



No. SOP(WL)1-1/DDSC/2024-25
GOVERNMENT OF THE PUNJAB
FORESTRY, WILDLIFE & FISHERIES
DEPARTMENT



Dated: 11.11.2024

Subject: **MINUTES OF 3RD DEPARTMENTAL DEVELOPMENT SUB- COMMITTEE (DDSC) MEETING 2024-25 (WILDLIFE SECTOR) HELD ON 15.11.2024 UNDER THE CHAIRMANSHIP OF THE SECRETARY FW&F DEPARTMENT.**
(List of Participants attached)

3rd meeting of DDSC of FW&F Department for the financial year 2024-25, was held on **15.11.2024** at 11:00 AM under the Chairmanship of Secretary, Forestry, Wildlife & Fisheries Department in the Committee Room of this Department. The meeting started with recitation from the Holy Quran. The Chair welcomed the participants.

2. The Director General, Wildlife & Parks Punjab gave detailed briefing on the following development schemes included in ADP 2024-25 pertaining to Wildlife & Parks Department:

AGENDA ITEM NO.1: ARCHIVES AND WILDLIFE RESOURCE MANAGEMENT SYSTEM IN PUNJAB.

1.	Name of Project	Archives and Wildlife Resource Management System in Punjab (ADP G.Sr.No.3274)
2.	Location (Name of District and Province)	Punjab Province.
3.	Sponsoring Agency	Government of the Punjab, Forest, Wildlife & Fisheries Department
4.	Execution Agency	i. Punjab Wildlife & Parks Department ii. Punjab Information and Technology Board (PITB)
5.	Operation & Maintenance	i. Punjab Wildlife & Parks Department ii. Punjab Information and Technology Board (PITB)
6.	Date of Approval by DDSC / PDWP	Not Applicable
7.	Implementation Period	24-Months (01.07.2024 to 30.06.2026) (Original)
8.	Total Cost (PC-I Scheme)	Rs.449.475m (Revenue)
9.	Funds released & utilized till end June, 2024	Not Applicable.

10.	Funds withdrawn by FD during 2023-24	Not Applicable.
11.	ADP Provision for 2024-25	Rs.250.000m
12.	Proposed Provision (2024-25) PC-1	Rs.247.824m
13.	Annual Recurring Cost	Rs.88.265m
14.	Quantitative Objectives / Target	• Integrated Digital Platform: Implement a standardized digital platform to automate workflows and improve operational efficiency across the Punjab Wildlife & Parks Department. • Enhanced Public Access: Streamline services such as licenses, permits, and information, making them more accessible and transparent to the public. • Data-Driven Decision Making: Use digitized data collection and reporting for informed decision-making, optimizing resource allocation and conservation strategies. • Creative Awareness Initiatives: Produce wildlife documentaries, photography, and 360-degree virtual tours and establishment of a department's Digital Communications Hub to raise mass public awareness and promote conservation. • Networking System: Establish a comprehensive networking infrastructure to facilitate seamless communication, collaboration, and data sharing among wildlife offices. Sustainable Conservation: Foster community engagement and support sustainable wildlife conservation practices across Punjab.
15.		Not Applicable.

The Director General Wildlife & Parks briefed the sub-committee regarding the background concept and objectives of the PC-1 scheme titled "Archives and Wildlife Resource Management System in Punjab". The scheme envisions automation of departmental services e.g. shooting and possession license, special permits, breeding farms registration, dealer licenses, import / export, private wildlife reserve and CBC registrations, etc. Moreover, an archives of the digital GIS maps of habitats and protected areas will be developed in the form

of digital atlas. Other major components of the project include wildlife photography, 3D virtual tours, and establishment of a digital communication hub to highlight the biodiversity of Punjab.

Discussion:

The Chair enquired regarding the mechanism and procedure of license issuance, which was briefed by the representative of PITB, who also explained the verification process through a QR based code. The Chair directed that a component should also be included for geo-tagging of hunters through the App to ensure sustainable / legal hunting. Furthermore, the Representatives of Finance Department and Planning & Development Board questioned the PC-1 model of hiring human resource instead of outsourcing for development of app and dashboards. The Director General, Wildlife & Parks Punjab explained that PITB being a technical department and being already engaged in a wide range of automation projects in the Government sector are well-versed with its dynamics. The Chair directed that training, capacity building of department and certifications shall be incorporated in the PC-1 to ensure smooth transition after project closure. PITB will also incorporate the project exit strategy, wherein capacity building of department will be ensured and no extension in gestation period will be accorded for training purpose.

