DATAFEST 2024
A Brief Report from an Idea to Execution

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DATAFEST 2024

21 October, 2024 | **22 October, 2024**

PBS Datafest

اعداد کی زبان - ترقی کا نشان

A pioneering Event

Unleashing the Power of Data for Development

Government of Pakistan
Pakistan Bureau Of Statistics
Mauve Area, G-9/1, Islamabad, Pakistan
Ministry of Planning Development and Special Initiatives

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Special Message by Prof. Ahsan Iqbal
Federal Minister, Ministry of Planning Development & Special Initiatives

It gives me immense pleasure to extend my heartfelt appreciation to the organizers and management team of Data Fest 2024 for their exceptional efforts in successfully bringing this groundbreaking event to fruition. For the first time in the history of the Pakistan Bureau of Statistics (PBS), such a remarkable initiative was witnessed, underscoring the transformative power of data in shaping the future of our nation and truly embodying the theme *"Unleashing the Power of Data for Development."*

Data Fest 2024 stood as a testament to PBS's commitment and vision in fostering a data-driven culture across all sectors of society. By bringing together experts from the government, private sector, academia, and the international community, the event created a dynamic platform for knowledge-sharing, collaboration, and innovation. The insightful sessions, engaging discussions, and vibrant cultural activities showcased the depth of talent and creativity within our country.

The event also highlighted the importance of embracing modern data analytics and digital tools to address national challenges and drive meaningful change. It served as a wake-up call for policymakers, researchers, and practitioners to prioritize evidence-based decision-making and invest in strengthening the country's data infrastructure. By doing so, the full potential of data to address pressing issues such as poverty alleviation, climate resilience, healthcare, and education could be unlocked.

I commend the entire PBS team and event organizers for their meticulous planning and flawless execution, which ensured the success of this historic event. Their dedication and hard work set a new benchmark for excellence, proving Pakistan's capability to host events of international standards.

As we move forward, I urge all stakeholders to carry forward the momentum created by Data Fest 2024. Let us continue to collectively harness the potential of data for informed policymaking, sustainable development, and the progress of our nation. Once again, my heartfelt congratulations to everyone involved for their outstanding contributions to this landmark achievement.

Prof. Ahsan Iqbal
Federal Minister
Ministry of Planning Development & Special Initiatives,
Islamabad

Preface

Data Fest 2024, held on **October 21st & 22nd** at the **Pak-China Centre**, marked a significant milestone in the **Pakistan Bureau of Statistics' (PBS)** mission to enhance data utilization for informed decision-making. Spearheaded under the guidance of **Prof. Ahsan Iqbal** (Minister of Planning, Development & Special Initiatives), the event exemplified the Bureau's dedication to leveraging data as a catalyst for Pakistan's progress.

The festival brought together a diverse range of participants, including representatives from International organizations, Government and Semi-government sectors, Private sectors, Academia and research institutions, NGOs & civil societies, and Information Technology and Telecommunications sectors. **Data Fest 2024** served as a dynamic platform for data scientists, statisticians, policymakers, and development experts to discuss and explore how data-driven solutions can improve social and economic planning across Pakistan.

The event underscored the importance of a robust and reliable data system to guide evidence-based policymaking. Panel discussions emphasized innovative approaches to utilizing data for solving real-world challenges and promoting sustainable development.

This event reinforced PBS's commitment to fostering a culture of data-driven decision-making. **Data Fest 2024** not only showcased PBS's efforts in advancing data systems but also inspired collaboration across sectors, reaffirming the role of data as a cornerstone for a brighter and more sustainable future for Pakistan.

I extend my heartfelt gratitude to our valued partners and sponsors **UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO** whose steadfast support has been pivotal in turning this vision into reality. Their dedication highlights a collective commitment to utilizing data for advancing sustainable development in Pakistan.

In the end, I extend my gratitude to **Mr. Muhammad Sarwar Gondal (SI)** (Member, Support Services and Resource Management) for his exemplary leadership and guidance in making this event a success. I also wish to extend my sincere appreciation to the **Data Fest Secretariat**, under the supervision of **Ms. Rabia Awan** DDG (Data Fest/CPMU/PSLM), which played a pivotal role in the seamless execution of the event.

I hope together we will able to achieve more and make Data fest a regualr future event for "**Unleashing the Power of Data for Development**".

Dr. Naeem-uz-Zafar (ستاره امتیاز)
Chief Statistician
Pakistan Bureau of Statistics
Islamabad

Acknowledgement

On behalf of the **Pakistan Bureau of Statistics (PBS)**, I would like to express my profound gratitude to everyone who contributed to the success of **Data Fest 2024**, held on **October 21st & 22nd** at the **Pak-China Centre**. This landmark event was made possible through the collective efforts of a dedicated team, supportive partners, and enthusiastic participants.

