

CONSERVATIONISM A WAY FORWARD: COMPARATIVE STUDY OF HUNZA AND MULTAN

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ABSTRACT

Pakistan is a mosaic of tradition, history, value, and natural local. All these natural and cultural attributes make it a tourist attraction. The country, like other growing economies, has to face the challenges of economic growth accompanied by environmental hazards. Furthermore, the sway of development challenges is causing a loss to natural, cultural, and historical heritage sites. Many traditional occupations and local artifacts have become history. The argument of the paper surrounds the supposition that conservation of local areas in collaboration with Public, Private, and community participation not only helps the communities to preserve their natural and cultural milieu giving them a sense of pride, belonging, and inclusion but also positively contribute to economic growth. The analytical method is opted to evaluate the impacts of conservationism on tourism industry, local community, and natural habitat. The study is comparative in nature drawing parallels between the mountainous tourist destination of Hunza with Agri-planes of Multan by employing the technique of MDSO (Most Different Similar Outcomes). The study aims to address the question that is the Right Based approach to conservation can be an apt policy to bring commensurability between two apparently different objectives, i.e., economic development and environmental conservation. Taking the Hunza as an exemplary case study, the main finding of the paper is that by opting for policy conservation with help of traditional/ local knowledge and community participation the goal of sustainable development can be achieved.

Keywords: Conservationism, Tourism, Community, Environment, Economic Development.

INTRODUCTION

Human life is integrated into its surroundings in so many ways that even

a slight change in the environment can bring catastrophic change in it. Take a closer look at a flower, you can see how each petal is important to make a whole flower. Interdependence of each petal on the other is best suited to resemble human life. Same as each petal is dependent on others to create a whole and the whole in turn is dependent on other parts of the plant and plant itself part of eco, humans and their environment are connected to each other in the same way. It's a reciprocal relation of human systems with non-human environments that make human life systems, i.e., economic, socio-political and cultural, their unique coloring. Every blessing of nature has effects on human life and humans leave their bearings and impacts on other components of ecology. Humans are not the only creation on earth but one among billions. The only species that can have the capability to reason, hence the responsibility lies on the shoulders of humanity to conserve ecology for successive generations. Every human action may have unanticipated consequences or may cause unintended changes i.e., large scale urbanization of Multan city has resulted in increase in depth of groundwater table. In addition to that, unavailability of drinking water has caused waterborne diseases to flourish in the region. Urbanization of cities is almost an inevitable phenomenon but spillover of such large-scale issues has made us think, to what extent urbanization is necessary? Or what is the right way to move forward balancing development and environmental conservation to meet human needs? Human Need itself is a complex term to understand, what is needed most in the modern times development or environmental conservation? These are the questions that need to be addressed in order to make development in symbiosis with the environment.

Humans since ages continuously strive to make sense of natural world behaviors. Ontological understanding of the natural world helped humans to adjust and maneuver the ecology in which they are embedded. Pre-scientific, traditional knowledge was based on observation of close vicinities, recurring patterns of natural forces and natural habitat, as well as behavioral study of other animal and plant species sharing the same vicinity. Also, the perceived ontological knowledge was very much integrated into the moral or ethical value system of the society, shaping both practice and belief in co-evolution. You can say pre-scientific human society was quite dependent on the indigenized knowledge whereas scientific societies of modern times oversimplified the complex ecological system. Modern knowledge where humans are considered as primus and center making the natural world secondary, has provided us with so many solutions to develop and progress

in material terms, but this view has not been successful in dealing with the complex notion of sustainable resource management and environmental degradation. It is evident that abandoned indigenous knowledge was of great significance as a value system. Scientific knowledge translated the concept of human need in need for development, growth and progress damaging the natural milieu (Gadgil, Berkes, & Folke, 1993).

