

Gilgit Serena Hotel

31st March, 2022

Gilgit

**Serena Hotels & AKRSP Tree Plantation at Jutal**

GILGIT:  As a socially responsible corporate organization, Serena Hotels is always taking initiatives in the areas of environmental and community development. Serena Hotels in collaboration with AKRSP, organized a tree plantation drive on March 31, 2022. The combined effort helped plant 15,000 trees in the district of Gilgit, Jutal. Both organizations have remained sensitive towards improving and preserving the environment in which they operate.

In line with the Prime Minister’s Imran Khan’s “10 Billion Tree Plantation Tsunami Project” to make Pakistan greener, trees planted include Poplar, Willow, and Russian olive.

Responsible management of natural resources in Serena Hotels’ operations has been a part of our business ideology since our inception. As our company expands, developments and operations have been, and continue to be guided by a dynamic ecological policy focusing on actions and projects related to climate change, water and energy conservation, air emissions, reducing and recycling waste to the maximum extent possible, conserve biodiversity, restore natural habitats and respect of local tradition, culture, and heritage

Chief Guest Sumair Ahmad, Secretary Forest and Wildlife of Government of Gilgit Baltistan graced the event with his presence along with other senior officials of Serena Hotels & AKRSP. Mr Sumair Ahmad said, “Deforestation & its impact on the climate is a real challenge for our nation. Together we all can make a positive impact.”

Further to this, Serena Hotels will work on the restoration and plantation of a total of 600,000 trees in the northern areas and other parts of Pakistan in collaboration with WWF & AKRSP. Out of which 200,000 trees will be planted with AKRSP, 400,000 trees will be adopted through forest stewardship in collaboration with WWF and 200,000 trees will be on the Greenfield plantation with WWF.