



COMSATS UNIVERSITY ISLAMABAD
SAHIWAL CAMPUS

Assignment 04

Introduction To Management

Submitted To

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Submitted By

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Role and Job in Project	
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Planning (Objectives)	Chapter II (WHEELEN & HUNGER, 2013)
Introduction Section	<ul style="list-style-type: none"> • Sana shaikh • 2020 • edubirdie.cok <p>An informative article for writing effective introduction</p>
Planning(goals)	Chapter II (WHEELEN & HUNGER, 2013)
Role and job During the practical implementation of the project.	<ul style="list-style-type: none"> • Select the land for better planting of trees • Check the soil fertility or capability for better plantation. • Organizing Resources. • Searching and investigating our Plans • Improve soil and decant by enforcing modern techniques.

INTRODUCTION

The world is running on give and take rule. We are exchanging almost everything in order to survive. Sometimes it's a material thing and sometimes it's simply affection and care. I read somewhere:

Take care of a tree and it will take care of you

No one can deny the important role of trees in our society. Either it's an industrial level or a personal level, trees are befitting us in almost all the sections of our lives. Keeping in view the vital role of trees, we have decided to run a campaign on tree plantation as our semester project of a renowned subject Intro to Management. The reason of choosing tree plantation was to benefit the environment from our project. Moreover, we wanted to let people know about the significance of plants in our lives.

Tree plantation project is undertaking within the university environment. We are going to encompass the tree seeds in the seedbeds and then eventually transplanting them in the area granted by university management. Our target is to cover the entire university area that has not been developed by the plants till now. But specifically, we are focusing on the place for which we have permission for tree plantation. As the campaign goes on, we are determined to apply tactics and techniques which we have learnt while studying the main course subject so far. For example, we are applying the basic functions of management on our project. We have **Planned** the entire theme of the project, activities that need to be done and implication that will go on as the project will proceed. Then we have **Organized** all the activities in a specific manner. We have listed all the activities in a first to last flow so that we can get more from this campaign. Then we have a team leader who is going to **Lead** all the activities. Moreover, every team member is allocated with certain tasks and deadline, and she needs to report to the team leader on daily basis after completing those assigned tasks. And the team leader will also **Control** the activities and check if we are getting the expected outcome or not. We have applied all these activities in the first phase of our project (before mid-terms). Now we are going to apply strategic management on our project. We have found out the strengths and weaknesses, opportunities, and possible threats that we can face in our project.

In order to make this project successful, we have kept an eye on the external and internal environment that can affect our campaign. We have collected a list of factors from external and internal environment that are directly making an impact on our project (described in the first chapter). Moreover, we have made a mission statement for our project. The purpose of mission statement was to have a concise and straight forward reason so we can tell the audience what we are planning and how the project can add value to the existing factors. It also explains the aim of the project. Trees can benefit the entire university by purifying the air and preventing soil from erosion. Additionally, trees can enhance the beauty of the environment by providing an eye soothing view. From the exhausted and stressful environment of university, trees are really life savers to relax mind and body. So mainly we are focusing to provide comfort to the university management and students to relax during their discussion time. As we have decided to add some fruit trees in our project, so this is a long-term benefit for getting fresh fruits. The long-term benefit of the project would be getting sale from timber. We have designed a vision statement of the project which explains our perceptions about the campaign. This is a non-profit campaign which mainly emphasis on the plantation of trees for the benefits of university environment. Then we have listed goals for the projects (described in the chapter two). We want to run awareness campaigns about the importance of the trees. These goals will help us in convincing people why tree plantation is necessary. **SMART** analysis is applied on the objective of the project. There is a list of objectives we are expecting to fulfill form our campaign and by applying SMART analysis. This analysis will help us in measuring the outcome of the project. Moreover, by applying certain analysis, we are more confident about the project, and we are expecting to get the required results.

We have designed proper strategies and we are working accordingly by keeping our strengths and weaknesses in mind. This has helped us in preparing our mind set for all possible circumstances. We have also designed policies that we need to follow in the entire project. This set of rules assist us in following the right track for the better results. We are determined that we will add value in the environment by planting more and more trees. We are also determined that will add people with us by conducting awareness campaigns and spreading inspirational

messages through social media. We are relying on the environment for our physical and mental health. It is our duty to serve the environment so it can serve us well.

Team Members	Chapters
Sapna	Chapter I, Chapter II, Chapter III, Chapter IV, Chapter V, Documentation formatting
Esha	Chapter II(Strategies)
Mushal	Chapter I, Chapter II
Khadija	Chapter III (Policies, Organizing Questions), documentation formatting (planning chapter)
Maryam	Introduction, Chapter I (Mission), chapter V (Controlling questions)
Laiba	Chapter IV (Leading Questions), chapter II(Objectives)

Team Members	Articles
Maryam	<ul style="list-style-type: none"> • Think science • 2020 Sep • thickscience.co <p>Explains the 10 tips for writing an amazing introduction that convince reader</p>
Sapna	<ul style="list-style-type: none"> • Editage • 2018 • Editage.com <p>Explains the four basic steps of writing introduction</p>

Mushal	<ul style="list-style-type: none"> • Sana shaikh • 2020 • edubirdie.cok <p>An informative article for writing effective introduction</p>
Esha	<p>toppr.com which explains introduction and essential elements that a report should have. (https://www.toppr.com/guides/, 2021)I learnt how to explain the summary of each step that is happening in the project.</p>
Khadija	<p>The article was from business training college. The article was a bit focused on business report, but it helped me a lot by providing four basics tips of writing an introduction. (business training, 2020)</p>
Laiba	<p>The article was from Monash University. This was a detailed and full of information article and I enjoyed reading it. It was a pack of knowledge that helps me in understanding the reader's perception about the introduction of the report. (University, n.d.)</p>

CHAPTER 1

(I) ENVIRONMENTAL SCANNING

Environmental scanning is the monitoring, evaluation, and dissemination of information from the external and internal environments to major stakeholders within the organization. (WHEELEN & HUNGER, 2013)

We scan our environment which mainly categorize into two major parts.