The Representative of Finance Department also inquired regarding the fate of equipment proposed to be procured for the PITB HR component. The Director General, Wildlife & Parks Punjab replied that it will be incorporated in the PC-1 that after closure of scheme, all procured equipment shall be handed over to the client department. The Chair also directed that an Asset Management Module should also be included in the PC-1 to develop a complete inventory for the department to facilitate and streamline its asset management.

Furthermore, the department has proposed an internship programme in the project. The Chair directed that the minimum internship stipend should be Rs. 60,000/- while the house also agreed to increase the offered internships to 100 students. Further, the internship program will be integrated through web portal for applications and registration to be designed by PITB.

The Representatives of Finance Department and Planning & Development Board inquired regarding the justification for establishment of a separate communication hub in the wildlife department. The Director General, Wildlife & Parks Punjab briefed that the cornerstone of any effective wildlife conservation strategy is 'public awareness' which required a dedicated and wildlife specialist communication team. The project envisions hiring a small team of wildlife related experts, including a communication lead, wildlife photographer and content developer among others. He further stressed that the proposed communication hub would not be a duplication and rather it would be linked to the communication cell at the Administration Department to provide crucial support. Following is the justification for a dedicated digital communication hub at wildlife department:

1. Wildlife is a highly specialized field, understanding of which is congenial to those who have experience in the field. Therefore, Forest Department cell will not suffice the requirements of specialized wildlife scope.
2. The scope and workload for photography, editing and other wildlife related tasks related to communication and public awareness are enormous and need greater number of resources.

After deliberations the sub-committee agreed to delete the posts of SEO Specialist and Digital Media Monitor. The scheme was approved subject to incorporation of following decisions in the scheme:

Decisions:

1. Training, capacity building and certifications would be incorporated in the PC-1.
2. An Asset Management Module will be incorporated in the PC-1 and at project closure, all equipment / items provided to the PITB HR will be handed over to the client department.
3. Hundred (100) internships will be offered to students at a monthly stipend of Rs. 60,000/-.
4. The provision of contingent paid staff shall be deleted.
5. The posts of SEO Specialist and Digital Media Monitor will be deleted, while the PPS scale of Communication Lead will be reduced from PPS-10 to PPS-09.
6. The approval is subject to clearance of IT component from the IT Section of Planning & Development Board. While the staff component shall be placed before PDWP as per instructions of Planning & Development Board.
7. PITB will ensure capacity building of department and no extension in gestation period will be accorded for training purpose.
8. Scheme should be in line with the instructions already communicated time to time by this Department and Planning & Development Board.

"The proponent shall submit 07 copies of the PC-I Scheme at the earliest for further necessary action".

AGENDA ITEM NO.2: EXPERIENCE DEVELOPMENT AT CAPTIVE FACILITIES IN PUNJAB

1.	Name of Project	Experience development at Captive facilities in Punjab (ADP G.Sr.No.3271)
2.	Location (Name of District and Province)	Bahawalpur, Lahore.
3.	Sponsoring Agency	Government of the Punjab, Forest, Wildlife & Fisheries Department
4.	Execution Agency	i. Forest, Wildlife & Fisheries Department ii. Punjab Wildlife & Parks Department
5.	Operation & Maintenance	i. Punjab Wildlife & Parks Department
6.	Date of Approval by DDSC / PDWP	Not Applicable.