First and foremost, I extend my heartfelt thanks to **Dr. Naeem-uz-Zafar (SI)**, (**Chief Statistician**), for his visionary guidance and unwavering support, which inspired us to deliver an impactful and meaningful festival. His emphasis on fostering a culture of evidence-based decision-making was the driving force behind this initiative. Under his leadership, the event showcased creative applications of data in addressing national challenges while aligning with global development objectives.

I am deeply appreciative of the invaluable contributions from our organizing teams, whose tireless efforts ensured the seamless execution of this event. A special acknowledgment goes to **Ms. Rabia Awan**, **DDG (Data Fest/CP&C/PSLM)**, for her exceptional coordination, creativity, and dedication throughout the planning and execution process. My special gratitude for the **Data Fest Secretariat Team**; which worked tirelessly for making this event a success.

I am thankful to all Government representatives, International organizations, Private sectors, Academia & Researchers, and IT and Telecommunications professionals for their expertise, active participation, and insightful discussions. Their contributions turned Data Fest 2024 into a dynamic center of collaboration and innovation.

Finally, I am deeply grateful to our esteemed partners and sponsors **UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO** whose unwavering support was instrumental in bringing this vision to life. Their contributions underscore a shared commitment to leveraging data for Pakistan's sustainable development.

As we reflect on the success of **Data Fest 2024**, let us carry forward the momentum and continue exploring innovative ways to "**Harness the Power of Data**" for a brighter, more inclusive future.

Muhammad Sarwar Gondal (ستارہ امتیاز)
Member (SS/RM)
Pakistan Bureau of Statistic
Islamabad

Foreword

I am presenting this comprehensive report on Data Fest with immense pride and great pleasure as a remarkable event that stood as a significant milestone for all those involved. The event not only reflected our collective efforts but also symbolized the spirit of innovation, collaboration, and growth within our community. Data Fest would not have been the resounding success without the tireless dedication, unwavering commitment, and passion of the entire team. I am deeply grateful to each individual who contributed in making Data Fest a memorable and impactful experience.

From the very early stages of conceptualizing the event to its flawless execution, the creativity, collaboration, and attention to detail demonstrated by our team was exceptional. Every phase of this project met with enthusiasm and a strong sense of purpose. The consistent efforts of the team to organize high-quality workshops, manage a variety of informative and engaging stalls, and facilitate enriching panel discussions was critical in delivering the event's goals. These elements combined to create a dynamic and engaging platform for knowledge exchange, technological innovation and cross-disciplinary collaboration. The seamless coordination among all departments ensured that Data Fest was not only successful but also an event that inspired new ideas, discussions and partnerships.

I extend my sincere gratitude to the esteemed Chief Statistician, **Dr. Naeem uz Zafar,** for his visionary leadership, and to **Mr. Muhammad Sarwar Gondal**, (Member SS/RM) for his invaluable supervision and guidance throughout this journey. I also express my heartfelt thanks to the "**Data Fest Secretariat**", whose dedication and tireless efforts was instrumental in ensuring the event's success as well as to all our seniors and the management team for their unwavering support and encouragement. Furthermore, I would like to acknowledge and thank our esteemed partners and sponsors **UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB,** and **ILO**. Their contributions were pivotal in creating a platform that truly embodied collaboration and progress.

This report serves as a testament to the hard work and dedication of all those who were part of Data Fest. It reflects not only the success of the event but also the immense potential for continued growth and excellence. I am proud to share this with you and look forward to our continued success in future endeavors.

Ms. Rabia Awan
DDG(Data Fest/CPMU/PSLM)
Pakistan Bureau of Statistics
Islamabad

Data Fest Core Team

S.No	Name	Designation
1	Dr. Naeem-uz-Zafar (ستارہ امتیاز)	Chief Statistician
2	Mr. Muhammad Sarwar Gondal (ستارہ امتیاز)	Member (SS/RM)
3	Ms. Rabia Awan	DDG(Data Fest/ PSLM)
4	Syed Hassan Raza	Chief Statistical Officer (CSO)
5	Mr. Sabahat Nadeem	Data Processing Officer(DPO)

