

GOVERNMENT OF KHYBER PAKHTUNKHWA



REVISED PC-I

ADP No. 1000/210545 (2021-22)

Title of the Project: **ESTABLISHMENT OF SOCIAL MEDIA PARTICIPATORY PLATFORMS FOR PUBLIC AWARENESS AND FEEDBACK REGARDING REFORMS INITIATIVES AND ENCOURAGING CIVIC RESPONSIBILITY**

Project Cost: **Rs. 736.000 (Million)**
Revenue Component: **Rs. 732.000 (Million)**
Capital Component: **Rs. 4.000 (Million)**

Total ADP Cost **Rs. 736.000 (M)**

Allocation for C.F.Y 2021-22 **Rs. 200.000 (M)**

Project life: **FY: 2021-23**

**INFORMATION & PUBLIC RELATIONS
DEPARTMENT**

GOVERNMENT OF PAKISTAN PLANNING COMMISSION

PC-1 FORM

1. Name of Project	ADP # 1000/210545 Establishment of Social Media Participatory Platforms for Public Awareness and Feedback Regarding Reforms Initiatives and Encouraging Civic Responsibility
2. Location <ul style="list-style-type: none"> • Provide name of district and Province. • Attach map of area. 	All Districts of Khyber Pakhtunkhwa N/A
3. Authorities responsible for: <ul style="list-style-type: none"> i) Sponsoring : ii) Execution: iii) O&M 	Information & PRs Department, Government of Khyber Pakhtunkhwa Information & PRs Department, Government of Khyber Pakhtunkhwa N/A
4. Plan provision:	The scheme is proposed for the ADP 2021-22 with an estimated Cost of Rs. 736.000 (M) and annual allocation of Rs. 200.00 (M) for C.F.Y 2021-22.
5. Project objectives and relationship with Sectoral objective.	<p>Project Objectives:</p> <ul style="list-style-type: none"> i. To spread awareness right up-to the grass root level regarding reforms of public interest. ii. To counter fake news/information/notifications regarding Govt. initiatives/directives/functionaries. iii. To counter negative propaganda against the Provincial Government/ initiatives with facts & figures. iv. To highlight loopholes in public service delivery v. Track & trace of any human rights violation& public grievance surfacing social media vi. Seeking public opinion on any proposed initiatives of the Govt. vii. Matters that promote unity and national integration viii. Communication skills development of public especially Youth. ix. Financial support for career struggling unemployed individuals through engagement on social media. x. To develop a culture of positive use of social media xi. Create public platforms for promoting participatory culture xii. Spread Social education regarding; <ul style="list-style-type: none"> ○ Precautionary measures against corona, polio vaccination etc. ○ Promoting the culture of cleanliness & trees plantation ○ Awareness regarding repercussions of encroaching state lands ○ Campaigns for awareness regarding government laws ○ Curbing adulteration, hoarding, wall chalking, use of polythene bags and any other matter of public interest etc. Relation with sectoral objectives: <p>The project is in line with the sectoral objectives of the Information sector. The project will help strengthen the ‘state-citizen’ relationship and restore the trust and credibility of the provincial government through effective publicity of the provincial government and identification of areas where government should be focused on policy formulation for general masses. Besides, direct contact between the Policy makers and the General Public in an economical way will be ensured.</p>

PC-1 FORM**6. Description
&
Justification
of
Project**




The above stated objectives fully describe and justify the project. No such initiative has ever been executed at Government's level that enables general public to use social media platforms for social accountability and for mass awareness regarding the government initiatives/achievements. It means that no such platforms are available with the government therefore a new project is being executed. The project does not involve any technical parameters to be discussed. Major part of the project's scope comprises hiring of HR/project associates/interns. It does not involve any civil work or require any major equipment/machinery or physical facilities. With reference to the Project, the Department of Information due to lack of field tentacles at the grass root level may face issues in efficient execution and supervision of the project activities at the VC/NC level (**Annexure-I**).

