



SUCCESS STORY



Water Stewardship to Address Shared Water Challenges in Unilever Pakistan,
Lahore Facility & its Catchment Area

LINING WATERCOURSES TO IMPROVE IRRIGATION EFFICIENCY AND WATER SECURITY

Installation Date: 24 February 2026 | Location: Megha Mor | Length: 484 meters | Annual replenishment: 21,780 cubic meters

INTRODUCTION

Agriculture is the largest consumer of freshwater globally, and inefficient irrigation systems contribute to substantial water losses. In Pakistan, where agriculture consumes nearly 93% of available freshwater resources, outdated irrigation infrastructure and traditional practices reduce water-use efficiency and place additional pressure on groundwater reserves.

To support more sustainable water management, WWF-Pakistan and Unilever implemented a Watercourse Lining (WCL) intervention in Megha Mor, Phool Nagar, near Unilever's Lahore facility. By lining sections of earthen watercourses, the initiative aimed to reduce seepage losses, improve water conveyance, and support efficient irrigation practices for local farming communities.

REHMAN BAIG'S STORY OF BETTER WATER MANAGEMENT

Farmers in Megha Mor faced recurring challenges due to seepage, leakages, and uneven water distribution in unlined watercourses crossing their agricultural land. Irrigation often required additional time, effort, and maintenance.

To help address these issues, a 484-meter watercourse lining intervention was implemented, benefiting four farming families under WWF-Pakistan and Unilever's water stewardship initiative.

Among the beneficiaries was Rehman Baig, who observed visible improvements in irrigation management following the intervention.

“Earlier, water was often lost through seepage in the unlined sections, and irrigation required more effort. After the lining, the water flow has become smoother, easier to manage, and more reliable for our fields,”

The intervention contributed to more efficient use of available irrigation water while supporting improved day-to-day farming operations for local communities.



BEFORE AND AFTER VIEWS OF THE WATERCOURSE LINING INTERVENTION



OUTCOMES



Reduction in
seepage losses



Equitable water
distribution



Improved water
conveyance
efficiency



Reduced
irrigation time



Enhanced crop
health and yield



Contribution to
groundwater
sustainability



Community
engagement and
ownership



Working to sustain the natural
world for the benefit of people
and wildlife.

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