- Internal environment
- External environment

(I.1) INTERNAL ENVIRONMENT

The **internal environment** of organization consists of variables (**S**trengths and **W**eaknesses) that are within the organization itself and are not usually within the short-run control of top management. These variables form the context in which work is done. (WHEELEN & HUNGER, 2013)

In Internal Environment we deal with the following:

- Strength
- Weaknesses

(I.1.A) INTERNAL FACTORS

The Internal factors are as follows:

(I.1.A.i) Structure

Organizational Structure consist of chain of commands in which activities are directed in the organization to reach the ultimate goal. (WHEELEN & HUNGER, 2013)

(I.1.A.i.a) Financial Structure

Financial structure refers to the mix of debt and equity that a company uses to finance its operations. In Financial structure we will follow the following hierarchy. (WHEELEN & HUNGER, 2013)

- Device a budget.
- Method of Payment
- Save the Receipts

(I.1.A.i.b) Operational structure

An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. The organizational structure also determines how information flows between levels within the company. (WHEELEN & HUNGER, 2013)

Major operation in tree plantation is planting different plants. For this purpose, we will follow the following hierarchy:

- Seeking Permission
- Site Selection.
- Selection of Plants.
- SOPs for planting.
- Name plate in front of planting site
- Reporting each activity to team leader.

(I.1.A.i.c) HR Structure

In the modern global economy, ideas and digital skills have more importance than the physical resources. human resource can be a company's greatest treasure. In general, the employees can be either a strength or weakness of the company depending on the level of practical skills, attitudes toward work, performance. The main human resource in our project is Grip on project management (As we currently studying Introduction to Management course which emphasize on management basics, so we have fresh knowledge which we easily implement on our project).

(I.1.A.ii) Culture

Organizational culture consists of the values, visions, beliefs, habits, expectations which are associated to the actions of organizational members. (WHEELEN & HUNGER, 2013)

- Unity
- Faith
- Loyalty
- Discipline
- Hardship
- Goal Achievement

- We belief in the golden rule of Islam which emphasis that whenever we put effort to achieve a goal then we definitely get back a return on that effort.

(I.1.A.iii) Resources

Resources consist of Human and Marketing Resource. Furthermore, Resources consist of the following:

- Knowledge
- Skills
- Competency
- Assets

We have plenty of internet sources (Google scholar, YouTube, google) through which we gain enormous knowledge regarding anything.

We have managerial skills which we develop or developing through introduction to management course.

We also have leadership skill as we have experience of doing projects in our SE degree.

(I.2) EXTERNAL ENVIRONMENT

The external environment consists of variables (**O**pportunities and **T**hreats) that are outside the organization and not typically within the short-run control of top management. These variables form the context within which the corporation exists. (WHEELEN & HUNGER, 2013)

➤ In External Environment we deal with the following:

- Opportunities
- Threats

(I.2.A) EXTERNAL FACTORS

The external factors are as follows:

(I.2.A.i) Task Environment

“It includes those elements or group that directly affects a corporation and in turn are affected by it. Change in task environment has impact in term of growth and decline of industries.” (WHEELEN & HUNGER, 2013)

(I.2.A.i.a) Governments

This project is inspired by the Government of Pakistan the "Ten Billion Tree Tsunami Program. we do little practical demonstration of that scheme.

(I.2.A.i.b) Shareholders

- Team members
- Supervisor
- Horticulture department
- Students
- faculty
- University Administration

(I.2.A.i.c) Suppliers

- Horticulture department
- Team members

(I.2.A.i.d) Competitors

- SE-A GROUP (Doing Plantation Project)

(I.2.A.i.e) Communities

- CUI Sahiwal

(I.2.A.i.f) Creditors

- Horticulture department
- Team members

(I.2.A.i.g) Customers

- Students
- Employees
- Faculty

(I.2.A.i.h) Employees/Labor Unions

- Team members
- Gardner

(I.2.A.i.i) Special Interest Group

- Horticulture department of CUI

(I.2.A.ii) Societal Environment

Societal environment is mankind's social system that includes general forces that do not directly affect the short-run activities of the organization but often do influence its long-run decisions. Changes in societal environment have impact in terms of resources availability and cost.

(I.2.A iii) Political Forces

"Political-legal forces allocate power and provide constraining and protecting laws and regulations." (WHEELEN & HUNGER, 2013)

- CUI Sahiwal allocate us permission to plant trees in the university.
- Horticulture department of CUI instructed us that we have to follow all the rules and regulation for tree plantation.

(I.2.A.iv) Technological Forces

"Technological forces are used to generate problem-solving inventions. We can use internet sources to implement the best or advance planting techniques." (WHEELEN & HUNGER, 2013)

(I.2.A.v) Economic Forces

Economic forces that control the exchange of materials, money, energy, and information. We should have to keep in mind about the scope and budget of using Advance plantation techniques, High-tech plantation equipment's and machinery in our project.