Management Committee

S.No	Name	Status
1	Mr. Muhammad Sarwar Gondal (ستارہ امتیاز) Member (SS/RM), PBS Islamabad	Chair Person
2	Dr. Amjad Javaid Sandhu, Director General (Admn), PBS Islamabad	Member
3	Ms. Rabia Awan, Deputy Director General, (Data Fest/PSLM), PBS Islamabad	Member
4	Mr. Attiq-ur-Rehman, Deputy Director General, (NA), PBS Islamabad	Member
5	Mr. Shaukat Ali Khan, Deputy Director General, PBS Islamabad	Member
6	Mr. Imran Saleem, Director (CP&L), PBS Islamabad	Member/Secretary
7	Ms. Sobia Munawar, Director (DP), PBS Islamabad	Member
8	Qazi Saeed-ul-Hassan, Deputy Director (Admn), PBS Islamabad	Member

Administration Section Core team

S.No	Name	Designation
1	Dr. Amjad Javaid Sandhu	DG Admn
2	Qazi Saeed-ul-Hassan	Deputy Director (Admn)
3	Mr. Dildar Hussain	DCC

International Organizations Data Fest Core Team

S.No	Name	Designation
1	Ms. Rabia Awan	DDG (CP&C/PSLM)
2	Ms. Uswa Batool	Statistical Officer (SO)
3	Ms. Safia Akram	Statistical Officer (SO)
4	Ms. Hina Javed	Statistical Assistant (SA)

Government/ Semi Government Data Fest Core Team

S.No	Name	Designation
1	Mr. Imran Saleem	Director (CP&L)
2	Ms. Neelum Younis	Statistical Officer (SO)
3	Mr. M. Shafiq-ur-Rehman	Statistical Officer (SO)
4	Mr. Irfan Raza	Statistical Officer (SO)
5	Mr. Haseen Shah	Statistical Officer (SO)
6	Ms. Rabia Gillani	Statistical Assistant (SA)
7	Ms. Hina Zafar	Statistical Assistant (SA)

IT & Telco's Data Fest Core Team

S.No	Name	Designation
1	Mr. Muhammad Ehtesham	Director (DP)
2	Ms. Sunila Sadat	Statistical Officer (SO)
3	Mr. Dawood Shah	Statistical Officer (SO)
4	Mr. M. Asim	Statistical Officer (SO)
5	Ms. Faiza Shahid	Statistical Officer (SO)

Private Sector Data Fest Core Team

S.No	Name	Designation
1	Mr. Muhammad Sarfraz	Chief Statistical Officer (CSO) DD&SS
2	Ms. Asia Bibi, (SO)	Statistical Officer (SO)
3	Ms. Neelum Bibi, (SO)	Statistical Officer (SO)
4	Mr. M. Hanan, (SA)	Statistical Assistant (SA)

NGOs & Civil Societies Data Fest Core Team

S.No	Name	Designation
1	Dr. Arshad Mehmood	Chief Statistical Officer (CSO), CP&C
2	Ms. Nasreen Bibi	Statistical Officer (SO)
3	Ms. Kulsoom Begum	Statistical Officer (SO)
4	Ms. Naila Altaf	Statistical Officer (SO)
5	Ms. Rabail Azeem	Statistical Assistant (SA)

Research & Academia Data Fest Core Team

S.No	Name	Designation
1	Ms. Ayesha Sajid	Instructor, Training Wing
2	Mr. Ameer Khan	Statistical Officer (SO)
3	Ms. Aqsa Shaukat	Statistical Officer (SO)
4	Mr. Tauseef Younas	Statistical Officer (SO)
5	Ms. Noor Jahan	Statistical Officer (SO)
6	Ms. Hafsa Batool	Statistical Assistant (SA)

Budget Preparation Team

S.No	Name of Focal Person	Designation
1	Ms. Rabia Awan	DDG(Data Fest/CPMU/PSLM)
2	Mr. Zubair Ahmed	Assistant Director (GS)
3	Mr. Sabahat Nadeem	Data Processing Officer(DPO)

Coordination Team

S.No	Name	Designation
1	Syed Hassan Raza	Chief Statistical Officer (CSO)
2	Mr. Bilal Ahmed	Statistical Officer (SO)
3	Mr. Abdul Qadir	Statistical Officer (SO)
4	Hafiz Muhammad Zahid	Statistical Officer (SO)

Media Data Fest Core Team

S.No	Name	Designation
1	Ms. Sana Habib	Statistical Officer (SO)
2	Ms. Hina Bashrat	Statistical Officer (SO)
3	Ms. Sadia Iqbal	Statistical Officer (SO)
4	Ms. Khadija Arshad	Statistical Officer (SO)
5	Ms. Raheela Sharif	Statistical Assistant (SA)
6	Ms. Bushra Warsi	Statistical Assistant (SA)
7	Ms. Bilqees Nazir	Statistical Assistant (SA)
8	Ms. Sadia Maryum	Statistical Assistant (SA)
9	Ms. Sana Naz	Statistical Assistant (SA)