Today is the era of speedy communication. New developments in the field of media have transformed the whole world into a global village where no one can live in isolation. Social /Digital Media is no doubt an effective tool of communication for sharing ideas and a best forum for awareness of the society but at the same time used negatively both at international and domestic level to create instability and chaos through spreading disinformation and false information. Hence Information Department must be well equipped to cope with the communication challenges of the new era and should tactfully perform its role to inform and educate the masses and bridge the gap between government and the public. It will not only give projection to the reforms initiatives of the provincial government but also inform government about public pulse. There is no facility available government's level to ensure real time direct liaison of the policy makers with general public.

Justification for revision:

- It was discussed in a meeting held under the Chairmanship of Additional Chief Secretary, Khyber Pakhtunkhwa on 22.12.2021 that the Provincial Internship Policy is short of provision in giving weightage to technical skills in the selection of internees which might hinder the hiring of relevant internees under the said project. The same was also discussed in a subsequent meeting held under the chairmanship of Hon'ble Chief Minister, Khyber Pakhtunkhwa on 23.12.2021. It was agreed in both the meetings that a summary will be moved to the Chief Minister for granting relaxation in adopting a customized selection criteria that gives weightage to skills besides considering mandatory academic qualification for eligibility of candidates. The revised criteria is therefore required to be updated in the PC-I for hiring skill-based interns under the project.
- In the existing PC-I, "16-year of education in graphics designing" was mentioned which might create hurdles in the hiring process as no such education available inland and abroad. Hence, the qualification criteria is required to be made in consonance with the Internship Policy
- The criteria for Supervisor and PIU Support Staff given in the PC-I was reproduced from the Provincial Internship Policy which might be creating inconsonance due to the amendments in the policy. Hence, a general clause 'As per Provincial Internship Policy' has been given in the qualification criteria to avoid revision of PC-I when policy changes.
- To achieve the project objectives in a befitting manner, project implementation unit is required to be strengthened in terms of human resource. The Post of Deputy Director (Admin & Operations) and Deputy Director (Accounts & Finance) are direly needed to run the affairs of the project in an efficient manner. The post of Assistant Director ICT added to ensure smooth functioning of SM3P Portal besides ensuring scalability and optimum use of the ICT interventions Two positions of Office Assistant also included in the HR to support the PIU in official correspondence and maintaining records
- There was no provision for I.T equipment for PIU staff. Hence, necessary provision made for purchase of the required equipment
- The existing PC-I was deficient in any kind of provision to boost the newly created social media accounts and run some media campaigns that's why necessary budgetary allocation has been made in the relevant head of account.
- Necessary budgetary provision has been made for purchase of vehicles for the Project Director & Deputy Directors. A Pool vehicle also included for providing logistic facility to the staff.
- The existing PC-I has list of Union Councils only which are non-existent now. Hence, the updated list of VCs/NCs has been incorporated in the PC-I.

