses for Media Campaigns
- iii. Art Council for Events

Timelines:

Short term (<2 years): Soon Valley Logo, Slogans, Flyers, Information Brochure, Tourist Maps and Plans, signage, Soon Valley Calendar, Gateways, pre and post Print Media Campaign, Public Relations, Social Media Sites

Medium term (2-5 years): Site Specific Brochure, Community Mobilization Brochure, Valley Merchandise, Website Development, Emails and Direct Mails, Blogs

Long term (5 and more): Public Events, Photography, Storytelling festivals, Bird Watching Events

Recommendation 3: Development and Conservation of Archeological and Historical Sites

Action Item:

Restoration and Conservation of following sites

1. Tulajha Fort
2. Akrand Fort
3. Tulhaat Fort
4. Nurshingh Phowaar
5. Anmb Shareef
6. Shrine of Baba Sultan Mehdi
7. Daip Shareef
8. Mai Wali Dheri
9. Darbaar of Baba Kachiyan wala Faqeer
10. Ruins of Rat Rirri
11. Anga
12. Sodhi Rest House

Participating Entities:

Lead Departments/Organization

- i. TDCP
- ii. Youth Affairs, Sports, Archaeology & Tourism Department
- iii. Auqaf Department

Partnering Organizations

- i. Information and Culture Department
- ii. Environment Protection Department
- iii. Chamber of Commerce, Industry & Investment Department
- iv. Communication & Works

Timelines:

Short term (<2 years): Nurshingh Phowaar, Anmb Shareef, Shrine of Baba Sultan Mehdi, Daip Shareef, Mai Wali Dheri, Darbaar of Baba Kachiyan wala Faqeer

Medium term (2-5 years): Tulajha fort, Akrand Fort, Tulhaat Fort, Ruins of Rat Rirri

Long term (5 and more): Anga, Sodhi Rest House

Recommendation 4: Development of New Tourist Sites and Destinations

Action Items:

Development of following sites:

- 1.Uchali ecotourism resort
- 2.Uchali Boardwalk
- 3.Khabbeki Board walk
- 4.Cultural Centre
- 5.Kanhatti site development
- 6.Khabbeki lake front development
- 7.Jhalar lake front development
- 8.Golf Course
- 9.Wellness Resort and retreat, Botanical Garden

Participating Entities

Lead Departments/Organization

- i. TDCP
- ii.Infrastructure Development Authority, Punjab (IDAP)
- iii.Information and Culture Department
- iv.Parks and horticulture Authority Sargodha

Partnering Organizations

- i. Environment Protection Department
- ii.Chamber of Commerce, Industry & Investment Department
- iii.Communication & Works

Timelines:

Short term (<2 years): Information centers, Uchali ecotourism resort, Uchali Boardwalk, Khabbeki Board walk, Cultural Centre

Medium term (2-5 years): Kanhatti site development, Khabbeki lake front development, Jhalar lake front development

Long term (5 and more): Golf Course, Wellness Resort and retreat, Botanical Garden

Recommendation 5: Visitor Facilitation and Experience Design

Action Items:

- 1.Installation of Safety and Security Cameras
- 2.Provision of Helplines
- 3.Availability of Local Food
- 4.Ensuring Cleanliness in Valley
- 5.Internet Access and Digital Experience
- 6.Training of Tour Guides
- 7.Visitors Feedback to improve facilities within Valley

Participating Entities

Lead Departments/Organization

- i. TDCP
- ii.Local Government

Partnering Organizations

- i. Environment Protection Department
- ii.PITB
- iii.Home Department

Timelines:

Short term (<2 years): Safety and Security Cameras, Helplines, Local Food, Cleanliness

Medium term (2-5 years): Internet Access and Digital Experience, Visitors Feedback

Long term (5 and more): Tour Guides

Recommendation 6: Socio Economic Development

Action Items

- 1.Enhanced Livelihood (this is an objective- need action to achieve it)
- 2.Increase Employment
- 3.Training Programs
- 4.Improved Educational Facilities
- 5.Cultural Industries

Participating Entities

Lead Departments/Organization

- i. TDCP
- ii.Local Government and Community Development Department

Partnering Organizations

- i. Punjab Forest, Wildlife & Fisheries Department
- ii.Information and Culture Department
- iii.Agriculture Department
- iv.NGOs

Timelines

Short term (<2 years): Enhanced Livelihood, Increase Employment

Medium term (2-5 years): Training Programs, Improved Educational Facilities

Long term (5 and more): Cultural Industries

Contact Us

tdcp.gop.pk



📍 151-Abu Bakar Block, New Garden Town, Lahore.

☎ +92 42 111-111-042

✉ info@tdcp.gop.pk



www.tdcp.gop.pk



THE URBAN UNIT

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

A Public Sector Company.

📍 503-Shaheen Complex, Edgerton Road, Lahore

☎ +92 42-99205316-22

✉ uspmu@punjab.gov.pk



www.urbanunit.gov.pk