- Strategically placed trees save up to 56% on annual air-conditioning costs.

(I.2.A.vi) Socio-Cultural forces

Sociocultural forces control the values and customs of society. It depends on end consumer consumption which are the backbone of any organization or business. It runs on socio-culture norms or practices.

- It effects our selection of plants (such as we plant trees by keeping in mind about the students' choices so we can easily attract them toward plantation by highlighting their benefits).

(I.2.B) SWOT ANALYSIS

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. The primary goal of SWOT analysis is to aid organizations in increasing awareness of the factors in making a business decision. SWOT accomplishes this by analyzing the internal and external factors that can impact the viability of a decision.

We perform SWOT Analysis in order to scan the environment. SWOT analysis comprises of the following:

- S: Strength
- W: Weaknesses
- O: Opportunities
- T: Threats

(I.2.B.i) Strengths

- Grip on project management (As we currently studying Introduction to Management course which emphasize on management basics, so we have fresh knowledge which we easily implement on our project. So, we can claim that we have managerial skills).
- More Manpower (As we have a group of six members so it will help us in managing all activities of project with less burden and in with in less time).
- We have developed leadership skill as we have experience of doing projects in our SE degree. So, this is our strength which help us in this project.
- Access of internet
- Our team is the greatest strength. It is because we retained our team combination in this project. We have more experience of working as we do plenty of projects in our degree. So, we all feel comfortable to do work with each other.
- It is our culture that we belief in the golden rule of Islam which emphasis that whenever we put effort to achieve a goal then we definitely get back a return on that effort. This belief will give us motivation of doing our level best and then get yourself ready for best reward from Allah (SWT).

(I.2.B.ii) Weaknesses

- Lack of planting experience
- Lack of experience of driving a campaign
- Limited time period for project (as we have many other subjects including their assignments and quizzes)
- Limited financial resources

- We are unable to use high-tech technology due to limited or restricted university domain

(I.2.B.iii) Opportunities

- It is an already in practice activity, so we don't need to put more effort in awareness.
- University is facilitating or backing us in this social activity by allocating resources such as plantation site.
- University environment supports these social activities furthermore facilitate us by providing (labor help in form of Gardner) allowing us for campaign.
- We are working in the supervision of respected sir Sohail Qureshi. He has huge experience and high-level managerial skills and knowledge. His guidance would be a great opportunity for us to bring our best on the table.
- This project itself would be a great opportunity for us as it not only allows us to practically implement our managerial skills but also give us a chance to be a part of this great virtue of doing planting as it is a 'Sadaqa Jaria'. Islam encourages planting trees and calls it 'Sadaqa Jaria' (perpetuating charity) for the one who planted it.

(I.2.B.iv) Threats

- Pest attack
- Plant diseases
- New department development on our plantation site.
- High maintenance and regular check are required. (As animal can damage our planting site)
- Our competitor SE-A GROUP (doing plantation project) would be a threat for us.

CHAPTER 02

(II) PLANNING

In planning we set goals, establish strategies for achieving those goals, and develop plans to integrate and coordinate activities (ROBBINS & COULTER, 2011)

Strategy formulation is the development of long-range plans for the effective management of environmental opportunities and threats, in light of corporate strengths and weaknesses (SWOT). It includes defining the corporate mission, specifying achievable objectives, developing strategies, and setting policy guidelines. (WHEELEN & HUNGER, 2013)

(II.1) MISSION STATEMENT

An organization's mission is the purpose or reason for the organization's existence. It tells what the company is providing to society. In nutshell, it explains what we are, what we do, and what we aspire to do. (WHEELEN & HUNGER, 2013)

- It promotes the shared expectations. (Which conveyed to all stakeholders)
- Communicate the public image.

One Today Million Tomorrow

- We aim to plant trees on campus level and promote the importance of plantation.
- Foster an understanding of ecological and economic value of plantation.
- Provide concerns about nature and environment so that unfavorable climate changes effects can be diminished.
- Provide healthy, and nature friendly environment.
- We inspire people to plant, nurture and celebrate life and save environment.
- Control Air pollution and heat effects.

(II.2) VISION STATEMENT

Vision describes what the organization would like to become

- To bring awareness about the importance of tree plantation
- To make students aware about the importance of being environment-friendly
- To make our campus into a pollution free environment

(II.3) GOALS

An open-ended statement of what one wants to accomplish, with no quantification of what is to be achieved and no time criteria for completion. (WHEELEN & HUNGER, 2013)

- Save the endangered Environment
- Determination of planting site
- Selection of plants
- Increase the awareness about ecological and economic worth of plantation
- Conduct a campaign on social media about awareness of plantation.
- Write a blog on importance of plantation.
- Make a page on Instagram which provide helping material for better plantation techniques.
- Control Air Pollution, heat, oxygen crises.
- Enhance resources productivity such as food, flowers, and wood.

All of these goals help us to achieve our mission.