<p>7. Capital Cost Estimates</p>	<ul style="list-style-type: none"> The Project Cost is estimated on 28th December 2021. Rs 4.00 million capital cost on account of civil works however major part of the revenue cost that involves hiring of project associates/interns is estimated in the light of Provincial Internship Policy. The rest of cost estimates of the items included are based on market rates or from references of other approved projects and regular practices. 																																																	
<table border="1"> <thead> <tr> <th>S#</th> <th>HEAD</th> <th>2021-22</th> <th>2022-23</th> <th>TOTAL</th> </tr> </thead> <tbody> <tr> <td colspan="5">REVENUE</td> </tr> <tr> <td>1</td> <td>Human Resources (Annex-II)</td> <td>344.984</td> <td>350.912</td> <td>695.896</td> </tr> <tr> <td>2</td> <td>Machinery & Equipment (Annex-III)</td> <td>3.280</td> <td>0.000</td> <td>3.280</td> </tr> <tr> <td>3</td> <td>Vehicles (Annex-IV)</td> <td>9.800</td> <td>0.000</td> <td>9.800</td> </tr> <tr> <td>4</td> <td>Operational Budget (Annex-V)</td> <td>10.362</td> <td>12.662</td> <td>23.024</td> </tr> <tr> <td colspan="2">TOTAL</td> <td>368.426</td> <td>363.574</td> <td>732.000</td> </tr> <tr> <td colspan="5">CAPITAL</td> </tr> <tr> <td>5</td> <td>Workstations, Renovation & Other minor works (Annex-VI)</td> <td>4.000</td> <td>0.000</td> <td>4.000</td> </tr> <tr> <td colspan="2">GRAND TOTAL</td> <td>372.426</td> <td>363.574</td> <td>736.000</td> </tr> </tbody> </table>	S#	HEAD	2021-22	2022-23	TOTAL	REVENUE					1	Human Resources (Annex-II)	344.984	350.912	695.896	2	Machinery & Equipment (Annex-III)	3.280	0.000	3.280	3	Vehicles (Annex-IV)	9.800	0.000	9.800	4	Operational Budget (Annex-V)	10.362	12.662	23.024	TOTAL		368.426	363.574	732.000	CAPITAL					5	Workstations, Renovation & Other minor works (Annex-VI)	4.000	0.000	4.000	GRAND TOTAL		372.426	363.574	736.000
S#	HEAD	2021-22	2022-23	TOTAL																																														
REVENUE																																																		
1	Human Resources (Annex-II)	344.984	350.912	695.896																																														
2	Machinery & Equipment (Annex-III)	3.280	0.000	3.280																																														
3	Vehicles (Annex-IV)	9.800	0.000	9.800																																														
4	Operational Budget (Annex-V)	10.362	12.662	23.024																																														
TOTAL		368.426	363.574	732.000																																														
CAPITAL																																																		
5	Workstations, Renovation & Other minor works (Annex-VI)	4.000	0.000	4.000																																														
GRAND TOTAL		372.426	363.574	736.000																																														
<p>8. Annual operating cost</p>	<p>Not Applicable</p>																																																	
<p>9. Demand supply analysis</p>	<p>The project is neither of technical nature nor directly pertains to service delivery therefore the questions of “Capacity of services and its supply, projected demand for ten years, capacity of projects being implemented both in the public & private sector, Supply – demand gap and designed capacity & output of the proposed project” are not applicable.</p>																																																	
<p>10. Financial plan</p>	<p>Sources of financing: Provincial ADP 2021-23</p>																																																	
<p>11. (a) Project benefits & analysis</p> <p>(b) Quantifiable output of the project</p>	<p>Financial</p>	<p>N/A</p>																																																
<p>Social</p>	<p>The project will help the government to spread social education regarding a number of areas like clean and green Pakistan, curbing adulteration, positive use of social media etc. It will help people to freely express their opinion about any government initiatives. It will help people/community to indulge into positive activities.</p>																																																	
<p>Environmental</p>	<p>N/A</p>																																																	
<p>Unit cost analysis</p>	<p>N/A</p>																																																	
<p>Employment generation</p>	<p>1,360 vacancies of interns will be created in the project with monthly stipend of Rs.25,000/- as per internship policy.</p>																																																	
<p>Impact of delays on project cost and viability</p>	<ul style="list-style-type: none"> Cost overrun. Time overrun. Objectives to be achieved will get delayed 																																																	
<p>12. Implementation Schedule</p>	<p>Commencement of the Project: From the date of issuance of A.A</p> <p>Completion of the Project: 30th June 2023.</p> <p>Project Life: 24 Months</p>																																																	