CP&C Section

S.No	Name of Focal Person	Designation
1	Mr. Muhammad Awais	Statistical Assistant
2	Mr. Arslan Anwar bajwa	Statistical Assistant
3	Mr. Babar Usman	Statistical Assistant

PSLM Section

S.No	Name of Focal Person	Designation
1	Mr. Khalid Rafique	Statistical Assistant
2	Ms. Kulsoom Fatima	Statistical Assistant
3	Mr. Nazir Afzal	Statistical Assistant

Activity Wise- Focal Persons

S. No	DATA FESTIVAL MAIN ACTIVITIES	FOCAL PERSON
1	Planning /Concept Development/Higher Level Monitoring	Data Fest, Event Management Committee
2	Budget & Event Related Matters	Data Fest, Event Management Committee
3	Stakeholders Engagement	Relevant Focal Person
4	IT Tools Development / Dashboard	Mr. Yasir Ishfaq, Director, DP Ms. Sobia Munawar, Director DP
5	Web Domain Procurement / Data Fest Portal Development	Mr. Ehtesham, Director DP Ms. Sobia Munawar, Director DP
6	IT Support on Event Day	Mr. Ehtesham, Director, DP
7	Coordination with International NSOs	Ms. Rabia Awan, DDG Mr. Imran Saleem, Director
8	Registration Management (IT Person)	Mr. Ehtesham, Director DP Ms. Rizwana Siddique, Director
9	Guest of Honors Management	Dr. Amjad Javaid, DG Admin Mr. Sarfraz Ahmed, CSO
10	Assurance of Duties for Event Days (Ushers)	Mr. Sarfraz, CSO Dr. Arshad, CSO Syed Hassan Raza, CSO
Panel Discussions & Keynote Presentations Management		
11	Harnessing Demographic Data for Policy and Legislation to addressing Pakistan's high population Growth rate	Dr. Amjad Javaid, DG Admin
12	Education: Quality & Access	Mr. Shaukat Ali Khan, DDG Ms. Hina Kanwal, SO PSLM
13	Welfare Monitoring for Better Policy Making Decisions	Ms. Rabia Awan, DDG (Data Fest) Dr. Arshad CSO
14	Inclusive Data Systems for Effective Policy Making - Bridging Data Gaps	Ms. Sobia Munawar, Director DP Mr. Arslan Bashir, DPO
15	Data Integration for Growth & Development	Syed Abdul Qadir Shah, DG (Economic Statistics)
16	Climate Change, and Disaster Risk Management: Data gaps and issues	Mr. Attiq-ur-Rehman, DDG Dr. Adil, CSO (NA)

S. No	DATA FESTIVAL MAIN ACTIVITIES	FOCAL PERSON
17	Workshops Management	Dr. Bahrawar Jan, DDG Mr. Rizwan Bashir, Director Ms. Kanwal Murtaza, CSO
18	Volunteers Management	Ms. Ayesha Sajid, Instructor Ms. Hina Kanwal, SO
19	Venue Management (Securing, Layout, Floor Plan etc.)	Ms. Rabia Awan, DDG (Data Fest) Qazi Saeed ul Hassan, DD, Mr. Sabahat, DPO
20	Marketing & Publicity Campaign / Media Management	Ms. Ayesha Sajid, Instructor Ms. Sana Habib Chaudhry, SO Mr. Muhammad Atif Nawaz, SA
21	Stalls Management	Ms. Shazia Begum, Director Ms. Sadia Chaudhary, DD Mr. Zubair Ahmed, AD
22	Participant Contact/ Engagement (SMS Services)	Mr. Ehtesham, Director, DP Mr. Ali Raza, System Analyst
23	Fun Activity Management (Cultural Event, Amusement Activity)	Mr. Rafique Hussain Talpur, Director Mr. Sayyad Anwar, CSO
24	Refreshment, Meals & Food Stall Management	Mr. Suhaib, Director Ms. Rumana Sadaf, CSO
25	Transport Management(both students & guests from other cities)	Mr. Bahadur Khan, Director Mr. Dildar Hussain, DACC
26	Feedback Management	Dr. Syed Wasim Abbass Mr. Imran Saleem, Director
27	Accommodation Management	Syed Hassan Raza, CSO Qazi Saeed ul Hassan, DD
28	Orientation and training of ushers &volunteers	Dr. Amjad Javaid Sandhu, DG Ms. Rabia Awan DDG

