

ਪਵਣੁ ਗੁਰੂ ਪਾਣੀ ਪਿਤਾ ਮਾਤਾ ਧਰਤਿ ਮਹਤੁ ॥

Air is the Guru, Water is the Father,
and Earth is the Great Mother of all.



PAVAN GURU

Air is the Guru.



PAANEE PITAA

Water is the Father.



DHARAT MAHAT

Earth is the Great Mother.



The environment
is not **inherited**
from our ancestors;
it is **borrowed**
from our children.



When citizens
become custodians
of nature,

sustainable
development
becomes a reality
rather than a
policy aspiration.



ROLE OF NGOs IN

LUDHIANA'S SUSTAINABLE DEVELOPMENT

With Special Emphasis on

Public Action Committee (PAC)



Ludhiana

Punjab's industrial capital — progress and pressure

35 L+

Population

#1

Industrial City
of Punjab

High

Air & Water
Pollution Index

500+

Registered NGOs
in District

- Textile, hosiery, machine tools, cycle, steel and Agro industry hub
- Major contributor to state economy
- Rapid urbanization
- Increasing environmental pressures



Ludhiana: Sustainability Challenges

Key Sustainability Challenges

- Industrial effluents affecting Buddha Darya and River Satluj
- Groundwater contamination
- Air pollution
- Loss of biodiversity and green cover
- Waste management challenges
- Urban flooding risks



Relevant SDGs

SDG 6
Clean Water

SDG 11
Sustainable Cities

SDG 13
Climate Action

SDG 15
Life on Land

SDG 17
Partnerships



WHY NGOs MATTER ?

Bridging the gap between citizens and government



Policy advocates

Lobby for policy change on environment, health & rights

Community mobilizers

Building Participation for Sustainable Development

Knowledge partners

Community education on sustainability & civic rights

Environmental watchdogs

Monitor government schemes & ensure accountability

Development without community participation is incomplete.

NGOs CONTRIBUTING TO SUSTAINABLE LUDHIANA



PAC Mattewara Jungles, River Satluj & Buddha Darya

Round Glass

EcoSikh

City Needs Foundation

Switch for Change Foundation

Grow Billion Trees Foundation

Jeet Foundation

Switch for Change Foundation

Naroa Punjab Manch

The Green Punjab Mission Team

National Social Service (NSS) Units

Eco Clubs and Educational Institutions

Resident Welfare Associations

EMERGING THEMES OF NGO INTERVENTIONS

From industrial pollution to grassroots empowerment

Environmental Focus Areas

Afforestation and urban greening

Water conservation and pollution monitoring

Waste management and circular economy

Air quality awareness

Sustainable mobility

Climate resilience

Collaborative Approach

Government + Academia + NGOs + Citizens



GOVERNMENT

+



ACADEMIA

+



NGOs

+



CITIZENS

INTERNATIONAL COLLABORATION



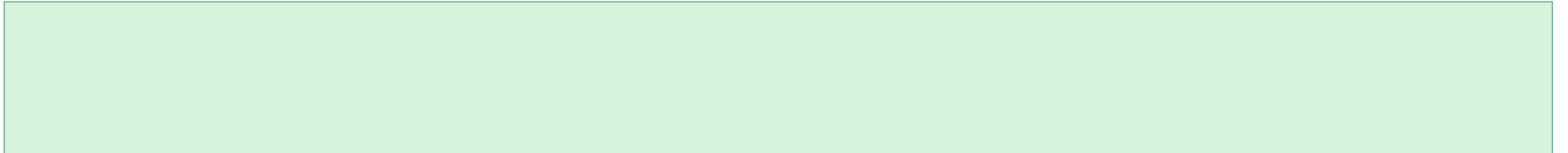
This collaboration demonstrates how local environmental experiences can benefit from international knowledge exchange and research partnerships.