(II.4) OBJECTIVES

Objectives are the end results of planned activity. They should be stated as action verbs and tell what is to be accomplished by when and quantified if possible. The achievement of corporate objectives should result in the fulfillment of a corporation's mission. It is a statement which define what an organization want to achieve in certain area. (In short or long term) (WHEELEN & HUNGER, 2013)

According to **SMART Analysis**:

S –Specific

M –Measurable

A –Achievable

R –Relevant

T – Timely

(II.4.A) EXTRICATE ENVIRONMENT AND EMBELLISH OUR LIVES BY PLANTING

According to **SMART Analysis**:

- **S:** We plant trees on CUI

- **M:** 100 trees in a Semester.
- **A:** 50 after midterm exams and total 100 up to finals.
- **R:** We inspire people to plant, nurture and celebrate life and save environment.
- **T:** By the end of semester up to 13 January 2021.

(II.4.B) DETERMINATION OF PLANTING SITE

According to **SMART Analysis:**

- **S:** We plant trees in back side of Management block in front of nursery of CUI
- **M:** 3 canals
- **A:** 2 canals
- **R:** Save the endangered Environment and beautify our life by planting trees.
- **T:** 29 November 2021

(II.4.C) SELECTION OF PLANTS

According to **SMART Analysis:**

- **S:** We plant popular, Ulta shook , shatoot, citric trees, falsa, flowers trees.
- **M:** 15 popular, 20 ulta shook, 30 citric , 20 shatoot, 20 falsa, 10 flowers of rose, lily, jasmine.
- **A:** 20 popular, 20 ulta shook, 10 citric , 10 falsa, 20 shatoot, 20 flowers of rose, lily, jasmine.
- **R:** Save the endangered Environment and beautify our life by planting trees.
- **T:** 29 November 2021

(II.4.D) AWARENESS CAMPAIGN ON CAMPUS

According to **SMART Analysis:**

- **S:** We conduct campaign on campus by providing brochures or pamphlets to student on which we highlight the importance of planting trees by throwing light on its benefits and hazardous effects of not doing it.
- **M:** 300 pamphlets
- **A:** 150 pamphlets

- **R:** Increase the awareness about ecological and economic worth of plantation by conducting a campaign in campus.
- **T:** At the end of December. 22-28 December 2021

(II.4.E) SOCIAL MEDIA CAMPAIGN.

According to **SMART Analysis:**

- **S:** We conduct campaign on social media by creating pages on Instagram and Facebook on which we provide helping materials for better plantation techniques and benefits of plantation in form of planting videos, guidelines of better trees for plantation and complete nomenclature of those plants which are commonly proffered for planting.
- **M:** 5 to 07 pages of Instagram and Facebook.
- **A:** 3 to 4 pages.
- **R:** Conduct a campaign on social media about awareness of plantation
- **T:** By the mid of December. 15 December 2021.

(II.4.F) ENHANCE PRODUCTIVITY

According to **SMART Analysis:**

- **S:** Resources productivity such as food, flowers, and wood. They widely used as a great area of fuel and wooden products and contributed to medicine production. We can enhance productivity via improving soil quality, better soil can lead the plants to the long terms. Choose the correct location for plantation of trees where proper sunlight and nutrients must be available for trees in order to enhance their production. Furthermore, use of medicines or sprays which protect our plant from pest attacks.
- **M:** 80%
- **A:** 50%
- **R:** Enhance resources productivity such as food, flowers, and wood
- **T:** By the end of Semester 20 January 2021.

(II.4.G) BLOG ON IMPORTANCE OF TREE PLANTATION

According to **SMART Analysis:**

- **S:** Write a Blog to share information and opinions on importance of Tree Plantation. A Blog will promote autonomous learning by providing opportunities for students to beautify their Environment.
- **M:** 400-800 words.
- **A:** 300-500 words.
- **R:** Conduct a campaign on social media about awareness of plantation.
- **T:** By the end of 20 December 2021.

(II.4.H) CONTROL AIR POLLUTION, HEAT, OXYGEN CRISES

According to **SMART Analysis:**

- **S:** Plant plenty of trees to increase oxygen level and reduce CO₂. Plants release moisture in air through process of transpiration which reduce temperature. Trees can reduce air pollution by absorbing toxic chemicals.
- **M:** 15% for oxygen crisis and 10 Degree, (1-5 C), 25% for heat reduction and air Pollution.
- **A:** 7% oxygen increase as we increase their quantity. For heat reduction 18% (2-3) C and for Air pollution reduction 7%.
- **R:** To provide healthy environment and reduce heating.
- **T:** By the end of 10 January 2022.

(II.5) STRATEGIES

A strategy of a corporation forms a comprehensive master plan that states how the corporation will achieve its mission and objectives. It maximizes competitive advantage and minimizes competitive disadvantage. (WHEELLEN & HUNGER, 2013)

(II.5.A) CHARACTERISTICS OF GOOD STRATEGIES

- There must be a strategic balance between the external and internal environment of the company.
- The Good strategy must help the company achieve a competitive advantage
- Good strategy should result in better company performance

(II.5.B) STRATEGY MATRIX

INTERNAL AND EXTERNAL ENVIRONMENT	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> • Grip on project management (As we currently studying Introduction to Management course which emphasize on management basics, so we have fresh knowledge which we easily implement on our project. So, we can claim that we have managerial skills). • More Manpower (As we have a group of six members so it will help us in managing all activities of project with less burden and in with in less time). • We have developed leadership skill as we have experience of doing projects in our SE degree. So, this is our strength which help us in this project. • Access of internet • Our team is the greatest strength. It is because we retained our team combination in this project. We have more experience of working as we do plenty of 	<ul style="list-style-type: none"> • Lack of planting experience • Lack of experience of driving a campaign • Limited time for project (as we have many other subjects including their assignments and quizzes) • Limited financial resources • We are unable to use high-tech technology due to limited or restricted university domain