<p>13. Management Structure and manpower requirements including specialized skills during execution and operational phases:</p>	<p>The Project will be executed through PIU headed by an independent Project Director. Communication Consultants, Deputy Director (Admin & Operations), Deputy Director (Accounts & Finance), Assistant Director ICT and Office Assistants. The activities as per project objectives will be carried out by the project associates/interns. See JDs at Annex-VII, Code of conduct at Annexure-VIII and Organogram is at Annexure-IX.</p>
<p>14. Additional projects/decisions required to maximize socio-economic benefits from the proposed project.</p>	<p>Any additional decisions required in future for maximizing the socio-economic benefits will be taken by PSC through meaningful consultation with all stakeholders in pursuance of the spirit of FATA merger and keeping in view the Sectoral Policy/ Information Strategy of the Provincial Government.</p>
<p>15. Certified that the project proposal has been prepared on the basis of instruction provided by Planning Commission for preparation of PC-I for social sector projects.</p>	<p>Prepared by:  Director General Information & Public Relations Khyber Pakhtunkhwa</p> <p>Checked by:  Planning Officer Information & Public Relations Department, Khyber Pakhtunkhwa</p> <p>Recommended by:  SECRETARY to Govt. of Khyber Pakhtunkhwa Information & Public Relations Department,</p> <p>Approved by: PDWP</p>

Job Description of Project Director

- Overall supervision of the project activities and progress reporting on monthly basis or as demanded.
- To maintain frequent liaison with focal persons of the Departments and their attached formations for data collection pertaining to achievements or any initiative undertaken that is worth to be projected etc.
- To assign areas/departments and distribution work amongst project associates/interns
- To ensure timely preparation of required content through project associates/interns designated for content development from the data provided by the departments/attached formations.
- Ensuring distribution of the content to relevant project associates/communication interns
- To submit progress report/presentation to Secretary Information/SCU on monthly basis.
- To Identify and report bottlenecks faced by PIU in acquisition of data from the departments.
- To create public participatory platforms through project associates/interns and maintain database of the same.
- To ensure strict compliance of the code of conduct on part of the interns/project associates.
- Any other assigned task by the Secretary Information/SCU.

JDs of Communication Consultant

- To keep close liaison with the office of the Chief Minister, Khyber Pakhtunkhwa for communication related assignments
- To ensure effective image building of the provincial government through effective media communication using all media outlets
- To prepare talking points for Press Conferences
- To facilitate the Chief Minister/Ministers/Advisors//SPAs at Pressers
- To build strategic narratives and make them popular using all media outlets after getting approval from the Competent forum
- To counter false narratives with factual information and counter narratives/arguments
- To ensure delivering key messages in all communication products and help the content developers in preparation of creative, curative and engaging content according to differential needs of the target audience
- To gauge citizens' grievances/aspirations to get informed input for informed communication with the public
- Delivering prepared remarks, and fielding press questions regarding the Government's activities.
- Proposing new reform/initiative/actions in consonance with the reforms agenda of the provincial government.
- To facilitate/help the Secretary Information and Press Secretary in getting the information from public bodies for preparation of communication products and ensuring their ample publicity in the media
- To work closely with public relationing professionals to craft statements and press releases thereby ensuring the relevancy and timeliness of the information.
- Provide support to the authorities regarding public conversation, recommending Dos/Dnts and managing the balance between publicly available information and private developments.
- Travel to cover different public events and assist and support the ministers/Spokes Persons/Advisors/Special Assistants in projecting the Government's view point.
- To assist the provincial government in damage control following negative publicity or media coverage.
- To assist ministers/Government representatives in clearing up confusion, answering questions and preparation of narrative on positive accomplishments of the Government
- To help and assist Government/Departments/ Attached formations to counter false and misleading communication.
- Any other task assigned by the Principal Secretary to CM and Information Department.