Pakistan as a developing country has been experiencing an unexpected urban housing crisis. The main reason for this crisis is unplanned informal settlements resulting in low-rise, low-income highly dense urbanized areas. The need for new spaces for living and industrialization is a direct threat to the biodiversity of the region (Hasan & Hamza, 2018). Where on the other hand with an increased number of population and development demands more and more natural resources for food and other human needs. One small unit of this bio-arena like trees is in such danger that in urban areas there are not enough plantations left to produce fresh oxygen for city dwellers (Latif, 2021). As published in Dawn, an English daily newspaper from Pakistan, tweeted by the Prime Minister of Pakistan, there are only 5 trees per person available in Pakistan as compared to China where the number is 130 per person; to make us realize the importance of plantation (Dawn, 2021). To deal with the issues of deforestation and environmental degradation many plans are initiated but one out of many that has created a balance between development and environment at the same time was the case of organic farming in Hunza region of Gilgit-Baltistan province of Pakistan. As compared to plains the system of food and security is different in mountains, these areas are rich in natural resources like water, minerals, forests and animals but the problem of food security is suggestively higher due to biophysical and socio-economic factors. To deal with this biophysical factor one has to opt ways to fight with the harsh weather conditions whereas for the socio-economic factor modern solutions with indigenous knowledge are incorporated like organic farming in the region (Rasul & Hussain, 2015).

Transforming perspective of food security has made the region opt for strategies to overcome food scarcity and major transformations have been made to create viable food resources for the people to be consumed throughout the year. On-farm and off-farm livelihood along with government's subsidized food supply to the region has made it possible. Organic farming was the only solution to problems of food and development of the region, as the main source of income for the region depends upon tourism; massive industrialization can increase the chances of loss of biodiversity at large that

can lead to the decline in tourism industry (Spies, 2018). To cope with the situation a balanced approach was needed to generate both development and environmental conservation in the region. The solution resulted as a policy for the region proposed by the Agha Khan Development Network suggesting the Holistic approach for conservation of biodiversity and boost of economic activity in the regions of Hunza and Nagar (www.akdn.org/ecard-template/organic-farming, 2020). The project was incorporated to mitigate the climate change and boost the economic activity resulting in the development of an alternative-sustainable approach to increase the economic resources of the region. As the region is rich in natural resources the main objective was to make maximum use of natural resources in sustainable ways. Making a supply-chain of products organic in nature paved the course to materialize policy. Organic products like jams, shampoos, oils, nuts etc. are products that can create new economic space in the region. In the summertime when the fruit farms are in bloom the process starts with the picking of fruits and minerals from the surroundings and the process of production of multiple organic products from these natural sources. The economic activity resulted in creating a lot of jobs in the region. Government's policy and subsidies to the region have paved the way to market access (Rasul & Hussain, 2015).

The paper aims to evaluate the three-tier cooperation of local community, government policies and private entrepreneurs and the case of organic farming in GB of Pakistan as a model to build symbiotic relation between development and environmental conservation and employ the case as an exemplar for other regions like the city of Multan with organic resource base.

OBJECTIVES

The main objectives of the study are as follows:

1. To consider the possibility of opting conservationism as the course of action in the local area to protect its bio and cultural diversity.
2. To understand the impact of conservationism in creating a sense of belongingness among native people regarding their local milieu.
3. To suggest conservationism as an alternative paradigm to empower local communities through sustainable development by adopting eco-friendly economic practices.

RESEARCH QUESTION

Research questions for the study are formulated as;

1. How a right based approach to conservation can be helpful to protect

the local environment, at the same time promoting socio-economic rights of the community?

2. How community participation can lead to sustainable development of the locale?

METHODOLOGY

Analytical qualitative approach to the research is used, by which the researcher goes beyond describing, analyzing and explaining why and how a phenomenon occurs. This approach helps to break down a problem into necessary elements to solve it. The study is comparative in nature, taking the mountainous tourist destination of Hunza as test case of conservation for the Agri-plane region of Multan that at present moment is suffering with loss of biodiversity due to gentrification of the city. The comparative mode of the MDSO (Most Different Similar Outcome) analysis is considered apt to draw parallels between Hunza and Multan to analyze the possibility of creating a correlation between development (sustainable) and protection of bio-cultural diversity. The validity of Right Based approach to conservation as policy to achieve both targets will also be validated by drawing the comparison of two different regions and help us establish that proper government policies applied in different regions can lead to similar outcomes.

THEORETICAL CONSTRUCT

Theoretical foundations of the articles are laid in the conservationism that refers to the idea of modern land management proposed by Gifford Pinchot in early 20th century. His idea of conservation doesn't allow the exploitation of nature but recommended the use of scientific techniques to develop land for the benefit of the society as a whole. As this approach is clearly anthropocentric in nature, it involves the rightful use of natural resources for development. The RBA (Right-Based Approach) to conservationism needs to be understood as the integrating approach that can use norms, values and principles of locale and translate them into policy and planning to help ensure the conservationist practices for sustainable development.