Focal Person for Panel Discussion

S.No	Name of Focal Person	Theme
1	Dr. Amjad Javaid, (DG) Admin	Data for Life & Equity **(Panel Discussion 1)**
2	Ms. Rabia Awan (DDG) (Data Fest) Dr.Arshad Mehmood, (CSO)	Data for Life & Equity **(Panel Discussion 2)**
3	Mr. Attiq-ur-Rehman, DDG Dr. Adil, CSO	Climate Change, Adaptation and Disaster Risk Management **(Panel Discussion 3)**
4	Ms. Sobia Munawar, Director DP Mr. Arslan Bashir, DPO	Data Integration and Visualization for Development **(Panel Discussion 4)**
5	Syed Abdul Qadir Shah, DG	Data for Life & Equity **(Panel Discussion 5)**

Coordination Team for Panel Discussion

S.No	Name of Focal Person	Designation
1	Ms. Hina Kanwal	Statistical Officer(SO)
2	Ms. Safia Akram	Statistical Officer (SO)
3	Ms. Naila Altaf	Statistical Officer (SO)
4	Ms. Kulsoom Fatima	Statistical Assistant (SA)
5	Mr. Khalid Rafique	Statistical Assistant (SA)
6	Mr. Muhammad Awais	Statistical Assistant

Stall Management Committee: -

S.No	Name	Designation
1	Ms. Rabia Awan	DDG (CP&C/PSLM)
2	Ms. Shazia Begum	Director
3	Ms. Sadia Chaudhary	Deputy Director
4	Mr. Zubair Ahmed	Assistant Director (GS)

Focal Persons for Stall Management: -

S.No	Name of Focal Person	Name of Organization
1	Ms. Rabia Awan, DDG	1. NADRA 2. PBS 3. UNFPA 4. UNICEF 5. World Bank 6. FAO
2	Ms. Faiza Shahid, (SO)	1. AJ&K IT Board 2. KP IT Board 3. Pace Technologies (AI, Block chain)
3	Ms. Sunila Saadat (SO)	1. Punjab IT Board 2. Finance Division
4	Mr. Muhammad Asim (SO)	1. Pakistan Software Export Board (PSEB) 2. Directorate General Science Technology 3. Extra Large Binary Technologies 4. Securopak OY Finlad
5	Syed Dawood Shah (SO)	1. C-digital 2. Land Management Information System 3. Inbox (Sales Force)
6	Mr. Haseen Shah (SO)	1. Ministry of Planning Development & Special Initiatives (PD&SI) 2. National Disaster Management Authority (NDMA)

S.No	Name of Focal Person	Name of Organization
		3. Bureau of Statistics P&D AJK
7	Mr. Irfan Raza (SO)	1. KP Bureau of Statistics 2. SMEDA
8	Mr. Shafeeq (SO)	1. Bureau of Statistics, P&D Balochistan 2. Pakistan Meteorology Department 3. Punjab Bureau of Statistics
9	Ms. Neelum Younis (SO)	1. National Energy Efficiency and Conservation Authority(NEECA) 2. Pakistan Agriculture Research Council 3. Tourism Department, AJK
10	Ms. Hina Zafar (SA)	1. National Radio & Telecommunication Corporation (NRTC) 2. Education Management Information System (EMIS) / PIE 3. State Bank of Pakistan
11	Ms. Rabia Gilani (SA)	1. SUPARCO 2. Bureau of Statistics, Sindh
12	Ms. Nasreen (SO)	1. Justice Project Pakistan (JPP) 2. Save The Children
13	Ms. Naila (SO)	1. Pakistan Center for Philanthropy (PCP) 2. Research And Development Solutions
14	Ms. Rabail Azeem (SA)	1. Aga Khan Foundation Pakistan 2. Idara-E-Taleem-o-Aagahi (ITA)
15	Mr. Muhammad Hanan (SA)	1. Karandaaz Pakistan 2. Tourism Department, Gilgit Baltistan
16	Ms. Ayesha Sajid (Instructor)	1. National University Of Sciences And Technology
17	Ms. Noor Jahan (SO)	1. Air University Islamabad
18	Ms. Hafsa Batool (SA)	1. LUMS
19	Ms. Raheela Sharif (SA)	1. Radio

Workshop Management Team

S.No	Name of Focal Person	Designation
1	Dr. Bahrawar Jan	Deputy Director General
2	Mr. Rizwan Bashir	Director
3	Ms. Kanwal Murtaza	Chief Statistical Officer
4	Ms. Kulsoom Begum	Statistical Officer
5	Ms. Aqsa Shaukat	Statistical Officer

Transport Management Team

S.No	Name of Focal Person	Designation
1	Mr. Dildar Hussain	Deputy Agriculture Census Commissioner
2	Mr. Roofi Khurshid	Ministerial Assistant
3	Mr. Nasir Riaz	Statistical Assistant

