



Working Towards a Green Pakistan



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Pakistan

WORKING TOWARDS A GREEN PAKISTAN

Directory of Green Products and Service Providers

December 2023

Shehri-Citizens for a Better Environment

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INTRODUCTION

Climate change is now the most potent challenge facing humanity as a whole - posing an existential threat. To avert the doomsday scenarios, amongst other things, there is a shift in progress to adjust into a new global economic model - replacing linear economic models with a circularity, striving for carbon neutrality and net zero emission levels and thus heralding the age of what is being termed as the 'green economy'.

Oxford Economics, in its recent publication¹ - The Global Green Economy: Capturing the Opportunity estimates that the transition to a net zero emissions environment by 2050 will create new industries worth \$10.3 trillion to the global economy by that same year.

So how do we define green economy? The term green economy was first coined in 1989 in a report to the British Government by a group of leading environmental economists, entitled Blueprint for a Green Economy (Pearce, Markandya and Barbier, 1989). The report was commissioned to advise the UK Government if there was a consensus definition to the term "sustainable development" and the implications of sustainable development for the measurement of economic progress and the appraisal of projects and policies. The term was fully formed in 2008 by the United Nations Environment Program (UNEP) as a response to global economic downturn, and formally defined by the same UNEP in 2011 as An economy that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In a green economy, growth in income and employment should be driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of bio-diversity and ecosystem services.

In Pakistan, the shift towards a green economy is still in a nascent phase. There are efforts ongoing to align policy and development priorities in various growth sectors with the framework provided by the Sustainable Development Goals (SDGs). The Government of Pakistan has structured a Green Economy Development Framework Model that aims to facilitate the development for 'Open Market' environment that rewards green innovation and entrepreneurship with ecologically sustainable economic growth. There are plans to provide a policy focus to this model to create the enabling legislative and policy space for promoting the green economy. The recently launched Climate Adaptation Plan of the Government of Pakistan, in its Vision Framework identifies Green Jobs and Livelihoods and Sustainable Infrastructure and Services as two defining Pillars for bringing about the required change. This is a welcome beginning, but for transforming this vision into reality a lot needs to happen - from awareness building to setting the policy, and institutional framework in place for facilitating the transition to a green economy, responsive to the emerging challenges of the day.

This present Directory aims to contribute towards green economy growth in the country by documenting on a national scale, organizations, community groups and individuals that are already working to come up with green products, services and messaging. This work is placed within a larger scale public engagement and knowledge products development initiative where Shehri-Citizens for a Better Environment, in collaboration with the Friedrich Naumann Foundation, has decided to nurture a green community - including both formal and informal actors - by initiating the project - **Forging a Community for Green Living** - where networking and productive collaboration is being stimulated for optimizing the footprint of the green economy model in Pakistan.

This is a work in progress, where there will be a continued effort to upscale this documentation effort by reaching out to more such startups, entrepreneurs and groups. Better networking can lead to reduced overlaps and contribute to complementarity of efforts other than creating a greater voice for influencing public policy and decision making. The team at Shehri-CBE looks forward with confidence to further growth and success of green efforts in Pakistan.

¹ The Global Green Economy - Capturing the Opportunity, 2023, Oxford Economics, Arup Singapore Pte Ltd