REVIEW OF LITERATURE

The Traditional Ecological Knowledge (TEK) is systematic study acquired through direct human contact with the environment. This intuitive knowledge is characterized as traditional, rational and nonlinear (Berkes, 1993). Gadgil, Berkers and Folke (1993) in their article emphasize the importance of indigenous knowledge and its historical continuity for the future, providing a broader baseline knowledge of the ecological understanding. This knowledge-

practice and belief complex is based on the ecological system of the locale and is hard to understand without the proper indigenous context. Conserving this knowledge by a community-based-resource-management system can develop a sustainable environment (Gadgil, Berkes, & Folke, 1993). Also, in book length work of Johnson, discussed the research approaches for the TEK (Johnson, 1992). Transmission of traditional knowledge is of fundamental importance due to its socio-cultural context and is often neglected by academia. The customary ways of transmitting native knowledge give ways to develop a more sustainable environment, locals of the community are self-aware of their surrounding ecology and the knowledge is more relevant in developing a balance between environment and development. Transmission of this knowledge is of great importance to conserve biodiversity of the region as the local community is much more likely to have the best knowledge regarding local habitat. As this knowledge is gathered over a period of a thousand years and is transmitted to generations by trial-and-error method, giving a fair chance of filtration of flawed knowledge in time (Ruddle, 1993).

Indigenous knowledge and sustainable development have a direct relationship due to two major factors; one is that transmitted knowledge of ecosystems offers a unique perspective for conservation of environment and other is the political support and recognition for universal human rights, that is to protect culture and languages of the indigenous societies facing the danger of extinction (Lalonde, 1993). Likewise, the World Commission on Environment and Development concludes in their report 'Our Common Future'; the importance of indigenous knowledge in formulation of new development policies that are sustainable in nature (WCED, 1987). Traditional management practices in rural Africa are developed by a conscious effort of individuals and communities to survive among the dynamic capacity of the local ecosystem (Lalonde, 1993).

Common property is termed as the landscape that belongs to everyone that includes lakes, parks, rivers, forests etc. The resources that come from this common property belong to everyone too. Due to the increased development these common properties are in danger and will soon be left short for the future generations to take benefits from them. The intrinsic value of landscape has given us a room to develop much faster, but abuse of resources can result in loss of natural habitat that will eventually lead to shortage of common properties and common resources (Hrenchuk, 1993). Conservation is often confused as land alienation that means to confine a piece of land for preservation of its resources by the local community, but conservation is the

prevention of wasteful use of resources. Everything in an ecosystem has an intrinsic value and is characterized by that value, human in this regard is the most valuable part of the ecosystem that can use all other resources for their development, but a fair use of these resources and conservation is binding on us for our future generations. So that our coming generation can benefit from the biodiversity that we are using (Tobias, 1993).

Protected areas are effective in environmental conservation of local biodiversity. It is difficult to measure the outcome, but it has played an important role in developing a sustainable local economy. Use of local resources and shifts in favor of protected areas sets a limit for the local community for the use of natural resources (Naughton-Treves, Holland, & Brandon, 2005). Likewise, Evin H. Erder, Ays, E. Gürsan-Salzman & Naomi F. Miller in their article discussed about the conservation plan of Gordin, where value of the historical sights and the biodiversity of the area was been reassessed and an action plan was developed with the help of the public-private stakeholders (Erder, Gürsan-Salzman, & Miller, 2013). The main purpose of environmental conservationism is to develop a consensus between human demands and natural resources. However, it is difficult to fulfil legitimate human demands due to massive population and economic growth. The solution is embedded in conservation as defined by the world conservation strategy, when conservation is integrated with development on the bases of indigenous knowledge to develop a sustainable lifestyle (Hanks, 1984).

Preservationist attitude among people who value environment more have more knowledge of conservationist practices either due to indigenous knowledge or greater physical contact with the environment. This attitude of local community was verified by the conservationism scale Moffett in his research (Moffett, 1974). The natural riches of the biodiversity do not translate into the better lives of the local community. The local community has to find a way to develop in a sustainable manner in which the environment can be conserved, a value system that can play a vital role in environmental conservation and development of the community at the same time; that has to be recognized by policy makers and implemented in policies to develop sustainably (Nayak, Puri, & Upadhyay, 2018). Due to the growing population, we are not left with any option but to increase food production that will result in expansion of cropland damaging natural habitat, but it can be done by improving productivity by the use of modern technology. Issues of food security and environmental conservation require use of modern technology, policy and science coupled with indigenous knowledge (Miguel, David, & Palis, 2018).