Job Description of Assistant Director ICT

TORs:

- To run and maintain the Social Media Public Participatory Platform (SM3P)
- To create workflow and assign interns to various tiers of the SM3P
- To create roles/privileges, group policies etc. and assign to the interneers
- To ensure effective integration of Social Media APIs/Web Services with SM3P
- To ensure uninterrupted execution of the SM3P Portal
- To troubleshoot system, take backup and restore database as when fault occurs
- To generate statistical reports with regard to performance of Interneers and share with top management
- To generate outreach statistics based on demographics and social media metrics
- To tailor the system to conduct polls/surveys and visualize results on the Dashboard
- To undertake paid boosting of department-owned new social media accounts
- To execute Social/Digital media campaigns for content boosting as and when required
- To submit progress report/presentation to Secretary Information/SCU on monthly basis.
- To Identify and report bottlenecks faced by PIU in acquisition of data from the departments.
- To create public participatory platforms through project associates/interns and maintain database of the same.
- To ensure strict compliance of the code of conduct on part of the interns/project associates.
- Any other assigned task by the Project Director

Qualification Criteria:

- Age: 30-45
- Master's degree in Computer Science/I.T or other equivalent qualification from a recognized university
- Five years relevant experience in Software Development and implementation of ICT interventions

Job Description of Deputy Director (Admin & Operations)

TORs:

- To ensure smooth execution of project activities through effective management and operations
- Overseeing day-to-day operations.
- Developing organizational policies, SOPs etc. and ensure implementation
- Effective liaison with all tiers of the Information & PRs Department including Regional Information Offices, FM Radio Stations, Creative Wing, ITLA'A Cell etc.
- HR Management including recruitment and training etc.
- Assist Project Director in hiring of internees
- Arranging trainings for the Internees and other staff at PIU
- To Identify administrative and operational issues and ensure early resolution through coordination with other peers and top management
- To ensure strict compliance of the code of conduct on part of the interns/project associates.
- Any other assigned task by the Project Director

Qualification Criteria:

- Age: 25-45
- Master's degree from a recognized university
- Three years relevant experience in a reputed firm/organization

Job Description of Deputy Director (Accounts & Finance)

TORs:

- To supervise all accounts and financial matters related to the project
- To prepare and process bills and ensure early payments to the vendors/service providers etc.
- Pre-audit contingent bills
- To maintain record regarding financial expenditures etc.
- Preparation of cost estimates for purchase of equipment/services
- Procurement of goods and services
- Reconciliation with the relevant authorities
- Conducting Internal Audit & physical verification of assets
- Any other assigned task by the Project Director

Qualification Criteria:

- Age: 25-45
- Master's degree in business administration, Finance, Commerce, Economics or other related field disciplines
- Three years relevant experience in financial management

Job Description of Office Assistant

TORs:

- Filing of correspondence and office records
- Compose letters, memos and reports etc.
- Maintaining inventory of assets and stock registers
- Assist the staff of the project in their work
- Responsible for special tasks/assignments given by the high-ups
- Open, sort, distribute, collect and send out mails
- Any other task assigned by the high-ups

Qualification Criteria:

- Age: 20-35
- Second Class Bachelor degree from a recognized University.
- Preference will be given to candidates possessing certificate/ diploma / Degree in computer sciences / Information Technology.