SUSTAINABLE STARTUPS PAKISTAN

| S. NO | STARTUP NAME | FOUNDER'S NAME | CONTACT NO. | EMAIL | VERTICALS | BLURB |
|----------------|------------------------------------|--|--------------------------|---|-----------|---|
| KARACHI | | | | | | |
| 1 | Asani.io | Ansab Naqvi | 3326220366 | ansab@asani.io | CleanTech | Asani.io is solving water management and scarcity issues in Pakistan by providing dedicated automation and monitoring solutions for personalized experience with its water management systems developed to cater local needs. |
| 2 | Asqurr | Nausheen Barkat | 3455363323 | nausheen.barkat@gmail.com | AgriTech | A mother daughter duo from Hunza. First and only Women led Honey brand in Pakistan. |
| 3 | Badlo Technologies Pvt. Ltd. | Dr. Sobia Javed | 3142311458 | drsobi.javed@gmail.com | CleanTech | Reintroduction/recycling of plastic in existing value chains |
| 4 | BHAAN: A sustainable food for soil | Nayab Raza | 3331339579 | rnayabraz123@gmail.com | AgriTech | BHAAN a sustainable and ecofriendly bio-fertilizers made up of freshwater microalgae with potential to cater food insecurity, energy crises and climate change |
| 5 | Bigger Brick | Muhammad Raza | 3198222989 | biggerbrickweb@gmail.com | CleanTech | Repurposing of plastic into different usable products |
| 6 | Concept Loop | Dabeer Hemani | 3333972676 | dabeer.hemani@conceptloop.net | CleanTech | Repurposing of plastic into different usable products |
| 7 | Crop2x (Aqua Agro) | Dr. Muhammad Khurram, Dr Syed Saqib Bukhari and Ramla Kaleem | 03353046110; 03212787865 | khurram.ned@gmail.com; ramlakaleem@hotmail.com; | AgriTech | An ag-tech company that provides data-driven crop monitoring solution to double your crops. |

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|----|-------------------------------------|------------------------|------------|--|-----------|--|
| 8 | Crops in Pots | Zahra Ali | 3452235282 | zahra@cropsinpots.pk | AgriTech | A certified permaculture designer and organic farmer with over 14 years of experience. Helped more than 20 schools start their edible garden programs, planted thousands of native trees to restore urban spaces, and worked with farmers in different regions to promote sustainable practices. |
| 9 | DICOT INTERNATIONAL (Fortune Farms) | Kassim Motiwala | 3002031528 | kassim.motiwalla@gmail.com | AgriTech | Pakistan's first and only Climate Smart Agriculture Co-operative using Private Equity. We take people who wish join the farming community and aggregate their resources for Food Secure Pakistan. |
| 10 | Ecobricks | Kashaf Akhtar | 3064157551 | kashafakhtar1315@gmail.com | CleanTech | Repurposing of plastic into different usable products |
| 11 | Ecosol | Maliha Abbas Zaidi | 3035454662 | malihaabasszaidi@gmail.com | CleanTech | NDCC aims to promote research at International and National levels by engaging them in Climatic Research work, Journalism, Theatre, Documentaries" and Arts. |
| 12 | EcoWind | Mussawer Ali | 3379721016 | therealmussawerali@gmail.com | CleanTech | At EcoWind, we design and manufacture state of the art small-sized vertical axis wind turbines that generate clean energy from wind even with very low wind speed. |
| 13 | Enviro Solutions | Abuzar Shoaib Siddiqui | 3007008705 | theenvirosolutions@gmail.com abuzarshoaibsiddiqui@gmail.com | CleanTech | Step into a world of innovation and sustainability with Enviro Solutions. We're dedicated to transforming plastic and rubber waste into high quality products. |

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|----|------------------------------|-----------------|----------------------------|-----------------------------------|--------------------------|--|
| 14 | Farmdar | Muzaffar Manghi | 3458281210 | manghi@farmdar.co.uk | AgriTech | Farmdar provides actionable data to farmers to increase productivity and reduce waste, using remote sensing and AI. |
| 15 | FARMWELL Maveshi Hub | Younus Sandeela | 3459236839 | ysandeela@yahoo.com | AgriTech | FARMWELL Maveshi Hub salvages productive dairy cattle by developing a breeding / rearing program engaging cooperatives of subsistence farmers that were created by FARMWELL in 2013. |
| 16 | Fivestar Polymer(pvt)Limited | Waleed Hameed | 3214496003 | waleed.hameed@fivestarpolymer.com | CleanTech | Repurposing of plastic into different usable products |
| 17 | Fruges | Sadaf Akbar | 3133164515 | sadapasha1994@gmail.com | AgriTech | Tailored solutions that help farmers and agriculture companies ease into regenerative agriculture, optimizing profits and minimizing risks. |
| 18 | Hash Crafters S | Haiqa Haris | 03022310105 03122117323 | haiqaharis1@gmail.com | Upgrading and Up-cycling | Hash Crafters Studio is represents a passionate team dedicated to transforming décor through the art of upgrading and upcycling |
| 19 | Irverde - Gogreen | Angel Imdad | 3352348004 | angel_imdad@hotmail.com | CleanTech | Irverde Gogreen is a tech enabled waste management company working on zero waste vision through innovative recycling & upcycling methods. Also spreading environmental awareness through masses. |
| 20 | Irverde - Gogreen | Angel Imdad | 3352348004 | angel_imdad@hotmail.com | CleanTech | Collection & sorting of plastic waste |