7.	Implementation Period	12-Months (01.07.2024 to 30.06.2025) (Original)
8.	Total Cost (PC-I Scheme)	Rs. 599.427m (Revenue)
9.	Funds released & utilized till end June, 2024	Not Applicable.
10.	Funds withdrawn by FD during 2023-24	Not Applicable.
11.	ADP Provision for 2024-25	Rs.600.000m
12.	Proposed PC-1 Provision (2024-25)	Rs.599.427m
13.	Annual Recurring Cost	Rs.21.500m (1 st year)
14.	Quantitative Objectives / Target	• Enhance Visitor Engagement: Develop interactive exhibits and immersive experiences to increase visitor engagement. • Educational & Awareness Programs: Conduct educational programs at every targeted facility in the PC-I scheme, targeting local schools and community groups. • Conservation Awareness: Integrate conservation messaging into all exhibits and increase public awareness through engaging content. • Immersive & Themed Animal Exhibits: Design themed habitat exhibits replicating natural environments to enhance educational and visual appeal. • Adoption of Modern Technology: Install interactive digital displays to provide immersive wildlife experiences for visitors. • Community Engagement: Create volunteer opportunities and host community outreach programs to strengthen local involvement. • Sustainable Practices: Implement eco-friendly infrastructure upgrades and reduce the carbon footprint of facilities. • Economic Impact & Tourism Growth: Increase annual visitor numbers, boosting local tourism and generating more revenue from ticket sales. • Wildlife Welfare & Animal Care: Ensure all enclosures meet international animal welfare standards and conduct annual health assessments. • Technological Advancements: Develop a mobile app to enhance visitor experience,

55

		ensuring full accessibility and interactive features for all audiences. Marketing & Publicity: Run major promotional campaigns, targeting individuals through online and offline channels.
15.	Reasons for Revision	Not Applicable.

The Director General Wildlife & Parks briefed the house the sub-committee regarding the proposed project which envisions enhance visitor experience at Lahore, Safari and Bahawalpur Zoo's. It involves a major IT component (3D screens), thematic work through sculptures, photo-points, branding, dancing fountain, and a wildlife float show.

Discussion:

The Chair directed that due diligence should be ensured in purchase of IT / tech component of the project. The Director General, Wildlife & Parks Punjab explained that PITB is included in the PC-1 as technical consultant to supervise the procurement and deployment process for all tech components. Furthermore, a Service-Level-Agreement (SLA) will be included during the purchase of 3D screens and maximum warranty period will be ensured. The Chair directed to incorporate SLA in deployment of dancing fountain as well to avoid operational complications.

The Representatives of Finance Department and Planning & Development Board questioned the rationale for recurring cost in the proposed project, which was deliberated and agreed to be deleted. The Finance Department proposed to reduce the branding and publicity component. However, DG Wildlife explained that the component is already rationalized and it is essential for media marketing, promotion as well as public awareness. The scheme was approved subject to incorporation of following decisions in the scheme:

Decisions:

1. The approval is subject to clearance of IT component and consultancy TORs from the IT and Consultancy Sections of P&D Board.
2. Service Level Agreement will be incorporated in purchase of 3D screens and dancing fountain.
3. The proposed recurring cost will be deleted from the PC-1 as the same is included into the warranties and SLA.
4. Scheme should be in line with the instructions already communicated time to time by this Department and Planning & Development Board.

"The proponent shall submit 07 copies of the PC-I Scheme at the earliest for further necessary action".


(MUDDASIR WAHEED MALIK)
SECRETARY FW&F DEPARTMENT


(CH HAYAT HASSAN)
ADDITIONAL SECRETARY (TECHNICAL)
FW&F DEPARTMENT


(CAPT. (R) TAHIR ZAFAR ABBASI)
SPECIAL SECRETARY,
FW&F DEPARTMENT

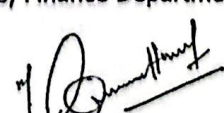

(RABBIA ALI)
ASSISTANT CHIEF (FW&F)
PLANNING & DEVELOPMENT BOARD


(SONIA ATA TUNG)
SECTION OFFICER (L&DD/F&W)
FINANCE DEPARTMENT

No. & Date Even.

Copy is forwarded for information and further necessary action to the following: -

1. The Secretary Govt. of Punjab, P&D Board, Lahore.
2. The Secretary Govt. of Punjab, Finance Department, Lahore.
3. The Secretary Govt. of Punjab, Environment Department, Lahore.
4. The Secretary Govt. of Punjab C&W Department Lahore, with the request that Buildings Department will not surrender ADP Funds without approval from Administrative Department.
5. The Director General, Wildlife & Parks Punjab.
6. The Director (B&A) Forest, 24- Cooper Road, Lahore.
7. The Assistant Chief (FW&F) Govt. of Punjab, P&D Board, Lahore.
8. The Section Officer (L&DD/F&W), Govt. of Punjab, Finance Department.


SECTION OFFICER (WILDLIFE)

CC:

PS to Secretary, FW&F Department.