The whole idea of environmental conservationism falls under the ambit of environmental politics. The conservationism ideology starts with the understanding of the value of biosphere, economic development and community participation. All concepts are well aligned and overlapping that one cannot be achieved by ignoring others. Use of indigenous knowledge and community participation in effort to conserve the environment is imperfect without the use of modern science and technology (Meffe, Nielsen, Knight, & Schenborn, 2002). Problems like slow pace of economic and infrastructural development are a result of using local knowledge as in the modern times when population growth is so rapid the use of indigenous knowledge does not answer the question of rapid growth. Coupling it with the modern technology and science we can achieve a breakeven point where environmental protection and development can be achieved at the same time, with a swift pace. The value assigned to human beings in biodiversity allows us to use the natural resources with freedom but the responsibility to preserve this environment for ourselves and for the coming generation is much more important than that (Tisdell, 2005).

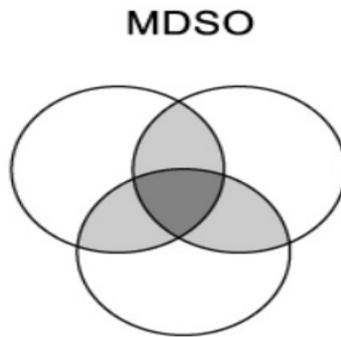
After extensive study of literature review the gap identified was the lack of need-based policy making to conserve the environment according to the need of locality. The needs of every locality are different as are their habitats. We can declare an architectural site or a community culture facing the danger of extinction protected yet a mango farm cannot be declared a protected area. Same is the case with rural and urban areas both have different demands, and a uniform policy cannot address the reality issues faced by different ecological habitats. But on some level policy can be homogenous with differentiation, like plantations leaving room for selection of different plants for different regions keeping account of climatic conditions. Hunza has conserved its bio-cultural diversity with help of community, private sector and government incentives. The case of Multan is very different from Hunza. Multan, a city with a rapid growing population surrounded by agricultural regions, extension of housing means the loss of biodiversity. The need is to conserve biodiversity at the same time meeting the housing needs of the growing population. MDSO will help us establish that a Right based approach to conserve is a possibility in case of Multan at the same time achieving the objective of economic development in a sustainable manner.

CONSERVATION WITH DEVELOPMENT: DRAWING PARALLELS BETWEEN MOUNTAINOUS HUNZA AND AGRI-PLANES OF MULTAN

Comparative method has been used to analyze the relationship between

variables that are similar or different in nature. By evaluating some specific variables across these cities such as tourism potential, biodiversity, public participation and development with environmental conservation the study can bring to light the importance of environmental conservation and its impacts on development of the region. The comparative method is very useful in studying the small number of cases. No statistical tool is used to analyze the study as the number of cases are limited. MDSO (Most Different Similar Outcomes) design is used to compare the two cities as both cities are very different in their socio, economic and natural environmental conditions but can produce same results with the implementation of similar policies and strategies by the Government (Steinmetz, n.d.).

Figure 1: MDSO Design



The gray area present in the figure represents the potential of the same outcome whereas white area represents the difference among variables. As said earlier the condition of both cities is not alike but different to one another, there is most likely a chance of producing similar outcomes if the same strategy is adopted where needed. Hunza as the model case study in this research has applied the approach of environmental conservationism to protect its biodiversity and develop its tourism potential by promoting sustainable economic activity in the region at the same time. Likewise, in Multan with the rapid development of the region, Multan is in constant need of new housing as the center of the city is densely populated which contributes to the fact that the city grows in its suburbs. As Multan is surrounded with a rich farm area, growth of the city in any direction may result in loss of those farms affecting the ecology of the city. Loss in these farms will have a spillover effect on two major variables one is climate of the city and other is economic loss, as major dependency of the region's economy is on farming.

Major variables that encompass the debate about Ecotourism in Hunza

valley are environmental conservation, cultural preservation and sustainable development. Ecotourism policy for Hunza has played a vital role in covering a broader spectrum of problems for the region, creating a win-win situation for all stakeholders, balancing between environmental sustainability and regions economic development (Karim, Muhammad, Din, & Alam, 2013). In case of Hunza the policy is been divided into two segments one is Services; that includes facilities like roads, hotels and other infrastructural development that can boost the tourism industry by providing facilities for the tourist, second is Goods; that includes the development of local industry that can produce localized product i.e., Organic food and handicrafts that can be marketed. Implementation of this ecotourism policy in Hunza has opened up so many ways of community participation and economic development. Some of the main sectors for economic development in the region are herbs, dry fruits, handicrafts and gemstones in contrast to the conventional businesses of hotels, restaurants, guides and porters (Karim, Muhammad, Din, & Alam, 2013).