Report Writing Team

S.No	Name of Focal Person	Designation
1	Ms. Rabia Awan	DDG(Data Fest/CPMU/PSLM)
2	Mr. Sabahat Nadeem	Data Processing Officer(DPO)
3	Ms. Rabail Azeem	Statistical Assistant
4	Mr. Muhammad Hanan	Statistical Assistant

Executive Summary

Data Fest 2024, organized by the Pakistan Bureau of Statistics (PBS), successfully brought together key stakeholders from various sectors, including government, academia, international organizations, and the private sector. Held on October 21st and 22nd at the Pak-China Centre, the event served as a vibrant platform for promoting data-driven decision-making, fostering collaboration, and enhancing data literacy. It underscored the critical role of data in shaping future policies and driving socio-economic development in Pakistan.

The event featured a diverse array of activities, including keynote speeches, panel discussions, workshops, technical sessions, and stall exhibitions. Over 5,000 attendees participated in the two-day event, with more than 2,000 visitors exploring 48 exhibition stalls showcasing innovative data tools and solutions. These stalls not only displayed advancements in technology but also highlighted collaborative efforts across sectors to address pressing challenges. The workshops, attended by over 500 participants, provided hands-on training in areas such as data literacy, data science tools, machine learning, and policy analysis. Moreover, six keynote speeches and multiple panel discussions addressed critical topics such as data governance, artificial intelligence, sustainable development, and their intersection with Pakistan's socio-economic priorities.

The closing ceremony served as a moment of reflection and celebration, acknowledging the outstanding contributions of exhibitors, academic institutions, and partners who demonstrated a strong commitment to advancing data-driven solutions. Special awards and certificates were distributed to recognize exceptional efforts, while cultural performances added a vibrant and inclusive atmosphere, fostering informal networking and deeper collaboration among participants.

Despite the event's overall success, several lessons were identified to enhance future editions. Recommendations included increasing private sector participation, ensuring early planning and coordination, addressing internet connectivity issues, improving food management logistics, and refining the PBS dashboard for clearer data visualization and user experience. Additionally, efforts to include more interactive elements and diverse representation across sectors were suggested to maximize engagement and impact.

Data Fest 2024 not only highlighted the growing importance of data in Pakistan's socio-economic development but also set the stage for ongoing partnerships, future initiatives, and a stronger data ecosystem. It established a solid foundation for leveraging data-driven insights to achieve sustainable growth and innovation, paving the way for continued progress in the years ahead.

1 Introduction

1.1 Background

Pakistan Bureau of Statistics (PBS) has recently completed the 7th Population & Housing Census, marking the country's first-ever Digital Census. This significant national exercise has gathered essential demographic and socioeconomic data, covering aspects like education, employment, disability, migration, living

standards, WASH (Water, Sanitation, and Hygiene), and other basic facilities from households across Pakistan. As the largest digital initiative of its kind in South Asia, the Digital Census included geo-tagging residential, commercial, and industrial structures and cataloguing economic activities, establishing a comprehensive framework for the upcoming Economic Census. This newly collected information, along with other datasets accessible through PBS, will be an invaluable resource for government agencies, researchers, and academic institutions.

In line with the broader "Digital Transformation" agenda, PBS has transitioned to interactive, customized dashboards for data dissemination, delivering real-time data and historical trends through infographics to aid policy formulation. Notably, PBS's use of heat maps and population data from the 2017 census proved instrumental during COVID-19 for targeted or "smart" lockdowns. Currently, PBS is developing similar Decision Support Systems across various sectors, integrating census data with ministry data and PBS surveys. These systems, enhanced with GIS technology to produce informative heat maps and machine learning tools for trend analysis, are set to support proactive, data-driven decision-making for ministries.

Data Fest 2024, Powered by PBS at the Pak-China Centre in Islamabad, The Pakistan Bureau of Statistics (PBS) viewed **Data Fest** as a critical initiative for Pakistan because it underscored the transformative power of data in addressing the country's social, economic, and developmental challenges. In an era where data drives decision-making, PBS recognized that a robust and reliable data ecosystem was essential for formulating evidence-based policies, optimizing resource allocation, and measuring progress effectively. By unleashing the power of data for development, Data Fest fostered a deeper understanding of how data could be harnessed to unlock solutions for pressing issues such as poverty, inequality, healthcare,

education, and climate change. Data Fest provided a unique platform for fostering collaboration among Government & Semi Government Sectors, International Organizations, Academia, Private industries, and technology sectors, ensuring a collective approach to solving real-world problems. By promoting

innovative uses of data, encouraging dialogue on sustainable development, and aligning national goals with global priorities, Data Fest paved the way for a more informed, inclusive, and prosperous Pakistan. It emphasized that data, when leveraged effectively, could be a driving force for economic growth, improved governance, and greater social welfare, ultimately transforming how decisions were made for the future of the nation. The event convened diverse stakeholders, including representatives from International Organizations, Government and Semi-Government sectors, IT & Telco's, Academia & Research, Private sector, NGOs, and civil society. Data Fest's central objective was to create a collaborative platform for these participants to share insights, address challenges, and explore data's transformative potential in addressing Pakistan's critical development priorities.

