**GOVERNMENT OF KHYBER PAKHTUNKHWA**

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**INFORMATION & PUBLIC RELATIONS**

**DEPARTMENT**

**PC-I OF**

**ADP 2019-20 SCHEME NO. 560 /180178**

**NAME OF SCHEME: - Capacity Building of Directorate of Information and Establishment of Social Media Cell for Chief Minster, Khyber Pakhtunkhwa**

**Cost: Rs. 98.9674 Million**

**Period up to: Up to 30th June 2021**

**GOVERNMENT OF PAKISTAN**

**PLANNING COMMISSION**

**PC-1 FORM**

**(SOCIAL SECTORS)**

**(MASS MEDIA)**

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| **1. Name of Project** | **Capacity Building of Directorate of Information and Establishment of Social Media Cell for Chief Minster, Khyber Pakhtunkhwa**  |
| **2.Location** * Provide name of district and Province.
* Attach map of area clearly indicating the project location**.**
 | Peshawar / Khyber PakhtunkhwaThe Project will be implemented by the Directorate General Information & PRs Khyber Pakhtunkhwa Peshawar. |
| **3. Authorities responsible for:**i) Sponsoring :ii) Execution:iii) Operation and Maintenance:iv). Time required for completion of project  | 1. Information & PRs DepartmentGovernment of Khyber Pakhtunkhwa 2. Directorate General Information & PRs, Khyber Pakhtunkhwa3. Directorate General Information & PRs, Khyber Pakhtunkhwa & CM Secretariat Peshawar**Till 30th June, 2021** |
| **4. Plan provision:**- If the project is included in the medium term /five year plan, specify actual allocation.- If not included in the current plan, what warrants its inclusion and how is it now proposed to be accommodated.- If the project is proposed to be financed out of block provision, indicate: | The project is included in the provincial ADP 2019-20 at a cost of Rs. 100.00million and CFY allocation of Rs. 74.00 million.Not Applicable. Not Applicable. |
| (b) Provision in the financial year `2019-20 (ADP): | Rs. 74.00 million. |

