

Monsoon Tree Plantation Campaign 2025





Aug 19 – 24 (Inauguration Day)

Weekly Theme: Aik Beti, Aik Shajar

Key Activities	Inauguration	Responsible Organizations
National launch by Prime Minister on 19th Aug 2025- Aik Beti Aik Shajar Launch	Prime Minister	MoCC&EC, NCSW, CDA, Provincial Forestry Departments (No. of plants ICT : 8000)
Celebration by Provincial / Territorial Authorities on 19 th Aug 2025 by Chief Ministers of all Provinces / Territories	Provincial / Territorial Chief Secretaries	
Events in Islamabad at: i. Botanical Garden, Islamabad on 20 th Aug 2025 ii. PHA Islamabad, Kuri Rd. (Aug 21, 2025) iii. Plantation at the slum site, Christians community F-6 by POWDA Foundation on 22 Aug 2025	Minister MoCC & EC And Minister of Information and Broadcasting Support by Director ZSP Supported by NPD UGPP	
Two/Three Talk Shows Digital Campaign	PRO to Minister MoCC Communication Lead (MoCC)	



Aug 25-31

Weekly Theme: Planting a Green Future

Key Activities	Inauguration	Responsible Organizations
Mass plantation activities: i. F-9 Park, Islamabad in collaboration with Beacon house on 29 Aug 2025 (No. 5000 Plants) ii.Plantation event of EcoRevival Pak (Volunteer Organization) at Ayub Park RWP on 25 Aug 2025	Minister MoCC & EC MoS MoCC&EC	MoCC&EC (UGPP), FDE Provincial Forest Departments (No. of trees: 3.5 Mil.) 
All Federal Ministries / Divisions Plant trees in a designated area, with students of school, colleges and universities All provincial PDDs of UGPP to arrange special events, conduct workshops and seminars on climate change, environmental conservation, and tree plantation	Federal Ministers and Secretaries Provincial Ministers Provincial Secretary Forests	
Two/Three Talk Shows Digital Campaign	Supported by PRO to Minister MoCC Supported by Communication Lead (MoCC)	

Sep 01-07

Weekly Theme: A Tree For Every Martyr

Key Activities	Inauguration	Responsible Organizations
Conduct a special plantation drive in remembrance of our national heroes and martyrs: • Plant tree in memory of each Shaheed in school, park and military installations • Tagging of plants in memory of martyrs • Tree planting by Senate and Parliamentary committee	Chairman NDMA Chairs of Senate and Parliamentary committees	NDMA Provincial Forest Department MoCC&EC
Two/Three Talk Shows Digital Campaign	Support by PRO to Minister Supported by Communication Lead MoCC	

Sep 08–14

Weekly Theme: Zameen Ki Betian & Sinfe Ahan

Key Activities	Inauguration	Responsible Organizations
Continued mass plantation through: • Regional testimonial and review events • Youth competitions and curriculum-linked awareness drives • Community impact stories compilation	Justice Aisha Senior Female Police Officer Female Federal Secretaries	Secretary NCSW No. of plants 5000
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	



Sep 15-21

Weekly Theme: Hari Chatri

Key Activities	Inauguration	Responsible Organizations
Intensive plantation activities in Urban and Rural areas: • Door-to-door sapling distribution, drives, mass-planting and kitchen gardens/rooftop gardens • Celebrating kitchen garden / rooftop garden day, ISB, All provinces • Public engagement via social media campaigns and influencer content • Community tree plantation drives	Provincial Ministers	Provincial Forest/ Agriculture Departments No. of plants 5 Mil.
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	





Sep 22-28

Weekly Theme: Hari Kahani

Key Activities	Inauguration	Responsible Organizations
Mass plantation and awareness raising through:		
Involvement of politicians, celebrities, Parliamentarians, climate activists etc.: Plant trees, share videos, promote the message	Deputy PM / Foreign Minister	IWMB Ms. Zahra Fatimi (MNA)
Film, drama, and digital storytelling to drive environmental awareness	Supported by IWMB	Mr. Rizwan Mahboob
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	GB Government and MoCC
High-Level Plantation Visit in Gilgit for a special tree planting ceremony by UGPP to be coordinated with PM visit to GB (No. of Plants 40,000)	Supported by UGPP	



Sep 29-Oct 05

Weekly Theme: Islam and Shajarkari

Key Activities	Inauguration	Responsible Organizations
Continued mass plantation through:		Secretary Ministry of Religious Affairs and Secretary Education, Provincial Secretary of Auqaf and religious affairs (No. of Trees 3000) Supported by PRO to Minister
• Religious Madaris and political parties engaged in plantation • Debates on importance of tree plantation in Islam	Minister Religious Affairs	
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	



Oct 06-12

Weekly theme: Aik Beta Aik Shajar

Key Activities	Inauguration	Responsible Organizations
Continued mass plantation through:		FDE, MoFEPT, MoIPC, MoCC&EC (UGPP), Provincial Forest Departments, CDA No. of Plants to be provided by CDA : 10000
• Plantation campaign at Sports Complex involving 5000 students • Eco awareness session for young boys on environmental responsibility • Plantation event at I-16 by PHA on Oct 07 2025	Minister MoCC&EC, Chairman PM Youth Programme PMO Supported by NPD UGPP	
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	



Oct 13-19

Weekly theme: Breathe for Pakistan.

Key Activities	Inauguration	Responsible Organizations
Continued mass plantation through:		
• Conduct plantation drives in and around hospitals, basic health units, and dispensaries. • Organize public walks in major cities involving students, athletes, and the general public. • Launch a campaign encouraging individuals and families to adopt and care for trees in their vicinity. • Provide awareness raising material at toll plazas of Motorways of Pakistan	Minister of Communication Provincial Governments	Provincial Forest Departments, Divisional & District Administrations/Tehsil/Town Administrations, Health Departments, CDA, IPC, NCSW, Academic Institutions, MoCC&EC (UGPP), CSOs
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	No. of Plants : 10000

Oct 20-Oct 29

Weekly Theme: Har Pedh Ki Kahani

Key Activities	Inauguration	Responsible Organizations
Monitoring of plantations through geotagging:		MoCC&EC (UGPP), Provincial Forestry Departments IT Ministry, NITB
• Digital reporting • Dashboard updates on geotagged planted/survived trees etc. • Lessons learned and sustainability planning workshops- Media summary reports and performance evaluation	Mr. Mosharraf Zaidi, Chief Coordinator Supported by NPD, UGPP	
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	

Oct 30/31 – Closing

Key Activities	Lead Person	Responsible Organizations
Closing ceremony with success highlights:		MoCC&EC, UGPP, NCSW, IPC, Education Departments, Provincial Forest Department, CDA
Video launch on three months success stories by Jawad Shareef	Mr. Mosharraf Zaidi, Chief Coordinator	
Two/Three Talk Shows Digital Campaign	PRO to Minister Communication Lead MoCC	