To ensure the continued success and smooth execution of **Data Fest**, the **Pakistan Bureau of Statistics (PBS)** decided to establish a dedicated **Data Fest Secretariat**. This secretariat served as the central coordination body for planning, organizing, and managing all aspects of future Data Fest events. Its primary role was to streamline communication between various stakeholders, including government agencies, private sector partners, academic institutions, and international organizations, ensuring that all parties were aligned and actively engaged.

The secretariat was responsible for overseeing logistics, managing resources, developing outreach strategies, and addressing any challenges that arose during the event's planning and execution. It also played a crucial role in tracking progress, ensuring that key milestones were met, and evaluating the event's impact to identify areas for improvement.

By establishing this secretariat, PBS aimed to strengthen its organizational capacity and ensure that Data Fest continued to be a high-impact platform for promoting data-driven decision-making, innovation, and collaboration for Pakistan's development.

The event provided a multidimensional experience with engaging sessions, expert-led panel discussions, skill-building workshops, and interactive exhibits. Curated to foster knowledge-sharing and collaboration, each component emphasized the importance of transparency, accuracy, and accessibility in data, underscoring PBS's commitment to data governance excellence. Data Fest 2024 not only highlighted PBS's dedication to promoting high-quality data standards but also called for ongoing partnerships aligned with Pakistan's digital transformation goals. It embodied a vision for a data-enabled, forward-looking Pakistan, establishing data as a foundational asset for sustainable development and resilience. By fostering an inclusive environment, Data Fest 2024 underscored the critical role of data in shaping a more informed, resilient, and inclusive future for Pakistan.

1.2   Purpose of the Report: -

This report serves as an introduction to Data Fest 2024, explaining the importance of this event in promoting data-driven decision-making in response to the country's evolving socio-economic landscape. It highlights the achievements of the Data Fest secretariat and the challenges encountered in organizing a large-scale data-centric event. The report emphasizes the value of sharing insights and lessons learned, data professionals, and the public, while providing recommendations for similar future initiatives. Its purpose is to ensure transparency and accountability in PBS's efforts to manage. As a record of the planning and execution of Data Fest 2024, this report is designed to guide others in organizing similar projects that foster collaboration and innovation. It is intended for everyone, from government officials to data enthusiasts, who seeks to understand the significance and impact of Data Fest on Pakistan's data ecosystem.

1.3   Scope and objectives of the Report

The report on Data Fest 2024 provides a detailed overview of the event, covering its planning, execution, and key outcomes. It includes insights into the event's objectives, activities, participant engagement, and overall impact. The scope encompasses a review of thematic sessions, workshops, panel discussions, and exhibits, as well as the challenges and

successes in organizing the event. This report serves as a record of PBS's efforts to strengthen data literacy and collaboration across sectors, and it aims to offer a foundation for planning similar data-focused events in the future.

- **Document Data Fest 2024's Purpose and Goals**: Clearly articulate the mission and objectives of Data Fest, emphasizing PBS's role in promoting a data-driven culture and supporting evidence-based decision-making.

- **Purpose of the Report for Future Documentation: -** The purpose of this report is to document the key activities, insights, and outcomes of Data Fest 2024, with an emphasis on preserving the event's methodologies, stakeholder engagements, and logistical strategies for future reference. This documentation will serve as a comprehensive resource to aid in planning and enhancing future iterations of Data Fest, providing a framework that ensures continuity, builds on past successes, and addresses areas for improvement. By consolidating lessons learned, participant feedback, and operational data, the report aims to facilitate informed decision-making and foster consistent, impactful event management and collaboration.

- **Describe Event Structure and Activities**: Outline the format of Data Fest, including the types of sessions, workshops, and exhibits, to give readers a comprehensive understanding of the event's structure.

- **Highlight Stakeholder Participation and Engagement**: Record the involvement of various stakeholders from International organizations, Government/Semi Government Sector, It & Telco's, Academia, Private Sector, and NGOs, and civil societies, analyze the collaborative opportunities generated by the event.

- **Analyze Outcomes and Impact**: Assess the event's immediate and anticipated impact on data awareness, data literacy, and stakeholder relationships, and evaluate participant feedback on the event's relevance and effectiveness.