Job Description of Project Associates/Interns

Category of Project Associates/Interns	JDs	
Communication/Social Media Influencers	<ul style="list-style-type: none"> • Timely uploading/projecting/promoting/sharing contents provided by the PD Office/supervisor regarding government's achievements, social education etc through assigned social media accounts and other accounts. • Reporting of negative propaganda, fake news etc. circulating on social media and requisitioning relevant data from the PD/supervisor for counter purposes. • Counter any negative propaganda with factual information subject to the availability of the content from the PD office/supervisor. • Establishment of linkage with key official pages in the district i.e DC, PIOs etc • Meeting monthly targets of outreach of the assigned platforms. • Keeping complete information/data of each activity/projection done in terms of total shares, public reach out i.e. likes/impressions and analysis of being successful or not and timely submission to PD office/supervisor. • Any other task to be assigned by PD/PIU 	
Age Limit		18 – 40 years
Qualification		Intermediate or above from a recognized Board/University or Diploma in Information Technology from a recognized Board
Skill		Minimum 1000 followers on Facebook/Twitter/ Instagram or 1000 subscribers on YouTube Channel. The candidate must be the owner/admin of the social media platform.
Selection Formula	<p>Interview Marks + (Percentage of followers x 60 ÷ 100)</p> <p>Where Percentage of followers = No. of followers ÷ (Arithmetic mean of followers of all candidates on the closing date) x 100</p> <p>Maximum Interview Marks = 40 Weightage given to fans/ followers = 60%</p>	
Supervision	<ul style="list-style-type: none"> • To supervise the activities of communication interns at District Level • To monitor social media campaigns, gauge performance and suggest necessary tweaking to the higher authorities • To maintain facts & figures and metrics-based performance & outreach statistics • To apprise the higher authorities about outreach of the social media campaigns • To prepare reports in respective domain for perusal of the PD office. • Any other task to be assigned by PD/PIU 	
Qualification As per Provincial Internship Policy according to the need of the Department		
Content Development	<ul style="list-style-type: none"> • To develop contents in the form of Graphics, posts, videos etc. for Social/Digital Platforms • To prepare trendy social media posts • To generate new ideas, slogans, hash-tags for creating trends on the reforms initiatives of the provincial government • To keep close liaison with the Project Director and generate timely responses on the tasks assigned. • Any other task to be assigned by PD/PIU. 	
As per Provincial Internship Policy according to the need of the Department		
PIU Support Staff	<ul style="list-style-type: none"> • To support the PIU in all kinds of official work, drafting letters, compilation of data and preparation of reports etc. • To maintain files/archives of official matters and correspondence. • Any other task to be assigned by PD/PIU. 	
As per Provincial Internship Policy according to the need of the Department		

Code of conduct for Project Associates/Interns

For better execution of the project activities, the following code of conduct is mandatory to be adhered to in letter & spirit by the project associates/interns;

- Compliance to instructions of PD/PIU
- Adherence to assigned Job description
- Formal dressing for the project associates/interns is mandatory especially those who are deputed in offices.
- Observing official timing/punctuality
- Behavior with colleagues and seniors
- Confidentiality of the official information
- Entitled to avail 4 casual leaves during a month.
- un-authorized/un-approved sharing of content from the assigned participatory platform shall be avoided

Terms & Conditions

Apart from JDs and Code of conduct, issuance of internship offer letter to the project associate/intern shall be subject to agreeing with the following terms & conditions;

- Internship offer shall not be considered as an offer of appointment to any regular/contract position.
- The project associate/intern will be bound to work on the assigned project's site/location or as required to PIU.
- The project associate/intern shall work as per their assigned JDs or as required to PD/PIU.
- Prior to internship offer, submission of an affidavit to the effect on judicial stamp paper that the JDs, code of conduct and ToRs will be adhered to in letter & spirit.
- At the end of internship period, the project associate/interns are required to submit a report based on experiences/lesson learned/suggestions/proposals for improvement in the system.
- After initial internship offer letter, 3 quarterly renewals will be issued each upon satisfactory performance.
- Termination of the internship from either side will be subject to 15 days prior notice.
- The platform created/to be created for/by the project associates shall be ownership of the PIU and shall be handed over upon termination or successful completion of the internship period.
- Non-adherence of the ToRs and Code of conduct shall make the intern liable for termination of the internship.
- Having knowledge of different Social Media Platforms is mandatory for the project associates
- The project associates will have to use own electronic gadgets i.e. comport/laptop, smart phone etc
- The project associate/intern shall have accounts on prominent social media platforms especially Facebook ID/account with at-least 1000 friends.