SMART SUSTAINABLE GREEN - SSG



SSG-Bridge

Enhancing Urban Resilience and Sustainability through UK-India Collaboration





Mattewara Jungles
SPECIAL FOCUS



Public Action Committee (PAC)

A PEOPLE-LED ENVIRONMENTAL MOVEMENT

PAC Focus Areas

Mattewara
Jungles

River Satluj

Core Philosophy
"One for All – All for One"

Buddha Darya

Sub Soil



PAC's Key Initiatives

Action on the ground — making sustainability real

Saving Mattewara Jungles

Public awareness

Stakeholder engagement

Policy dialogue

Buddha Darya Monitoring

Site inspections and Assessments

Pollution documentation

Institutional engagement

Plantation Campaign

Native species promotion

Collaboration with Forest Department



PAC AND ENVIRONMENTAL GOVERNANCE

Engagement With-

Forest Department

District
Administration

Pollution Control
Authorities

National Green
Tribunal processes

Contributions-

- Evidence-based representations
- Environmental monitoring
- Public consultations
- Awareness campaigns

PAC as

- ✓ Accountability Catalyst
- ✓ Democratic Environmental Voice



PAC'S ROLE IN THE SMART SUSTAINABLE GREEN CITIES PROJECT

Contributions

- Ground-level environmental observations
- Citizen perception mapping
- Community consultations
- Local policy recommendations
- Guiding Principle-

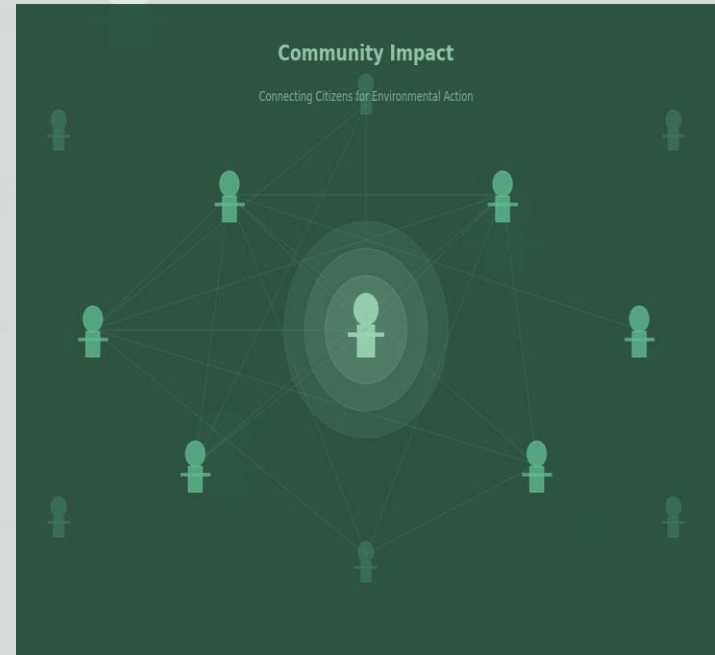
"Local Action – Global Learning"



IMPACT OF NGOs IN LUDHIANA

Outcomes-

- Increased environmental awareness
- Stronger citizen participation
- Protection of ecologically sensitive areas
- Youth engagement
- Greater media attention on environmental issues
- Improved institutional responsiveness



CHALLENGES FACED BY NGOs

Key Challenges-

- Limited financial resources
- Political sensitivities
- Regulatory delays
- Public apathy
- Industrial pressures



Yet NGOs Continue Through- Volunteerism, Community trust & Collective action

"Every environmental movement begins with a few concerned citizens."

NGOS IN BIRMINGHAM: FUTURE GLOBAL COLLABORATIONS & INTERACTIONS

- Digital Birmingham
- Birmingham City Council Foundry
- DIATOMIC Accelerator
- Birmingham City Partnership
- Energy Capital (WMCA)
- Birmingham Open Spaces Forum (BOSF)
- Better Streets for Birmingham
- Birmingham Push Bikes
- Walk Wheel Cycle Trust



WAY FORWARD: 2026–2030

Honest reflection — and a roadmap for action

Future Priorities

- Citizen science initiatives
- Real-time environmental monitoring
- Data transparency dashboards
- Youth Green Brigades
- Ludhiana–Birmingham collaboration including NGOs
- Community-based flood monitoring
- SDG-aligned local governance



CONCLUSION

From Local Struggles to Global Partnerships

"Urban sustainability is not merely an environmental challenge; it is fundamentally a governance challenge".

Call to Action

Join PAC • Volunteer • Advocate • Hold your city accountable

Together, we build the Ludhiana we deserve.