	<p>projects in our degree. So, we all feel comfortable to do work with each other.</p> <ul style="list-style-type: none"> It is our culture that we belief in the golden rule of Islam which emphasis that whenever we put effort to achieve a goal then we definitely get back a return on that effort. This belief will give us motivation of doing our level best and then get yourself ready for best reward from Allah (SWT). 	
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> It is an already in practice activity, so we don't need to put more effort in awareness. University is facilitating or backing us in this social activity by allocating resources such as 	<p>SO STRATEGIES</p> <ul style="list-style-type: none"> we currently studying Introduction to Management course, so we have managerial skills. As planting is already in practice activity. As We have leadership skills, we do conduct a campaign on campus level on which through brochures or pamphlets we 	<p>WO STRATEGIES</p> <ul style="list-style-type: none"> As University environment supports us by providing (labor help in form of Gardner) planting is already in practice activity so, we tackle our weakness of

<p>plantation site.</p> <ul style="list-style-type: none"> • University environment supports these social activities furthermore facilitate us by providing (labor help in form of Gardner) allowing us for campaign. • We are working in the supervision of respected sir Sohail Qureshi. He has huge experience and high-level managerial skills and knowledge. His guidance would be a great opportunity for us to bring our best on the table. • This project itself would be a great opportunity for us as it not only allows us to practically implement our managerial skills but also give us a chance to be a part of 	<p>highlight the importance of this activity. And university environment supports these activities by providing labors and allowing us for campaign.</p> <ul style="list-style-type: none"> ▪ By Access of internet, we do conduct a campaign on social sites on which through blogs and social pages we highlight the importance of this activity ▪ we have a group of six members so it will help us in managing all activities of project and in the supervision of respected sir Suhail Qureshi we will goodly manage our project. ▪ To be a part of this great virtue of doing planting as it is a 'Sadaqa Jaria'. Islam encourages planting trees and calls it 'Sadaqa Jaria' (perpetuating charity) for the one who planted it. we believe whenever we put effort to achieve a goal then we get back a return on that effort. This belief will give us motivation of doing our level 	<p>inexperience of planting.</p> <ul style="list-style-type: none"> ▪ As planting is in practiced activity so by getting training from internet, we tackle our weakness of inexperience of driving a campaign (social media and campus level campaign) ▪ As it is in practiced activity so, we tackle our weakness of limited time for project. • As it is in practiced activity, so we deal with weakness of Limited financial resources and use of high-tech technology due to limited or restricted university domain
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<p>this great virtue of doing planting as it is a 'Sadaqa Jaria'. Islam encourages planting trees and calls it 'Sadaqa Jaria' (perpetuating charity) for the one who planted it.</p>	<p>best and then get yourself ready for best reward from Allah (SWT).</p>	
<p>THREATS</p> <ul style="list-style-type: none"> • Pest attack • Plant diseases • New department development on our plantation site. • High maintenance and regular check are required. (As animal can damage our planting site) • Our competitor SE-A GROUP (DOING PLANTATION PROJECT) would be a threat for us. 	<p>ST STRATEGIES</p> <ul style="list-style-type: none"> • University is facilitating or backing us in this social activity by allocating resources such as plantation site. So a range of different chemical treatments has been developed to enhance the productive of plants and their protection from pest attack. Such chemical treatments impregnate the plants, making them resistant to decay, insects, weather, or fire effects. • Use Barriers: Create a physical barrier to stop pests getting to your plants. 	<p>WT STRATEGIES</p> <ul style="list-style-type: none"> • We provide a help desk in form of Instagram page on which we help people who are interested in planation and guide them by providing helping materials in form of videos, articles, and SOPs. • Deforestation rate decrease or plantation rate will definitely increase through our campaign about ecological and economical importance of tree

	<ul style="list-style-type: none"> • Keep our Soil Healthy: Healthy soil produces stronger plants that have better resistance to any damage incurred by insects. • We use natural fertilizer to enhance plant growth and pesticides and insecticides to reduce pest and micro creature attack. • we will do best as compared to our competitor. Our teamwork with unity, hard work of our team and belief on if we are doing our level best then Allah (SWT) will give us best reward. 	<p>plantation on campus level and at social media as we interact with more people and convey our message to more people through the social platforms.</p>
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(11.6) PLANNING QUESTIONS

1. What should be Organization short term objectives

- Conduct a campaign on social media about awareness of plantation
- Write a blog on importance of plantation
- Make a page on Instagram which provide helping material for better plantation techniques.
- Increase the awareness about ecological and economic worth of plantation
- We inspire people to plant, nurture and celebrate life and save environment.
- Plant 100 trees by the end of semester 2021.

2. What should be Organization Long term objectives

- With the assistance of CUI Management, we enhance our project to big level by increasing plantation ratio and upgrading our awareness campaign to broader level (at our cities in our towns) which mainly cover outsiders.
- We enhance timber productivity and generate to many profitable resources such as food, wood, fuels.
- We can cope with climate changes in near future after the accomplishment of our targeted output.
- We can see a notable improvement in tackling of pollution and heating crises.
- Oxygen crises can be overcome to a noticeable percentage.

3. How difficult should individual goals be?

In order to keep our standards high it is important that our goal has to be difficult. we should try our level best to attain these goals but stop doing efforts when our result is much less than our efforts because it is a signal that it's a high time when we need to change our action plan as we are lacking something which stop us from the attainment of our objectives.