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|----|--------------------------------------|-------------------------------|----------------------------|--|--------------|--|
| 21 | Marine Conservation Pakistan | Shabib Asghar | 03312530686 03312530686 | info@marineconservation.pk shabib@marineconservation.pk | Conservation | Sole mission is the protection of marine species and ecosystems in the ocean of Pakistan. |
| 22 | MINT Rewards | Ahsan Raza/ Mohammad Ammar | 3492498174 | mymintrewards@gmail.com | CleanTech | Collection & sorting of plastic waste |
| 23 | Mywater | Ammar Jangbarwala | 3042370599 | ammarij@mywater.pk | CleanTech | Repurposing of plastic into different usable products |
| 24 | OmniGrow | Syed Azam Mehmood | 3172032222 | azam-mehmood@live.com | AgriTech | We use blockchain to ensure secure, transparent, and tamper-proof storage of critical livestock data. |
| 25 | Pavilion Packaging (Private) Limited | Sunil Motwani | 3008203335 | sunil@pavilionpackaging.com | CleanTech | Collection & sorting of plastic waste |
| 26 | Peepu / The Farms | Anas Shaikh | 3453086894, 3153789668 | anashaikh@gmail.com | AgriTech | Peepu connects farmers with the market and traders. |
| 27 | PV CLEAN TECH | Dr. Haider Ali | 3362343766 | haider.ali@neduet.edu.pk | CleanTech | Our innovative solution combines advanced robotics and AI to autonomously clean solar panels, maximizing energy efficiency and performance. |
| 28 | Ra'ana Liaquat Craftsman Colony | Begum Raana Liaquat Ali Khan | 3102298922 | rlccwp@gmail.com | Textile | RLCC is a women empowerment non profit serving since 1954. It supports over 20,000 beneficiaries in the community of Shah Faisal Colony through education, health services, vocational training and a livelihoods program. |

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|----|--|-----------------------|-------------|-------------------------------|-----------|--|
| 29 | Raasha | Abbas | 3323015152 | abbashussain.00786@icloud.com | CleanTech | One solution for producing, blending biofuels, and incorporating digital integration for fuel delivery . |
| 30 | Safe Cooking | Sarmad H. Jaffry | 3452916170 | sarmadhjofficial@gmail.com | CleanTech | GGS is reducing wood use by 60% and providing safe ventilation for cooking indoors. Safe Cooking was created to eliminate the dangers of wood and 3 stone stove cooking. |
| 31 | Shazil Pakistan | Muhammad Azeem Shariq | 3212329761 | azeem@shazilpakistan.com | CleanTech | Reintroduction/recycling of plastic in existing value chains |
| 32 | She-Guard | Mehreen Raza | 3337944468 | rmehreen503@gmail.com | CleanTech | Repurposing of plastic into different usable products |
| 33 | Smart and Efficient Electric All Terrian UTV | Zeeshan Nafees | 3152122434 | able.zeeshan@gmail.com | CleanTech | Introducing the ultimate versatile UTV: It offers a cost-effective commute for professionals. |
| 34 | Suftech Innovations (Private) Limited | Muhammad Raahim Ahsan | 3200406930 | m.raahim@suftech.com | CleanTech | Reintroduction/recycling of plastic in existing value chains |
| 35 | Trash2Rewards | Sumair Qasim Ali | 3110254374 | sumairq18@gmail.com | CleanTech | Transforming recyclable trash into amazing rewards through earning points for your eco-friendly efforts and unlocking a world of sustainable goodies. |
| 36 | Trashit | Anusha Fatima | 3132094994 | rahul22rai2@gmail.com | AgriTech | A social entrepreneurial venture that wants to transform the way waste is disposed in Pakistan. |
| 37 | TrashIt | Anusha Fatima | 3132094994 | anusha@trashit.pk | CleanTech | Collection & sorting of plastic waste |
| 38 | TRE CYCLE | Ambreen Bilal | 321-7023589 | amber262530@gmail.com | CleanTech | We believe in zero waste policy and circular economy |

