



No.322/PA to DG/EPA/2025  
**GOVERNMENT OF THE PUNJAB**  
**ENVIRONMENTAL PROTECTION AGENCY**  
**NATIONAL HOCKEY STADIUM, LAHORE**  
Dated:28.08 2025



**ORDER**

**Subject: ORDER REGARDING LINKAGE OF EPA PUNJAB'S SOCIAL MEDIA PLATFORMS WITH HELPLINE 1373 U/S 6(1)(o)(q) OF THE PUNJAB ENVIRONMENTAL PROTECTION ACT, 1997**

**WHEREAS**, the Environmental Protection Agency (EPA) Punjab is mandated to provide for the protection, conservation, rehabilitation, and improvement of the environment, prevention and control of pollution, and promotion of sustainable development;

2. **AND WHEREAS**, in pursuance of its evolving mandate as the lead environmental regulator, EPA Punjab has consistently embraced modern technological tools to strengthen enforcement, monitoring, and citizen facilitation, including the launch of mobile applications, digital portals, and dedicated complaint helplines, thereby ensuring that environmental governance remains responsive, transparent, and aligned with contemporary technological advancements and public expectations;

3. **AND WHEREAS**, a dedicated Helpline "1373" has already been established for citizen facilitation, providing the public with a central and accessible platform to lodge environmental complaints, report violations, and seek guidance regarding pollution control and environmental protection;

4. **AND WHEREAS**, it has been observed that an increasing number of queries and complaints regarding environmental issues are being received on EP&CCD's official social media platforms, necessitating their formal channelization into the central complaint management system to ensure proper tracking, timely redressal, and accountability;

5. **AND WHEREAS**, under Section 6(1)(o) of the Punjab Environmental Protection Act, 1997, it is a function of the Agency to provide information and guidance to the public on environmental matters, and under Section 6(1)(q) of the Act, to promote public education and awareness regarding environmental issues through mass media and other appropriate means;

6. **NOW, THEREFORE**, in exercise of the powers conferred upon me under Section 6(1)(o)(q) of the Punjab Environmental Protection Act, 1997, Dr. Imran Hamid Sheikh (PAS), Director General, Environmental Protection Agency, Punjab, do hereby order that:

- i. Complaints/ information seeking requests received through EPA Punjab's official social media platforms shall be dealt via Helpline 1373.
- ii. The Social Media Team shall give the option to the complainant or information seeker to contact Helpline 1373 or solicit the requester's contact number and provide it to the focal person of Helpline 1373 with the direction to contact the requester and process the complaint or coveted information, as the case may be, as per Standard Operating Procedures (SOPs)

7. This Order shall come into force with immediate effect and shall remain in operation until modified or withdrawn.

Issued under my hand and seal this 28<sup>th</sup> day of August, 2025.

**DR. IMRAN HAMID SHEIKH (PAS)**  
**DIRECTOR GENERAL**  
**ENVIRONMENTAL PROTECTION AGENCY**  
**PUNJAB**

**Copy forwarded for information & necessary action to:**

1. The Secretary, Environment Protection and Climate Change Department, Punjab
2. The Chief Environment & Climate Change, P&D Board, Lahore.
3. The Secretary, Judicial Water & Environment Commission (JWEC), Punjab
4. The Additional Secretary (Staff) to Chief Secretary, Lahore.
5. The Additional Secretary (In-charge Environmental Affairs) to Chief Minister, Lahore.
6. PSO to Minister for Environment, Forest and P&D
7. The Additional Director General (Ops & Imp), EPA Punjab
8. All the Directors EPA Punjab
9. The In-charge, Strategy and Analysis Wing (SAW) EPA Headquarters, Lahore.
10. In-charge, Social Media Cell of EPA Punjab for compliance in letter and spirit.