Project Associates/Interns Distribution Plan

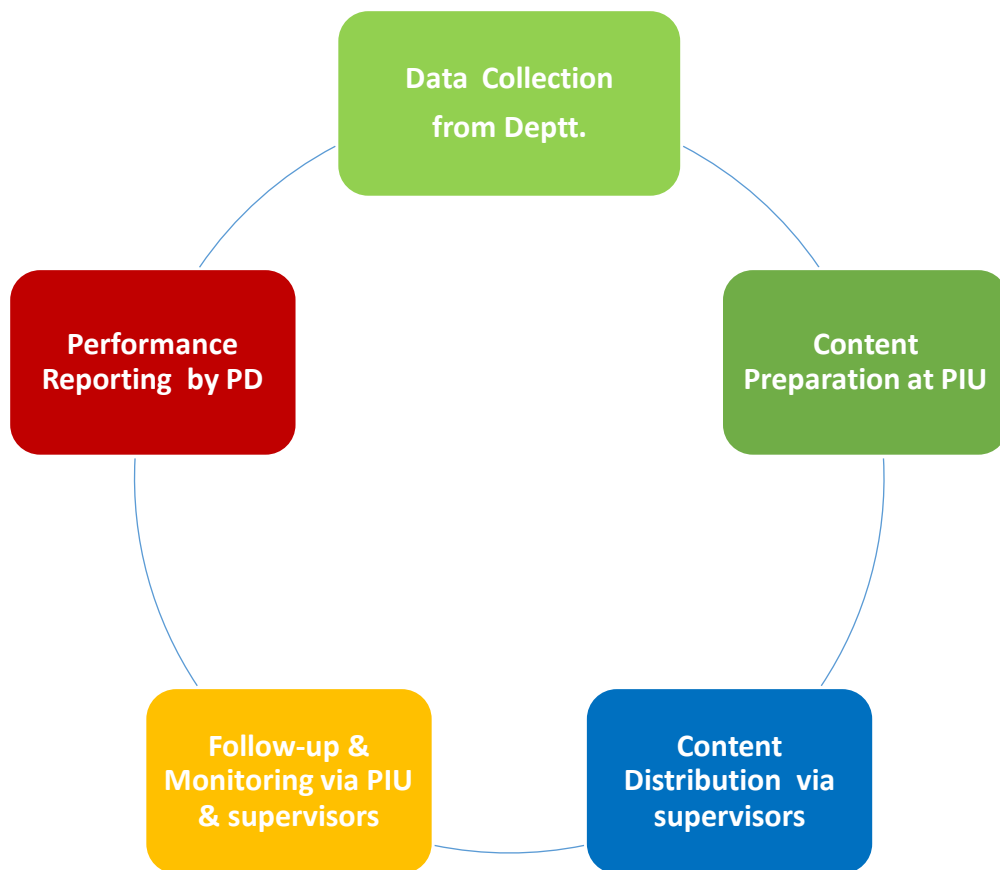
Category of Project Associates/Interns	No. of Internees	Remarks
Project Associates/Interns	1360	Breakup will be worked out according to the need of this Department and according to the internship policy requirements once the project is approved.
Total	1360	-----

Note: No 2nd Person will be hired from same NC/VC.

Responsibility matrix and Implementation modalities

Needful	Responsibility
Stage-I (Appointment of PD, Communication Consultants & Project Accountant)	
Appointment of PD	Secretary Information/ACS through selection Committee
Appointment of communication Consultant	Secretary Information through a selection committee
Appointment of Deputy Director (Admin & Operations), Deputy Director (Accounts & Finance) Assistant Director ICT	Secretary Information through a selection committee
Briefing of PD & Focal Persons of the Departments	Secretary Information & PRs
Stage-II (Establishment of PIU, Hiring of Key Project Associates/Interns)	
Placement of overall advertisement through KP-Internship Portal	PD/PMRU
Hiring of Project Associates/support staff for PIU	PD as per Internship Policy
Hiring of Content Developers	
Hiring of Supervisors	
Training of Project support staff, Content developers and supervisors	-----
Stage-III (Hiring of Project Associates for Communication & Execution of Project)	
Hiring of Project associates for communication	PD as per Internship Policy
Trainings	-----

Cycle of Project Activities



ORGANOGRAM

