



Off # 042-99059302

NO.12(9) PO(COORD-II)P&D/2024
GOVERNMENT OF THE PUNJAB
PLANNING & DEVELOPMENT BOARD
Dated Lahore the 19th October, 2024

1. The Secretary to Government of the Punjab,
 - i. Finance Department
 - ii. FW&F Department
 - iii. Environment Protection Department
2. The Chief Economist/ All Members, P&D Board.
3. The Director, Punjab Economic Research Institute (PERI).
4. The Director General, Monitoring & Evaluation (M&E).
5. The Chief Executive Officer, Urban Unit, Lahore.

Subject: **MINUTES / DECISIONS OF THE MEETING OF PROVINCIAL DEVELOPMENT WORKING PARTY (PDWP). (SECTOR: FW&F)**

I am directed to enclose herewith a copy of minutes of **37th PDWP meeting held on 15th October, 2024** under the chairmanship of Chairman P&D Board, for information and further necessary action of the following Item(s):-

Agenda Item No.	Name of the Item	ADP No. (2024-25)	Status
1	Establishment of State of the Art Wildlife Hospital at Safari Zoo, Lahore.	3270 (New)	Approved
2	Chief Minister Wildlife Rescue Force	3272 (New)	Approved
3	Immersive Wildlife Experience (Cinema and moving theatre) in Punjab	3273 (New)	Approved

Abraham Mall

(ABRAHAM MALL)
PLANNING OFFICER (COORD-II)

A Copy, along-with copy of the minutes, is forwarded to the:

Sr. No.	PARTICULARS
	PLANNING & DEVELOPMENT BOARD:
1	Sr. Chiefs:- (Coord. & Mont.), ENV & FW&F / Chiefs: ECA, Technical, Consultancy / Consultant (Coord)
2	Manager (MIS) P&D Board
3	PSO to Chairman, P&D Board.
4	PS to Secretary, P&D Board.
	C.C.
7	Chief (ENV & CC), M/o Planning, Dev. & Special Initiatives, Govt. of Pakistan, "P" Block, Pak Secretariat, Islamabad.

Abraham Mall

PLANNING OFFICER (COORD-II)



GOVERNMENT OF THE PUNJAB
PLANNING & DEVELOPMENT BOARD
FW&F SECTION

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MINUTES OF 37TH PDWP MEETING HELD ON 15.10.2024

Agenda Item No. 3	Immersive Wildlife Experience (Cinema and Moving Theatre) in Punjab. ADP No. 3273 (New)
Date & Time:	15.10.2024 (Tuesday) At 11:00 A.M
Venue:	Auditorium P&D Board
Participants:	List Attached

Chief (Env.&CC.), P&D Board briefed the forum that the project titled "Immersive Wildlife Experience (Cinema and Moving Theatre) in Punjab" has been included in ADP 2024-25 at Gs. No. 3273 as a new scheme with an allocation of Rs. 400.00 million. She added that the FWF Department submitted the PC-I of the subject scheme at a cost of Rs. 2,014.928 million with a gestation period of 24 Months (2024-2026) for consideration by the PDWP.

2. She further informed the house that the PC-I of the subject scheme was presented before 32nd PDWP on 27-09-2024, wherein the forum deferred the scheme with the following decisions:

- AD to rationalize the cost of the scheme,
- AD to provide detailed operational / business model,
- After making necessary amendments and cost reductions, AD may bring the case again before PDWP for approval / consideration

3. She added that in the light of aforementioned decisions, AD has reduced the cost of the scheme from Rs. 2,014.928 million to Rs. 1,788.847 million.

DISCUSSION:

4. The Director General Wildlife & Parks briefed the house that initially 02 cinemas were proposed at Safari Zoo (one 7D cinema and another simple 3D), along with 3 moving theatres. But, after cost rationalization, the simple 3D cinema component has been deleted.

5. The Chair inquired whether the cinema is for educational purposes or for entertainment and what is the operational business model of the cinema. Upon this, the DG Wildlife & Parks replied that the project offers the potential to engage large audiences through interactive and immersive storytelling. The initiative is purely for education and awareness purposes, therefore, the cinema will operate sustainably by balancing operational costs with ticket sales and external support. The cinema will provide an immersive experience to people who can't experience the facility commercially. The primary focus of the content will be to showcase wildlife-related content on topics such as biodiversity, animal behaviour, endangered species, and impacts of climate change, aligning with the zoo's mission to foster public awareness about conservation of wildlife. The cinema's target audience groups, include families, students, and researchers. Seasonal themes and updates, such as "World Wildlife Day" screenings or migratory bird

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documentaries during migration periods, will ensure that the experience remains relevant and engaging. Partnerships with educational institutions and NGOs will further enrich the content and attract specialized audiences.

6. The DG Wildlife & Parks discussed the business plan and was of the view that operationally, the facility will be managed by a small team, including a Cinema Manager, technicians, and customer service staff. The immersive experiences through motion seats and sensory effects (wind, water sprays, etc.) will add to the experience. As the cinema is not intended to generate profit, the ticket prices will be kept affordable at approximately PKR 300-500 per person, allowing for some recovery of operational costs. With about 10-15% of the zoo visitors expected to attend the shows, the cinema could generate PKR. 10-15 million annually, which will support maintenance and content updates. The department will also explore sponsorships and collaborations with organizations that align with the zoo's conservation mission, which could provide additional funding for special programs or events. Marketing and outreach efforts will focus on attracting schools, colleges, and families through discounted group packages and collaborations with educational institutions. The zoo will also leverage social media and digital campaigns to promote the cinema as a unique attraction that combines entertainment with education. Educational tours and interactive workshops will further enhance the value of the cinema for visiting groups. In terms of sustainability, the operational plan includes regular equipment maintenance and content updates every six months to maintain visitor interest. The department will monitor visitor feedback through surveys and data analytics to continuously improve the experience.