POTENTIAL THREAT BEFORE IMPLEMENTATION OF CONSERVATIONIST APPROACH IN HUNZA

Potential factors affecting tourism in Hunza are identified by a vast scale literature analysis and are categorized in three major categories Environmental, Economic and Socio cultural. Further these categories are sorted with potential strengths and weaknesses regarding Hunza Valley. In Table 1 the environmental hazards that are contributing towards environmental degradation are identified as deforestation, loss of biodiversity, air & water pollution and solid waste generation. As Hunza's main attraction is tourism, the population is primarily dependent on Tourism. All these factors contribute to the fact that if these issues are not to be addressed or left unattended then it has a direct effect on the environment of the region. Economic factors affecting Hunza's economic development, as mentioned in the table, are related to direct Government intervention. Direct measures by the government to address the issues like infrastructure development and provision of facilities/services to the tourism sector can create conduciveness for tourism as an industry. The intervening factors that contribute and indirectly affect the environmental conservation and economic development are identified as socio-cultural factors that can be addressed by the stakeholders related to the tourism industry like private business. Each stakeholder including governmental offices to the notable personalities of the region has a responsibility to make sure that diversity of the region can be treated in an integrated manner and conserved as suggested by anthropocentrism (Israr et al., 2009).

Table 1: Factors Affecting Environmental Conservation and Economic Development in Hunza

Factors Affecting Environmental Conservation and Economic Development in Hunza	
Environmental Factors	Deforestation
	Biodiversity Loss
	Air & Noise Pollution
	Water Pollution
	Solid waste Generation
Economic Factors	Lack of Infrastructure
	Ineffective Policies
	Inadequate Tourist Services
	Lack of Trained Professional in Tourism Sector
	Lack of Ancillary Services
Socio-cultural Factors	Peace & Security
	Cultural Diversity
	Religious Diversity

OUTCOMES AFTER IMPLEMENTATION OF CONSERVATIONIST APPROACH IN HUNZA

All the factors affecting the tourism industry in Hunza Valley are taken into account by the government department of tourism and a new policy focusing Ecotourism has been made and implemented by the year 2019, paving paths for the tourism sector to flourish in Hunza. The central idea of the tourism policy was to create a balance between environmental conservation and economic development of the region. Use of the Right-Based conservation approach helped in, creating a balance between both factors that are unavoidable to one another (Israr et al., 2009). As both go side by side as the two sides of the river, together all the time yet apart from each other. Devising a National Tourism Strategy (2020-2030) was the groundbreaking achievement for the Pakistan Tourism Development Corporation, to fill the gap of facilities by using the full potential of the well-directed policy and planning. Apart from it, a 5 year action plan has also been in place to effectively implement strategic efforts. Shift in tourism policy has made possible for the region to develop a balance between conservation and development, by protecting the environment on one hand and development of infrastructure with delivery of ancillary services in the region (Pakistan Tourism News, 2021). Hunza as the ideal case study has shown direct relation to progress and prosperity by keeping in view the theoretical ideal of environmental conservationism.

Adoption of Right-Based ecotourism policy and engaging communities with the idea of preservation of environment has made possible for the local industry to thrive. The idea of engaging all the stakeholder public, private and community participation, at multiple levels has surfaced to protect the environment and economic development of the region. Without any of the three participant’s full endurance it would not be possible for the region to make an outlook of developing economy. Community participation is as important for environmental protection as the private sector is important to investment for economic development. Simultaneously public policy plays the role of theoretical soul in the body of economic development, without a proper policy no desired outcome can be achieved (Kreutzmann, 2006).