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| **5. The objectives of the sector / sub sector as indicated in the medium term / five Year plan be reproduced.** | To strengthen ‘State-Citizen’ relationship and promote Khyber Pakhtunkhwa as a brand across the globe through factual and broad-based projections of socio-economic, political and religious affairs of the province to the general masses in the print, electronic and social/digital media. Information & Public Relation Department has a vital role to perform when it comes to attainment of a secure, just and prosperous society. In information domain it aims to bridge the gap between the government and the public. Information & Public Relation Department strives towards expeditious service delivery and emphasizes to expand the service delivery horizon across the Khyber Pakhtunkhwa to reach out the targeted audience; covering civil society, urban and rural elites, middle & working class of the Province. |
| **6. Indicate objectives of the project** | The project will greatly help the provincial government in strengthening the ‘state-citizen’ relationship through in-house development of creative contents wrapped around various communication products according to the needs of the target audience. Creative contents for various communication mediums including Print, Electronic, Social and Digital Media will significantly boost publicity of the provincial government. Print Advertisements, Infographics, TVCs, documentaries, video packages etc. can be produced without acquiring services of Advertising Agencies or Production houses. Historically the main role of Information & PR department has been the dissemination of data from the government to the public via media. It is also the government’s outlet that caters to the needs of the journalist community. After the digital revolution, the core target audience of the government i.e., the public has a plethora of avenues to information and hence having their perceptions shaped. It is now inevitable for Information Department to evolve, establish and strengthen an emotional connect with the public like corporate brands do. All communication products will address three things (i) Understanding the public (ii) bonding with the public (iii) winning the consumer through development of curative contents. The creative wing shall deliberate upon evolving slogans/narratives for the Government of Khyber Pakhtunkhwa that achieves the objective of the core insight. The project will serve as a handy tool of data analytics, cubes and data marts extracted from research in various sectors of the provincial government besides facts & figures drawn from Media reports being shared from various media outlets. The statistical data with value add-ons of Business-Intelligence features of all instances of pro/anti-government news will also reveal meaningful insights for decision making of the provincial government. The project will also help improve the service delivery of various sectors of the provincial government and pave the way for good governance. Public grievances and aspirations can also be gauged. The project will also maintain repository of news instances tagged with relevant taxonomies for ease of access to the data for reusability and reference.Beside above, the following objectives will also be achieved by executing the project:* To carry out effective publicity of the Provincial Government in a professional manner, using all the available communication means like media (both Print & Electronic) and social network.
* To project the reforms agenda and reforms initiatives of the Provincial Government, round the clock.
* To persistently project the progress made by the government in different sectors/areas in a planned manner.
* To assist the Information Department in formulating and implementing a vibrant media policy.
* To receive feedback from the general public and keep the government abreast with their genuine needs and aspirations.
* To act as a bridge between the Government and the Public. To inform the policy makers about the public pulse.
* To constantly liaise with the Regional Information Office Islamabad for publicity of the provincial government in the Federal Capital and other provinces.
* To project the activities of the Investment Promotion Cell setup in the Chief Minister’s Secretariat for attracting investors/investment in the province.
* To project special initiatives of the Government through social media especially YouTube which in turn will generate revenue through viewership
* To instantly project the plans, arrangements, activities and achievements of Provincial Government and provide the Public an opportunity to communicate/ interact with Chief Minister’s Secretariat and know the factual position of Government on various issues.
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| **Any linkage between proposed project and the sectorial objectives.** | The project is in line with the sectorial 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 Chief Minister Secretariat and the general public in an economical way will be ensured.  |
| **6. Description and Justification of the project:** | To strengthen ‘State-Citizen’ relationship and promote Khyber Pakhtunkhwa as a brand across the globe through factual and broad-based projections of socio-economic, political and religious affairs of the province to the general masses in the print, electronic and social/digital media. The project will contribute towards core objective of attainment of a secure, just and prosperous society. It will help bridge the gap between the government and the public. It will also provide research-based meaning insights and metrics related to various sectors that will eventually help towards expeditious service delivery and emphasizing and expanding the service delivery horizon across the Khyber Pakhtunkhwa to reach out the targeted audience; covering civil society, urban and rural elites, middle & working class with special focus on people living in the tribal belt.The new developments in the field of media today has transformed the whole world into a cohesive village but the Directorate of Information with the existing staff and facilities is unable to cope with the challenges of the present era and thus there is a need for a Media Cell for covering the official and developmental activities of HCM and his Secretariat. To win the hearts and minds of the people, the Government needs to interact with the masses and there is no better instrument than media for this purpose. The establishment of Media Cell for the Chief Minister’s Secretariat will serve the purpose very effectively. Besides boosting the publicity of the provincial government across the country and abroad, the project will also contribute towards curtailing the ever-growing problem of unemployment in the province. Furthermore, the project will receive feedback from the general public and keep the government abreast of their genuine needs and demands. It will also serve as a bridge between the government and the public thereby informing the policy makers about the public pulse. The project/cell by effectively utilizing the mass media will contribute towards promoting peace and curbing militancy in the society as the scourge of extremism has paralyzed daily life in the Khyber Pakhtunkhwa province. The project/cell will engage professional media people to effectively portray the government image through known mass communication tools. The project will professionally articulate information to commensurate the actions in words of the provincial government figures and public sector institutions.In addition, a direct liaison of the Chief Minster’s Secretariat with general public and District Administration will be established and real time communication model between the government and the public will be established.  |
| **Technical parameters i.e. input and output of the project in Quantitative terms.** **Also discuss the Technology aspect of the project.** | The total cost of the scheme is Rs. **98.9674 million** which is the financial input of this project. **Outputs of the scheme are:**1. An independent round the clock functional media cell with special emphasis on the activities of Chief Minister and his Secretariat.
2. Capacity enhancement of the staff of the department in terms of information processing and reporting as well as project conception and project management.
3. Improved working conditions for the Staff of the Department.
4. Communication products in the form of posts, infographics, pictures, short videos, promos, documentaries, jingles, public service announcements, TVCs, Print Ads, Leaderboards of various sizes for Social/Digital Media
5. Media campaigns on reforms initiatives and public awareness will be launched through print, electronic social and digital media.
6. Data analytics, data marts, cubes, performance metrics, Surveys, polls, multi-dimensional views of media reports, trend analysis, events analysis etc.
7. Establishment of Web-based TV and a YouTube Channel.