CHAPTER 3

(III) ORGANIZING

In this phase we organize all activities. We do arrangement and structuring of all activities.

We decide:

- what we have to do?
- How are we going to do that?
- Who is doing what?

We assign roles and responsibilities to each member and provide resources to accomplish tasks.

(ROBBINS & COULTER, 2011)

Strategy implementation is a process by which strategies and policies are put into action through the development of programs, budgets, and procedures. This process might involve changes within the overall culture, structure, and/or management system of the entire organization.

(WHEELEN & HUNGER, 2013)

(III.I) ORGANIZING QUESTIONS

1. How many employees should I have report directly to me?

- There is total six members in this project of tree plantation.
- The team leader is SAPNA.
- Each member of the project has to directly report to the team leader on daily bases of tasks progress.

2. How much centralization should there be in an organization?

- Member of project have almost 70 % centralization.
- All the tasks are done on daily bases.
- All the process of tree planting are working according to the given instructions and time.
- So doing all the tasks on time made the things in unified control.
- Furthermore, as work assigned to each team member by taking in account their expertise level, so they also have 30% power of decision making from their own end for the specific tasks they manage.

3. How should jobs be designed?

Team Members	Work Assigned
Sapna	<ul style="list-style-type: none">• Selection of plants which we have to plant according to season.• Monitoring of each activity• Assigning role to each group member.• Monitor project progress to targeted objectives and mission.• Project report documentation
Khadija	<ul style="list-style-type: none">• Do arrangement of the required plants or seed which we wanted to plant for our project.• Soaking and digging of plants by self or with assistance of Gardner.

Mushal	<ul style="list-style-type: none"> • Select the land for better planting of trees • Check the soil fertility or capability for better plantation. • Improve soil and decant by enforcing modern techniques.
Laiba & Maryam	<ul style="list-style-type: none"> • Do plantation • Provide all necessary resources. • Do Proper arrangement of water • Daily check of plants. • Look after the plants and report their progress and productivity to team leader. • Social media campaign (including, blogs or Instagram pages handling) or pamphlets or brochures designing or printing.
Esha	<ul style="list-style-type: none"> • Getting permission from CUI management. Manage campaign arrangements and Advertisement and awareness about ecological worth of plantation to university fellows.

4. When should the organization implement a different structure?

- After all of this planning which are done for the tree planting.
- Also get permission from the organization/campus.
- When the execution time started, which is started after the mid exams.
- If the right job is not allocated to the person which has better expertise level for the accomplishment of that job, then we need the change the job designing.
- If we needed a more brooder view of our project and the expert solution or idea for a particular problem, then we have to go to that particular person which have that expertise, and this is how we change the structure from more centralization to decentralization.

(III.II) POLICIES

A policy is a broad guideline for decision making that links the formulation of a strategy with its implementation. Companies use policies to make sure that employees throughout the firm make decisions and take actions that support the corporation's mission, objectives, and strategies. (WHEELEN & HUNGER, 2013)

(III.II.A) POLICIES MATRIX

Polices	Strategies
<ul style="list-style-type: none">● we should have the knowledge of managing the project● Permission and legal requirements for conducting campaign and project should be done in a proper way. Do contact with the relevant authorized person and provide all necessary commitments and information about project.● Do work in grouping as we assigned particulars roles and responsibility to each team member for attainment of effective and efficient results.	<ul style="list-style-type: none">■ As planting is already in practice activity or university is allowing us to conduct an awareness campaign then by using internet sources, we do conduct awareness on social media platforms.■ As we have leadership skills, we do conduct a campaign on campus level on which through brochures or pamphlets we highlight the importance of this activity. And university environment supports these activities by allowing us for campaign.■ we have a group of six members so it will help us in managing all activities of project and in the supervision of respected sir Suhail Qureshi we will effectively and efficiently manage our project.■ We have grip on project management so by using these concepts we fulfill our objective of expanding it to Broder level by enhancing its productivity.
<ul style="list-style-type: none">● Blogs, Instagram page and further social media campaign should be done in an interactive way so that mor number of people get affected by them and show positive response.	<ul style="list-style-type: none">■ As University environment supports us by providing (labor help in form of Gardner) planting is already in practice activity so, we tackle our weakness of inexperience of planting.■ As planting is in practiced activity

<ul style="list-style-type: none"> ● Permission and legal requirements for conducting campaign and project should be done in a proper way. Do contact with the relevant authorized person and provide all necessary commitments and information about project. 	<p>so by getting training from internet, we tackle our weakness of inexperience of driving a campaign (social media and campus level campaign)</p> <ul style="list-style-type: none"> ▪ As it is in practiced activity so, we tackle our weakness of limited time for project. ● As it is in practiced activity, so we deal with weakness of Limited financial resources and use of high-tech technology due to limited or restricted university domain
<ul style="list-style-type: none"> ● If any type of info required for tree planting, then we having internet as an opportunity. ● Water the plants entire root zone once after two days for months to get rapid productivity. ● Follow relevant SOPs to do complete planting process. ● Do work in grouping as we assigned particulars roles and responsibility to each team member for attainment of effective and efficient results. ● More competent than our competitor. 	<ul style="list-style-type: none"> ● As we have internet access by getting help from these sources, we get a knowledge of using a range of different chemical treatments which has been developed to enhance the productivity of plants and their protection from pest attack. Such chemical treatments impregnate the plants, making them resistant to decay, insects, weather, or fire effects. ● Use Barriers: Create a physical barrier to stop pests getting to your plants. ● Keep our Soil Healthy: Healthy soil produces stronger plants that have better resistance to any damage incurred by insects.