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|------------------|---------------------|----------------------|-------------|--|----------------|---|
| 39 | Verdant Agriculture | Nameera Irfan | 3198172679 | namirairfanabdullah@gmail.com | AgriTech | We aim to provide our customers/ agricultural sector with organic pest control solutions alongside AI-assisted monitoring of the crops by IOT solutions for enhanced and sustainable agriculture. |
| 40 | VTOL Dynamics | Syed Azmat | 3343179692 | sazmat@vtoldynamics.com; | AgriTech | Drone services based solutions provider for inspection, mapping, surveying, surveillance and agriculture. |
| 41 | Weft&Warp | Rida Khanum | 3312673087 | info@weftnwarp.com | Textile | Denim accessories brand with handcrafted and sustainable products. |
| 42 | WM Creative Studios | Wajiha Siddiqui | 3312172958 | wajiha.siddiqui@uok.edu.pk wajiha@wmcreativestudio.com.pk | Construction | Architect Wajiha Mehdi takes center stage as she addresses the housing needs of climate-displaced individuals. She offers sustainable solutions while balancing aesthetics, functionality and sustainability. Highlighting the pressing need for climate resilient housing in a changing world. |
| HYDERABAD | | | | | | |
| 43 | Circular Ride | Muhammad Haris Memon | 303 3531164 | harismemon2k47@gmail.com haris.memon.cr@gmail.com | Transportation | An optimized and integrated transportation for corporate, university, hospital, & office shuttles. This solution will help in reducing the fuel consumption & carbon footprint. |
| 44 | IndusTechnetronic | Sameer Aftab | 302 3013787 | sameer_aftab@indus technetronic.com | IoT | IndusTech.io aims to bridge the gap between industry and academia to produce better results in the field of technology while also assisting engineers in excelling. |

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|-------------------|-----------------------------|----------------------------|-------------|--|-------------|---|
| 45 | Pak BioEnergy Solutions | Muhammad Mohsin Kareem | 345 377766 | mohcinkhan@outlook.com | CleanEnergy | Bio Energy Sources aims to address the problem of declining natural gas resources by providing safer, cheaper, and more sustainable options. |
| THATTA | | | | | | |
| 46 | Greenyields | Sayyid Muhammad Abbas Shah | 333 2666987 | sayyid.abbasshah@gmail.com | AgriTech | We produce eco-friendly diversified farming with minimal input. |
| KHAIRPUR | | | | | | |
| 47 | The Natural Fibers Company | Dr. Qasim Siddiqui | 3362091928 | qasim.siddiqui@buitms.edu.pk | Textile | Specializing in fiber processing, it not only contributes to environmental sustainability but also results in the production of premium textile products featuring natural anti-microbial properties. |
| GUJRANWALA | | | | | | |
| 48 | BGrowTech | Muhammad Bilal | 334 4775274 | mbilal4333@gmail.com tech@gmail.com | AgriTech | Indoor vertical farming of hydroponic fodder for livestock farmers. |
| LAHORE | | | | | | |
| 49 | Eco-Char | Sheraz Khalid | NONE | sherazkhalid399@gmail.com | Environment | A sustainable and eco-friendly fuel for industrial, commercial, and domestic customers. |
| 50 | ISP Environmental Solutions | Dr. Zillay Marium | NONE | zillaywb@gmail.com | Environment | Sustainable waste management solution provider to help Pakistan get rid of solid waste affecting its ecosystem. |