7. He further added that the second component of the project is moving theatre, which envisions providing an immersive experience to a broad range of target audiences including students across educational institutes by bringing wildlife to them by virtually transporting students into wildlife habitats, forests, and protected areas, the VR technology will make learning engaging, memorable, and interactive, fostering empathy and a deeper understanding of biodiversity, conservation challenges, and climate change. Additionally, the project aligns with the broader goals of the Punjab Wildlife & Parks Department by encouraging public involvement in conservation and promoting environmental stewardship. This initiative not only offers an innovative way to engage the public but also reinforces the zoo's role as a centre for education, conservation, and recreation. Through the 7D immersive cinema, the department aims to leave a lasting impact by fostering a deeper connection between visitors and the natural world.

8. The FWF Department asked for 07 no. of project posts for the cinema project and explained that hiring should be done as per need and outsourcing shall be the priority option.

The Chair also highlighted that the executing agency of solar-based system for cinema building will be the Energy Department not IDAP.

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10. mobile cinema
11. decisions:

While discussing the transport, the forum agreed with 03 turnkey solutions for mobile cinema and it was decided to delete 4 no. e-bikes.

DECISIONS:

After detailed deliberations, the scheme was approved by PDWP with the following decisions:

- i. Scope and specification of civil work shall be vetted from Technical section, P&D Board.
- ii. ToRs regarding consultancy for marketing, branding, designing and accounting shall be cleared from Consultancy section, P&D Board.
- iii. Energy Department be added as an executing agency in the PC-I for solar based system for cinema building.
- iv. Solar system for cinema building 350 KVA @ Rs. 38.09 million may be cleared from Energy section, P&D Board.
- v. E-Bikes be deleted.
- vi. IDAP fee @ 3% be reduced to 2%.
- vii. All vehicles procured by the AD shall be properly branded as the property of FWF Department.
- viii. AD to revise the PC-I accordingly and upload on SMDP Portal.

Meeting ended with a vote of thanks

SS STAFF CHIEF
MINING & DEVELOPMENT BOARD
PUNJAB, LAHORE

LIST OF PARTICIPANTS**37th PDWP MEETING, FY 2024-25****Dated: 15.10.2024**

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Name of the Officer		Designation / Department
PLANNING & DEVELOPMENT BOARD		
1.	Dr. Asif Tufail	Secretary, P&D Board/Member(Env.&CC.) (In Chair) Chairman P&D Board (Additional Charge)
2.	Mr. M. Masood Anwar	Chief Economist
3.	Mr. Abid Bodla	Member (ID / Water)
4.	Mr. Ahmed Mustajab Karamat	Member (Social Development)
5.	Mr. Yawar Hussain	Member (Education)
6.	Mr. Khawar Kamal	Member (LG&CD/UD)
7.	Mr. Sadaqat Hussain Khan	Member (Energy)
8.	Mr. Mohsin Abbas Shakir	Member (Water)
9.	Mr. Mahmood-ul- Hassan	Sr. Chief (RP)
10.	Mr. Sohail Rauf	Sr. Chief (C&M)
11.	Ms. Saba Asghar Ali	Chief (Env. & CC.)
12.	Mr. Yasir Arif Raja	Chief (Technical)
13.	Mr. Musa Raza	Assistant Chief (Coord-II)
14.	Ms. Rabbia Ali	Assistant Chief (FW&F)
P&D BOARD SOUTH SECRETARIAT		
15.	Mr. Muhammad Akhtar Mandhaira	Additional Secretary
16.	Mr. Malik Ghulam Farid	Chief
17.	Mr. Jam. M. Awais. Mustafa	Assistant Chief
URBAN UNIT		
18.	Mr. Safdar Gohar	Senior Project Manager
DG (M&E)		
19.	Mr. Mumtaz Ahmad	Director (Monitoring)
ENVIRONMENT PROTECTION DEPARTMENT		
20.	Ms. Sughra Kashif	SPIU
INFRASTRUCTURE DEVELOPMENT AUTHORITY PUNJAB		
21.	Mr. Kashif Imran Gill	GM Tech
22.	Mr. Zohaib Ashraf	Manager P&D
PUNJAB ECONOMIC RESEARCH INSTITUTE (PERI)		
23.	Mr. M. Ansar	Director (PERI)
FOREST, WILDLIFE & FISHERIES		
24.	Mr. Muddasir Waheed Malik	Secretary, FWF
25.	Mr. Muddasir Riaz Malik	Director General (Wildlife & Parks)
26.	Ch Hayat Hassan	Additional Secretary (Tech.)
27.	Mr. Talat Abbas	DS (Forest)
28.	Mr. Junaid Nadeem	Deputy Director (Headquarter)
29.	Dr. M. Rizwan	Vet Officer Punjab Wildlife
FINANCE DEPARTMENT		
30.	Ms. Nur-ul-Ain	AS(F)
ENERGY DEPARTMENT		
31.	M. Tayyab Zia	Additional Secretary (Dev.)
C&W DEPARTMENT		
32.	Mr. M. Faisal Saeed	Exen 4 th Building, Lahore

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