	<ul style="list-style-type: none"> • We use natural fertilizer to enhance plant growth and pesticides and insecticides to reduce pest and micro creature attack. • As we have more manpower so a daily check on maintenance or progress of planting site should be monitored, we assign this duty to a team member. We will do best as compared to our competitor. It is because we have an edge over them which is of a greater compatibility between team member as we have more experience of doing various project than them. Our teamwork with unity, hard work and belief that if we are doing our level best then Allah (SWT) will give us best reward.
<ul style="list-style-type: none"> ● Blogs, Instagram page and further social media campaign should be done in an interactive way so that mor number of people get affected by them and show positive response. ● Follow relevant SOPs to do complete planting process. 	<ul style="list-style-type: none"> • We provide a help desk in form of Instagram page on which we help people who are interested in planation and guide them by providing helping materials in form of videos, articles, and SOPs. • Deforestation rate decrease or plantation rate will definitely

<ul style="list-style-type: none"> ● Select the right tree for the site. Keep in mind about the any kind of constraint and restriction on specific type of tree on university domain. 	<p>increase through our campaign about ecological and economical importance of tree plantation on campus level and at social media as we interact with more people and convey our message to more people through the social platforms.</p>
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(III.II.B) POLICIES FINAL SELECTION

- We should have the knowledge of managing the project
- Permission and legal requirements for conducting campaign and project should be done in a proper way. Do contact with the relevant authorized person and provide all necessary commitments and information about project.
- Do work in grouping as we assigned particulars roles and responsibility to each team member for attainment of effective and efficient results.
- More competent than our competitor.
- Select the right tree for the site. Keep in mind about the any kind of constraint and restriction on specific type of tree on university domain.
- Follow relevant SOPs to do complete planting process.
- If any type of info required for tree planting, then we are having internet as an opportunity.
- Water the plants entire root zone once after two days for months to get rapid productivity.
- Advertisement material for campaign should be in a proper formal way and must have a mention about university for sake of giving credit to them for allowing us to get benefit from this opportunity of doing management practically by following all set of processes.
- Blogs, Instagram page and further social media campaign should be done in an interactive way so that mor number of people get affected by them and show positive response.

(III.III) OPERATIONS/PROGRAMS

A program is statements of the activities or steps needed to accomplish a single use plan.it makes strategy action oriented. (WHEELLEN & HUNGER, 2013)

- Make a Map for inspection of planting site.
- Determine area to plant
- Determine appropriate species(trees) to plant
- Planting arrangements and tree spacing.
- Soaking and Digging
- Improve soil fertility
- Plant trees and give Water
- Monitor seedlings.
- Control insect or disease problems.
- After planting also do maintaining
- Fencing must need to save from animals.
- Name plate in front of planting site
- Inspect your trees regularly. Taking care of plants
- Permission granting from CUI management to make it practically possible to do planting.
- Conduct a campaign about awareness of plantation ecological and economic worth on campus level or at social media.
- Report every activity to team leader.
- Team leader should assist each activity and monitor the project progress with targeted output.

(III.IV) BUDGET

“A budget is a statement of corporation’s programs in term of money.” (WHEELLEN & HUNGER, 2013)

- Cost of plants (Rs 3000)
- Cost on water resources (No)
- Cost of nameplate (Rs 300)
- Cost of flux (Rs 1000)

- Cost on campaign advertisement (Pamphlets we made about awareness of plantation) (Rs 1000)
- Cost of stand for flux (Rs 500)

Budget depends on the number of trees we are planting. We Planned to plant 100 trees by the end of this semester.

Estimated Budget containing the above expenses of this semester project is approximately 9800.

(III.V) PROCEDURES

Procedures are the SOPs for doing project programs or activity in set of specified steps. (WHEELLEN & HUNGER, 2013)

- First of all, we use a formal procedure of granting permission for our project. it is done by going to horticulture head of CUI MR. Asif and telling him total scenario.
- He gave us permission for planting and then we told him about our planting range. It also includes detail specification of planting trees which we want to plant and their quantity.
- He then proposed us some site at the back site of Management block, at transport side, at front of mosque, or at entrance of management block.
- We decided site at the back of management as it is of about 2 canals and we got one single place for all trees planting, furthermore that soil was also more fertile as it is surrounding is already covered with fruity trees which are proof of its productivity.
- We then selected our trees which we want to plant according to our site, seasonal demand or according to our project requirement.
- We decided to plant shah toot, orange, falsa, pomegranate, popular, Ulta shook and flowers trees.
- We use urea or natural fertilizer to increase the soil fertility.
- With the help of Gardner or of YouTube or articles we do digging, soaking, or planting of trees.
- We make a boundary around our site which is done by fencing.
- We place a name plate in front of our site which is holding whole team name plus the project description and supervisor name.

- We conduct campaign on campus level by distributing pamphlets having information about the importance of plantation and its hazardous effect if we do not do so.
- We conduct campaign at social media by writing blog or making pages on Instagram or at Facebook which highlighting its importance plus helping to guide in form of videos and articles for better plantation technique.