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|-----------------|--------------|-----------------------|--------------|------------------------------|-------------|--|
| 51 | MycoHues | Dr. Shomaila Sikandar | NONE | shomaila.sikandar@lgu.edu.pk | Environment | Aims to replace synthetic pigments by natural pigments. |
| 52 | PakVitae | Shayan Sohail Anwar | NONE | shayansohail21st@gmail.com | Environment | Aims to solve the drinking water problems in the world by developing 21st-century water purification technology. |
| PESHAWAR | | | | | | |
| 53 | Brown Energy | Karamat Ali | 0300-4345798 | nizarahmad36@gmail.com | Energy | Brown energy is a catalyzed burning system which converts water into energy with the help of electrolysis. The startup primarily aims to reduce burning costs in industries. |
| 54 | E-Guard | Faizan Azam | 0343-1924192 | usman.abbasi@nu.edu.pk | Energy | Fuel and Energy Management System Prototype modeled on wireless communication transmitter leveraging mobile technology so that fuel can be monitored separately in a cost and time effective manner. |
| 55 | ED Energy | Hayat Ali | 0346-9414547 | hayat.ali@edenergy.com.pk | Energy | ED Energy is providing renewable Energy solution to Domestic, Commercial and Industrial clients. The company has primarily deployed its solutions in remote areas of KP & GB that are off-grid. |
| 56 | Green Black | Saifullah Khalid | 3085263411 | saifsf2013@gmail.com | Energy | Green Black are making sustainable fuel pellets from waste biomass like sawdust and/ or bagasse (sugarcane waste). These pellets will burn clean and will be suitable for remote areas of Pakistan. |

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|----|--|------------------------|--------------|----------------------------|--------------------------|--|
| 57 | Gricks | Mubashir Waheed | 3319303163 | mrwedwardian2000@gmail.com | Manufacturing Clean Tech | e project in manufacturing building bricks using discarded plastic bottles that are designed to withstand earthquakes, provide superior insulation, and enhance overall structural strength. |
| 58 | Innovative Composite Engineering Pvt Ltd | Muhammad Mudassar Fida | 3098880912 | mudassir@composites.pk | Construction | Revolutionizing the construction industry through its innovative approach to composite architecture. The company creates composite cabins, homes, and architecture that are aesthetically pleasing, highly functional and durable. |
| 59 | IRC SOLAR | Tabish Fawad | 0335-9233193 | tabishfawad666@gmail.com | Energy | The startup is not only providing innovative solar power solutions (inverex invertors) but also promoting green energy through workshops, seminars and skills development trainings for technicians. |
| 60 | MAKA - The Plant Care System | Munir Ahmed | 0340-0743075 | munir5pho@gmail.com | Agriculture | MAKA is a technology that aims to reduce water and fertilizer wastage in the agricultural sector by evaluating the soil's moisture and nutrient content so that farmers can make sustainable and better decisions |
| 61 | Nano Hive | Shehroz Rashid | 0333-9213401 | shehrozrashid786@gmail.com | Manufacturing Clean Tech | Developing Nano Materials locally in order to help researchers and manufacturers produce Nano Particles products. Also producing heat absorbent/resistant paints with nanomaterial and are the only manufacturers of nanomaterial in Pakistan. |

