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Toyota Pakistan Drives Mangrove Restoration with WWF-Pakistan Collaboration

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On July 20, 2025, Indus Motor Company (IMC), representing Toyota Pakistan, partnered with the World Wide Fund for Nature-Pakistan (WWF-Pakistan) to launch a mangrove plantation drive at the WWF Wetlands Centre in Karachi, advancing environmental conservation. This initiative, aligned with Toyota's Environmental Challenge 2050, aims to restore

Pakistan's vital coastal ecosystems while fostering community engagement.

The plantation drive, held along Karachi's coastal belt, saw IMC employees planting mangrove saplings to combat deforestation and bolster climate resilience. WWF-Pakistan experts led an educational session, highlighting mangroves' role in protecting coastlines, sequestering carbon, and supporting biodiversity. "Mangroves are nature's shield for our coasts," said Dr. Babar Khan, WWF-Pakistan's Regional Head for Sindh and Balochistan (The Nation, July 20, 2025). Pakistan's mangrove forests, among the world's largest, have expanded from 48,331 hectares in 1986 to 143,930 hectares in 2020, thanks to such efforts (news.mongabay.com, February 6, 2024). Yet, threats like sewage dumping and reduced freshwater flow in the Indus Delta persist, making restoration critical.

IMC's CEO, Ali Asghar Jamali, emphasized Toyota's commitment to sustainability, stating, "This drive reflects our vision for a greener Pakistan, in harmony with nature" (The Nation, July 20, 2025). The initiative aligns with the United Nations' Sustainable Development Goals (SDGs), promoting climate action and ecosystem preservation. Mangroves, vital for shielding against storms and supporting fisheries, sustain over 100,000 livelihoods in Pakistan's coastal communities (IUCN.org, November 19, 2024). The collaboration also creates green jobs, empowering locals to maintain nurseries and plant saplings.

While Pakistan's mangrove restoration is a global success, challenges remain. The 1.63% annual deforestation rate underscores the need for sustained efforts (Daily Times, August 12, 2018). Toyota's partnership with WWF-Pakistan sets a strong example, but broader government and

private-sector action is essential to counter environmental degradation. As Karachi's coastlines face rising climate threats, such initiatives highlight the power of corporate responsibility in safeguarding Pakistan's natural heritage for future generations.