Table 2: Factors Promoting Environmental Conservation and Economic Development in Hunza

Factors Promoting Environmental conservation and Economic Development in Hunza	
Environmental Factors	Natural beautification of the region
	Rich biodiversity
	Cleanliness of air
	Use of organic waste
	Naturally purified water
Economic Factors	Infrastructural development i.e., roads, hotels etc.
	Ecotourism policy
	Localized Tourism services
	Development of trained professionals
	Provision of Ancillary services
Socio-cultural Factors	Law & order situation
	Positive Projection Rich cultural base
	Discouraging religious tourism in the region

POTENTIAL THREAT FOR NOT IMPLEMENTING CONSERVATIONIST APPROACH IN MULTAN

After studying a lot of literature related to the issues of Multan city it is evident that Multan is a developing city that needs to expand in all aspects i.e., housing, industrialization, farming etc. All such factors are obstacles in the way of a city’s development, as the growing cities like Multan face multiple problems but the root cause of all problems is gentrification of the city. The process is defined as the phenomenon in which city centers rapidly convert into commercial centers and room for living for the middle and lower-middle

class shrinks. As a result, the city has to grow exponentially in all directions in all aspects. Need of new spaces for housing, commercial sites, and farming sites as most of the economic activity of the city depends on agriculture and fruit farming; in order to meet city development needs. A spillover effect of this gentrification is on agriculture and Agri-based industry of the city. The demand for new space to meet the said needs; suburbs of the city face a direct threat of deforestation and biodiversity loss. Other factors related to the environmental factors involved in the development of the city are air, water and noise pollution that have direct implications for the overall health of the city. Solid waste generation is another main problem of the developing cities that needs to be addressed on priority basis (Najum et al., 2019).

To meet the growing economic needs of the city the city has to develop new commercial centers where business activity of the city can flourish; also, the development of new industrialized areas aside from the city to protect the city from the industrial waste and pollution. Lack of infrastructure like sewerage, roads, hospitals, markets etc., for the developing city is another major problem. Overdependence of the city on Agri-economy is also an obstacle in the development of the city. Coupled with the inadequate policies made and implemented by the provincial and federal governments are main reasons for not getting desired developmental means for the city, at the same time preserving the environment of the city by focusing on deforestation and biodiversity loss (Hasan & Hamza, 2018).

Last but not least are the socio-cultural factors that are responsible for the development of the city. The situation of peace and security is the main reason for development of business in the city. If the city is prone to terror or law and order situation then there are chances of loss of confidence for the business community to invest in the business sector. Other factors involve the cultural and religious diversity of the region as the region is hub to many cultural epistemes; lack of promotion of this cultural diversity as a means of development is evident in the region as no policy encompasses the use of culture as borderline development of the city. Multan is the house of many historical sites of greater value that are based on the religious epicenters such as tombs, mosques and palaces that can also contribute to the development of the city. Use of indigenous knowledge by the native people can also contribute to creating a balance between technological hazards like pesticides, and modern means of agriculture with indigenous means of farming, protecting major biodiversity loss and environmental degradation. All three factors are unutilized or underutilized potentials of the city for the

economic development and environmental conservationism. Many of the problems can be addressed by proper implementation of the right-based approach of environmental conservationism (Köpke, 2021).

The right based approach is explained as the use of natural means for the development in such a way where the environment can be protected for the future generations and development can be achieved for the current generation. This right-based approach for environmental conservationism has shown positive signs of development and environmental conservation wherever implemented, one such example is Hunza Valley; where the base of all economic development rely on environmental conservation as major part of the region’s economy is dependent on tourism, and tourism without conservation of environment cannot be fruitful in the long term (Sheikh, Ahmad , & Khan, 2002).

Table 3: Factors Affecting Environmental Conservation and Economic Development in Multan

Factors Affecting Environmental Conservation and Economic Development in Multan	
Environmental Factors	Gentrification
	Biodiversity Loss
	Air & Noise Pollution
	Water Pollution
	Solid Waste Generation
Economic Factors	Lack of Infrastructure due to Over-Population
	Ineffective Policies
	Inadequate promotion of city as a Tourist Spot
	Lack of interest other Sectors for Development
	Lack of industrialization
	Over Dependence on agriculture
Socio-cultural Factors	Peace & Security
	Cultural Diversity
	Religious Diversity

POTENTIAL OUTCOMES OF IMPLEMENTING RIGHT-BASED CONSERVATIONIST APPROACH IN MULTAN

If the Right-based conservatism approach is opted for the region like Multan then many of the issues related to economic development and environmental conservation of the city can be resolved. The Right-based approach, as claimed, may create a balance between environmental conservation of the region

protecting biodiversity and ecosystem of the region. The perfect balance of both factors can lead the region towards sustainable development that is the most modern way of development of the cities. If the exponential growth of the city is not planned, then a city like Multan will surge its issues related to unplanned development, like sewerage, roads and housing. As the walled city of Multan is facing problems due to over-population and congested space, no development work can be done in the area. The cost of development of these central areas has overly increased or is nearly impossible to overhaul, the city needs better planning for development. The solution to this problem is to develop planned housing societies that are to be developed on the right-based conservatism approach (Meffe, Nielsen, Knight, & Schenborn, 2002).