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|----|--------------|----------------|--------------|--------------------------|-----------------------------|--|
| 62 | PlaXtrade | Zahra Kamal | 3419856283 | zaza.zulu123@gmail.com | Manufacturing Clean Tech | The initiative converts trash The initiative converts trash into cash by selling eco-friendly products like décor and handicrafts in exchange for plastic trading through their website. |
| 63 | Teleport | Mohyuddin Khan | 0345-9676610 | info@teleport.com.pk | Manufacturing Clean Tech | Teleport engages in the design, development and manufacturing of fully electric bikes. It aims to cut out the commuting costs by 85%, eliminating the fuel cost and maintenance cost. |
| 64 | The Kabari | Fawad Pirzada | 3030088890 | pirzadafawad@hotmail.com | Green Tech | The Kabari is a scrap management company that provides a doorstep service to help people sell their household junk like old newspapers and scraps of material. |
| 65 | Voltric | Safi Ullah | 0345-9281718 | info@voltric.com.pk | Energy | The startup is offering a cost-efficient alternative to solar power systems at the fraction of the cost of systems already available in the market. They propose a battery-less portable solar power solution. |
| 66 | Waste Hunter | Sangeen Khan | 0335-0379147 | khansangeen68@gmail.com | CleanTech Services | The startup idea is based on solid waste management linked with IoT. The concept is to collect segregated waste door to door from households and award them credit points through an android app. |

| ISLAMABAD | | | | | | |
|-----------|-------------|--------------|--------------|-------------------------|--------------------------|---|
| 67 | Biz B | Sehrish Raza | 0333-8205480 | Hello@bizb.store | E-Commerce | Making circular fashion a part of every household so that people start buying and selling second hand with the aim to make fashion sustainable. |
| 68 | Waterness | Bilal Hanif | 0334-5292033 | bilalhanif01@yahoo.com | Clean Water | Waterness is an IoT enabled subscription based smart water purification service that provides filtered drinking water at a fraction of the cost compared to bottled water and other alternatives in the market. |
| SWABI | | | | | | |
| 69 | Aquapouch | Umaima Khan | 3149982085 | kumaima370@gmail.com | Manufacturing Clean Tech | The concept revolves around an edible membrane designed as an eco-friendly packaging material. |
| 70 | Eco Plastic | Ali Rehman | 3129290278 | aleerehman3@gmail.com | Manufacturing Clean Tech | Their process involves transforming discarded plastics into a variety of value-added products made available for purchase on their website. |
| HARIPUR | | | | | | |
| 71 | Ecobuck | Areeba Syed | 3225532742 | syedareeba198@gmail.com | Agriculture | The idea involves creating affordable compost bins with the primary goal of recycling organic waste into organic fertilizer. |
| 72 | Ecure | Hamna Shukat | 3465717687 | hamnashaukat5@gmail.com | Agriculture | The product is a compact and portable water filter, specifically designed to be attached to water bottles or taps. |

SHEHRI-CITIZENS FOR A BETTER ENVIRONMENT

Shehri-Citizens for a Better Environment was formed in 1988 (based in Karachi City), as a non-political, noncommercial, non-governmental organization (under the Societies Registration Act XXI of 1860) by a group of concerned citizens to provide the citizens with a platform to effectively voice their concerns in determining their future and taking action in arresting the deterioration in their living environment and propose reform with a view to improve the same. Shehri-Citizens for a Better Environment is now fighting at the forefront of various issues of public concern related the environment. The organization is actively engaged in areas of work like public advocacy and public interest litigation, right to information, good governance, community policing, police reforms, urban mobility, climate change and last but not the least institutional reforms

OBJECTIVES

- Establishment of an aware and pro-active civil society, good governance, transparency and rule of law
- Promotion of research, documentation, dialogue and influence of public policies
- To provide technical assistance and guidance to local area citizens groups on their local area and environment
- Setting up an effective and representative local government system, e.g., capacity building and training
- Preparation of a proper master plan/zoning plan for Karachi and effective implementation of the same

HOW IS SHEHRI RUN

A volunteer Managing Committee, duly elected by the General Body for a term of two years, there-by functioning in an open and democratic manner. Membership is open to all who subscribe to its objective and memorandum

SUSTAINABLE DEVELOPMENT GOALS (SDGs) FOCUS

Shehri-CBE brings a focus in all its works on the 17 Sustainable Development Goals (SDGs) that define the global development agenda for today. This Publication 'Engaging Constituents in the Legislative Process - A Parliamentarians Toolkit for Inclusive Legislation', creates strong linkages with the targets of Goal 16 (Peace, Justice and Strong Institutions), other than finding cross linkages with the remaining goals as well



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