Component-wise Details of Existing Arrangements, Proposed Functions and Expected Outputs are given at **Annex-I (a)** and Rationale of the Scheme with Component wise budgetary allocation is given at **Annex-I (b).** |
| **Project Requirements*** Civil Work
 | There is no civil work involved in the project.  |
| * Transport
 | 01 no. of 4x4 Vehicle and 01 no. of 1000 CC Car.  |
|  | **Summary of Cost (Rs. in million)**1. **Component-wise Cost**

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| --- | --- | --- |
| **SR.NO.** | **COMPONENT** |  **TOTAL COST (Rs. in Million)** |
| 1. | Creative Wing (**Annex-VII) (a)** | **49.422** |
| 2. | Research Wing (**Annex-VII) (b)** | **9.4664** |
| 3. | Chief Minister Media Cell (CMMC) (**Annex-VIII**) | **40.079** |
| **Total Cost**  | **98.9674** |

1. **Head-wise annual cost**

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| --- | --- | --- | --- | --- |
| **SR. NO.** | **HEAD OF EXPENDITURE** | **2019-20** | **2020-21** | **TOTAL**  |
| 1. | Human Resource **(Annex-II)** | **7.228** | **22.0454** | **29.2734** |
| 2. | Furniture & Fixture **(ANNEX-III)** | **0.645** | **0** | **0.645** |
| 3. | Operating Expenses **(ANNEX-IV)** | **2.97** | **6.51** | **9.48** |
| 4. | IT Equipment **(ANNEX-V)** | **50.269** | **0** | **50.269** |
| 5. |  Vehicles (**ANNEX-VI)** | **9.3** | **0** | **9.3** |
| **TOTAL (Rs. In millions)** | **70.412** | **28.5554** | **98.9674** |
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|  8. Annual operating and maintenance /recurring expenditure after completion of the project. | After successful completion of the project, the O&M cost will be assessed and will be borne by the Chief Minster’s Secretariat / Information Department from current side budget.  |
|  9.Demand and supply analysis | 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 for CM to ensure real time direct liaison of Chief Minister and Ministers with District Administration/ General Public and the establishment of Media Cell for CM for the said purpose will be first ever initiative of its nature.Key achievements made by the Information and Public Relations Department through execution of ADP schemes titled “Strengthening of Information Department”, “Establishment of Media Cell in the Directorate of Information & Public Relations” and “Establishment of Three FM Radio at Swat, Kohat & Abbottabad”are at **Annex-XI.**  |
|  10.Financial plan and mode of financing sources of financing | The entire cost is in rupee component and is proposed to be provided by the provincial government under annual developmental budget |
| 1. Grants along with source
 | ADP/ Provincial Funds |
| 11.Benefits of the project and analysis | As indicated in para 5 & 6 |
| i) Financial  | As mentioned in para-8 |
| ii). Economic benefits to the economy along with assumptions. | The project will have indirect positive economic impacts. The existence of a dedicated Media Cell for the Chief Minister will greatly reduce the cost of production of curative and engaging contents. The initiative will provide a platform to the Authorities to establish real time economical contact with the public in any part of the province and will result in saving of tax payer’s money.  |
| iii). Social benefits  |  It will help to combat social problems like illiteracy, unemployment, crime, insecurity, human rights abuse, excesses against various segments of the society and especially for women and children. It will certainly help to create an environment where each other’s rights are respected, social evils are uprooted and people will be encouraged to work for peace, harmony, economic and social development. |
| iv) Environment impact assessment negative/ positive. | The Project will have no negative impact on environment  |
| 12. Financial /Economic Analysis  | As mentioned in the para-11 |
| 13. Implementation schedule: | From the date of issuance of A.A till30-06-2021. Brief Work Plan is at **Annex-X.** |
| 14. Management structure and manpower requirements including specialized skills during construction  | As contained in **Annexures-II&IX.** |
| **15. Implementation Methodology:** | * Staff adept in Information & Communication Technology will be hired as per project policy.
* Procurement will be made through open competition
* The information communication infrastructure and real-time information sharing mechanism will be evolved.
* KPIs will be devised for performance tracking and effective implementation of the project once the project is approved.
* Linkages will be established with the ITLA’A Cell of the Directorate General Information & PRs, Khyber Pakhtunkhwa for unified and consistent narrative building and counter-propaganda effectively.
* A Project Steering Committee comprising of stakeholders will be notified for monitoring of the project activities and ensuring smooth execution of the project.
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| Prepared by: | **DIRECTOR GENERAL**DIRECTORATE GENERAL INFORMATION & PRS KHYBER PAKHTUNKHWA |  |
| Checked by: | **DEPUTY DIRECTOR (PROJECTS /EM)**DIRECTORATE GENERAL INFORMATION & PRS KHYBER PAKHTUNKHWA |  |
| Recommended by:  | **SECRETARY**INFORMATION & PRs DEPARTMENT, GOVT. OF KHYBER PAKHTUNKHWA |  |
| Approved by: | **DDWP** |  |