This approach can result in development of the city in the right directions where minimum environmental degradation is caused, also creating new avenues of development, protecting the environment to the fullest. Environmental factors that will result as an outcome of implementing Right-Based conservationism approach are natural beautification of the city, richness of biodiversity and development of tourism industry. Natural beautification of the landscape is needed by the city and can be achieved by a three-tier solution of the problem where public; private and community participation is needed. Without all the stakeholder involvement the process of natural beautification cannot be achieved. The beautification process is to be addressed in two layers, on one hand the process should be started in the already existing city; that is somehow ongoing, and on the other hand the beautification of the city by planting trees in the surrounding areas of the city after seeing true potential of biodiversity development (Syed, 2000).

Economic factors that will emerge as the game changer for the city's development are increase in the Agri-industrial potential of the city by changing the semi-desert area of periphery like Rangpur, Sanawan, Qadirpur Rawan, Makhdoom Rasheed etc. and surroundings into new developed fruit farms. The effect of planned farming in these areas will have a dual impact on the region's economy and environment, first the area of semi desert will be converted into cultivable land and secondly, new forms will grow the biodiversity potential of the region. Another potential factor for economic development using alternative sustainable means of economic development in the region such as tourism. The potential of tourism in the Multan region is quite rich in nature as Multan is equipped with all natural and man-made desirable resources for development of the tourism industry in the region. The tourism potential of the city is always undermined. Tombs and mango farms in Multan are a major tourist attraction

for the tourists from foreign lands as well as from inland. Religious tourism can be enhanced by increasing ancillary service in the city. Focus on the tourism economy will also develop new potentials for the city in the fields of services and infrastructural development (Tisdell, 2005).

Positive projection of a rich cultural base and indigenous events for the development of the tourism industry will affect the economy of the middle and lower-middle class. As Multan is among major cities of the South Punjab region, the law-and-order situation is ideal for the development of the region as a tourist site for the masses. Major attractions of tombs and temples can be developed under different religions as well as religiously diverse sites are present in the vicinity of Multan city. All identified potential outcomes can be achieved by implementation of the right-based conservationism approach in Multan, as it is evident in the ideal case of Hunza that after implementation of the right approach, the true potential of the region in economic development and preservation of the environment was materialized.

Table 4: Factors Promoting Environmental Conservation and Economic Development in Multan

Factors Promoting Environmental Conservation and Economic Development in Multan	
Environmental Factors	Natural beautification of the region
	Rich biodiversity
	Tourist spots
Economic Factors	Agri-industrial potential
	Tourism Potential
	Availability of resources
	Availability of trained professional
	Availability of Ancillary services
Socio-cultural Factors	Law & order situation
	Positive Projection Rich cultural base
	Religious Tourism Potential of the region

MANY DIFFERENCES SAME OUTCOME (MDSO) ANALYSIS FOR SORTING FACTOR

The regions of Hunza and Multan are very much different in all factors as evident through the analysis but can produce similar outcomes if a similar kind of theoretical approach is implemented in both regions with desired changes where needed according to the needs. The MDSO technique is used in comparative qualitative analysis of the two regions and major differences in the

factors affecting two major variables for the research, economic development and environmental conservation, are identified which have a common impact on the variables. For example, environmental threat to Hunza Valley is identified as deforestation, whereas in Multan it is identified as Gentrification, but apart from difference both factors lead to a similar outcome in both cases; loss of biodiversity and environmental degradation. Potential environmental hazards in both regions are different in nature too, as Hunza is prone to flooding and Multan is facing the threat of drought. Hunza has resolved the problem of these environmental threats by implementing Three-Tier solution technique where all three stakeholders Public, Private and Community are involved. Public sector's involvement is necessary, at the policy level while making and implementation of the right policy for the economic development and environmental conservation is in the hands of the public sector. Second is the participation of the private sector that is directly responsible for making investment in the fields of tourism and indigenous product making, boosting the economic potential of the region by the use of indigenous knowledge and organic farming. Lastly, the community participation in the fields of economic development and environmental conservation has a direct impact on the tourism industry. Neither the environment can be protected, nor the economy can be developed if community participation is insured (Hussain et al., 2021).