CHAPTER 4

(IV) LEADING

In leading phase of project management, Group leader motivated team members to focus on their goal and be ambitious to achieve their goals on the priority basis. In this phase after planning and organizing of activities we actually do work, here the major activity is under processing and group leader has to lead the project. (ROBBINS & COULTER, 2011)

(IV.I) LEADING QUESTIONS

1. How do I handle the employees that appear to be unmotivated?

Being a project leader, I handle my unmotivated employees by the following ways:

- By forgiving their mistakes
- By involving them in project or taking suggestions from them
- By showing some leniency towards them

I lead them how in particular scenario we will move on and try to solve the particular problem. I communicate directly with my members and created a great environment in which we can share our problems and then definitely try to fix the problems according to the leading concept.

● Increase Employees Motivation:

I will create a close, supportive relationship with our team can help keep employees motivated by ensuring they feel valued, respected, and listened to.

● Communicate Goods, and Offer Regular Feedback:

Having a range of opportunities for feedback and goal setting will help to keep our team on track and clear about their progress. It also insures that employee have the chance to discuss any issues

or worries before they become overwhelming, effecting their happiness and motivation in their role.

2. What are the most effective leadership style in a given situation?

Teaching of Islam are the best leading styles in any situation.

Leadership styles are:

- Bravery
 - Truthfulness
 - Justice
- ✓ We have to be brave enough to face and take a hold on every situation and bravely face our opponents. Brave leaders have the courage to accept that leadership is not about them, but rather about working through Behaviors, Relationships, Attitude, Values, and the Environment to inspire and enable others to do their absolute best together to realize a meaningful and rewarding shared purpose. Being a leader of team, I have to be brave enough to handle all type of critical decision and issues (like permission issues and other formalities).
- ✓ Truthful words, a close grasp on reality and the willingness to follow through with your actions are necessary tools for running and leading a business. Being a team member, it is my foremost priority to keep my team member aware of all those things truthfully which they need to know despite of the concerns that they get unmotivated by listing the problem or progress rate.
- ✓ Justice perceptions involve one's perceptions of the fairness of the organizational processes, how outcomes are distributed, and the quality of interpersonal treatment employees receive. As some individuals will feel that certain outcomes are unfair, leaders are encouraged to devote more attention to procedural justice. Being a leader, I have to be just with every crew member and try to not hurt their sentiments by taking biased decisions.

3. How will a specific change worker productivity?

Specific change may affect the whole campaign, workers may be demotivated, and our goal can't be achieved if any mismanagement occurs.

- If our work can't be according to our target output.
- Like sudden climate changes

- Permission issues regarding plantation
- Centralization of decision
- If we enhance the bar of our targeted output
- If job designing is not done properly

4. What is the right time to simulate conflicts?

5. Friendly environment is the best time to stimulate the conflict where all people would be ready to listen and share their own experience, then we'll move forward towards solving the problem.
- when employees are Emotionally Charge up, we attain their full potential and solve conflict by discussion.

CHAPTER 5

(V) CONTROLLING

In this phase we control our output and ensure that it must be according to our targeted output. In controlling we are monitoring, evaluation and correction of our outcomes. We compare it with desired outcomes to make sure that we are achieving what we want to be achieved. We compare performance with the desire outcomes and do corrective actions when needed. (WHEELEN & HUNGER, 2013)

PERFORMANCE

It is the end result of activity. The actual achievement is our performance.

Such as the number of plants and categories of plant which we decided to plant would either be planted as desire or not.

(V.I) CONTROLLING QUESTIONS

1. What activities in the organization needs to be controlled?

There are certain activities that needs to be controlled such as:

- Control or protect our project of planting from Climatic changes by setting a plan-B in advance.

- We monitor either we are successful of planting 100 plant or if not, then how we can compensate this loss.
- Spreading awareness about the campaign. (If they are not done at proper level)
- Assigning tasks to each team member so that the flow of the tasks can be maintained.
- Guiding people how their minor step can make a big difference in the environment.
- Guiding people how planting is beneficial for their physical and mental health.
- Motivating people by showing some actionable steps.
- Training of team members so that they can take this responsibility.

2. How should those activities be controlled?

- We can make a list of tasks so that each team member can choose to work individually on each task.
- We can motivate people by taking the first step by ourselves.
- We can guide people about the importance of planting.
- We can arrange a session for team's basic knowledge about the campaign so that they can guide people well.

3. When is the performance deviation significant?

The performance deviation is significant to almost every level of controlling. Every step should be controlled so that the deviation can be check at each step. If any particular point is not fulfilling the required objective and going out if the way, then the performance should be deviated. Another alternative technique and method can be adopted in this sense to attain the required results.

4. What type of management information system should the organization have?

The organization (the campaign) should have a system that shows information of the team members. Means it should show the working schedule of the members. This will help in analyzing what is done and what needs to be done. Trello board can help in this way.

Moreover, organization should have followed information:

- Activities that need to be controlled.
- Performance level of those activities.
- Actual performance level.

- ❖ After completing this project, we felt good from deep inside not just because we completed our task, but we also fulfilled our moral and ethical responsibility of caring about others.
- ❖ The seedling we planted today might grow into a huge tree providing shade and oxygen to others or some might grow into a flowering plant that provide a pleasing aesthetic view.
- ❖ We might not be the ones getting benefit from them, but we can prove helpful to those benefitting from our efforts.
- ❖ Islam encourages planting trees and calls it 'Sadaqa Jaria' (perpetuating charity) for the one who planted it. Trees are beauty and life of the earth.

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