After identification of the true potential and needs of the Multan region; the problem of biodiversity loss in the Multan region is due to widespread gentrification of the city. As a result of which the city center is now being changed into the wealthier residential area and business centers. The cost of living in the city centers has now become unaffordable for the middle-class and lower-middle class resulting in movement of these classes towards the suburbs of the city where agricultural land is converted to residential areas to accommodate these aspirants. Loss of this agricultural land & farms in the suburbs of the city is heavily affecting the biodiversity of the region, water scarcity and air pollution are at their peak.

Solutions to the problems of Multan city cannot be addressed solely by the change of governmental policy but it must be addressed on three distinct levels: public, private and community participation. Implementation of right-based conservationism policy like Hunza is much needed in Multan to control the Damage done in the last decade. Right-based conservationism approach is the solution to the policy matter that is in the hands of public sector officials. This ecological process approach is the solution to the major problems of economic development and environmental sustainability for Multan. Private sector

involvement for development is much needed to develop the economic arena of the growing city, as the private sector is directly responsible for investment in right projects and areas where environmental sustainability and economic development can find an equilibrium. Lastly, the most important stakeholder is the community participation without which no policy and investment can flourish. The Right-based approach is considered after keeping in mind the community participation for environmental conservation. Communities' involvement is necessary in the attainment of a sustainable and just environment for economic development and conservationism (Israr et al., 2009).

City	Factors	Differences	Common Outcome
Multan	Environmental	Gentrification	Loss of Biodiversity and Environment
Hunza		Deforestation	
Multan	Economic	Agri-industrial	Environmental Conservation for Economic Development
Hunza		Tourism	
Multan	Socio-cultural	Diverse Religio-cultural Base	Positive Projection of Rich Cultural and Religious Base
Hunza		Diverse culture Base	

CONCLUSION

The study employing qualitative comparative approach of MDSO (Most Different Similar Outcome) outlined parallels and cross cuts between two apparently different regions. Hunza is the exemplar case study where experimentation has been made to bring two diagonally different variables, i.e., conservationism and sustainable economic growth by implementation of right based approach to conservation employing traditional indigenous knowledge. That made the region that was already a tourist attraction due to its scenic beauty advantage in other fields of economic activity. The other case study is Multan with its enormous agricultural resource base and archaeological heritage. The study employing comparative mode tried to answer the question that can we replicate the strategy already implemented in Hunza in case of Multan as well.

Multan is the largest city of South Punjab region and is more likely to become the capital of the South Punjab region. The city has a very broad cultural and historical base but due to unplanned development and economic constraints on the region the city is losing its natural beauty and resource base. Preservation of this resource base for the generation to come is very important and only possible with a just and sustainable policy to protect the environment on one hand and trigger economic development on the other

hand. The right-based conservationism policy is the rightful answer to all the emerging problems of the city like housing, services, roads, sewerage, loss of biodiversity and environmental degradation. Like Hunza, the solution to the problem is dependent on the use of indigenous knowledge and modern use of technological development for creating a balance between environmental conservation and sustainable economic growth. Multan has lost its greenbelts at a rapid pace during the last decade due to urban development and road infrastructure. City is expanding in all directions due to gentrification of centers. Targeted and planned settlements are needed to settle the middle and lower-middle classes. Here arises the question that how human need and use of natural resources are correlated in nature? What is the right based approach to use the natural resources for human development? And who are the stakeholders responsible for economic development and environmental conservation? After analyzing the issue in detail with qualitative comparative analysis technique the study concludes that economic development and environmental conservation are inversely proportional in nature (Zweifel, 2021). As one cannot achieve environmental preservation along with economic development, one has to be achieved at the cost of others. As economic activity increases in the region the more and more natural resources are put to use causing environmental degradation. The appropriate approach to address the issue is the implementation of right-based conservationism for sustained and sustainable economic development, making possible the achievement of an equilibrium point where both go side by side. By opting this approach, the region can develop on the grounds of indigenous knowledge and make an environment of economic development through organic farming and tourism. In the case of Multan, the true potential of the region's economy is developed by opting Agri-industrial means of development coupled with tourism utilizing the potentials of the region to the max. All three stakeholder's public, private and community participation are responsible for creating this equilibrium to achieve the desired environmental conservation and economic development in the region.

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