- **Provide Recommendations for Future Initiatives**: Share insights and best practices to guide future data-related events, drawing lessons from Data Fest's successes and challenges.

- **Ensure Transparency and Accountability**: Serve as a transparent record of PBS's efforts in organizing Data Fest, demonstrating PBS's commitment to advancing public data accessibility, collaboration, and innovation.

- **Lesson Learned**: Key lessons learned include the need for better private sector participation, early planning, enhanced coordination, and effective resource management. Despite challenges such as connectivity issues and food management, the event was a success and demonstrated PBS's leadership in advancing data literacy. Data Fest 2024 laid a strong foundation for future initiatives in enhancing Pakistan's statistical ecosystem.

This report is intended for a wide audience, including government officials, data professionals, academia, and the general public, providing them with a comprehensive view of Data Fest 2024's purpose, execution, and impact on Pakistan's data ecosystem.

2 Planning Phase: -

The planning phase is crucial for laying the foundation for **Data Fest-2024**. By thoroughly organizing each aspect of the event, the organizers can ensure a successful experience that effectively promotes data-driven collaboration and innovation for socio-economic development. This structured approach will help in achieving the event's goals and objectives, making a meaningful impact in the data community.

This includes Internal Meetings, documentation, promotional materials, and logistical resources needed to ensure a successful planning event phase.

2.1 Establishment of Data Fest Secretariat: -

The purpose of the **Data Fest Secretariat** *(Annex-A)* was to serve as the central body responsible for the planning, coordination, and execution of **Data Fest** events. It aimed to streamline processes and ensure that all aspects of the event were efficiently managed. Key purposes included:

1. **Coordination and Communication**: Facilitating effective communication and collaboration between various stakeholders, including Government/Semi Government Sectors, Private Sectors partners, Academic & Research institutions, International organizations and NGO's and Civil Societies.
2. **Event Management**: Overseeing logistics, resource management, and the overall organization of the event, ensuring that all activities ran smoothly and on schedule.
3. **Stakeholder Engagement**: Developing outreach strategies to encourage greater participation, including attracting private sector involvement and ensuring the engagement of all relevant sectors.
4. **Progress Tracking and Evaluation**: Monitoring the planning and execution of the event, ensuring key milestones were met, and evaluating the event's success to identify areas for future improvement.
5. **Budget Management**: Managing the event's budget, ensuring that financial resources were allocated appropriately and efficiently to support all aspects of the event.

Overall, the **Data Fest Secretariat** played a critical role in ensuring that **Data Fest** continued to be a successful platform for promoting data-driven decision-making and fostering partnerships for sustainable development.

2.2   Internal Meetings: -

Multiple internal meetings were conducted with **Mr. Muhammad Sarwar Gondal, Member (SS/RM)**, to seek his guidance and strategic vision for the successful execution of Data Fest 2024. These discussions were pivotal in ensuring the event not only achieves its objectives but also aligns with the broader mission of the Pakistan Bureau of Statistics (PBS) to foster a data-driven culture across the nation.

Member (SS/RM) insights were instrumental in shaping the strategic framework of Data Fest 2024. His emphasis on integrating advanced technologies, promoting data transparency, and engaging diverse stakeholders served as the cornerstone of the event's planning and execution. During these sessions, the team engaged in in-depth deliberations to refine the event's framework, establish a feasible timeline, and identify the required resources. This meticulous approach ensured that every logistical and operational detail was addressed, setting a solid foundation for flawless implementation.

Under his leadership, clear priorities were established to enhance the scope and impact of the event. One of the key focus areas was identifying and involving key participants, including government officials, international data experts, academia, and industry leaders. His vision underscored the importance of fostering meaningful participation from these stakeholders to maximize the event's reach and relevance. The inclusion of such prominent figures was planned to enrich the event's technical sessions, panel discussions, and interactive workshops, ensuring a diverse exchange of ideas and best practices.

He also played a critical role in streamlining coordination among various PBS departments and external collaborators. His guidance enabled seamless collaboration across teams, enhancing operational efficiency and ensuring that all necessary resources were secured in a timely manner. Furthermore, his strategic oversight refined the event's agenda, ensuring it encapsulated transformative themes such as data innovation, transparency, and collaboration. These elements were woven into the program to position Data Fest 2024 as a landmark initiative in advancing Pakistan's data ecosystem.

Ultimately, his leadership and vision have been pivotal in shaping Data Fest 2024 into a transformative platform. By prioritizing innovation, transparency, and stakeholder engagement, the event is set to align with PBS's objectives and significantly contribute to the promotion of a data-driven culture in Pakistan. His contributions have not only enhanced the event's design but have also ensured its alignment with PBS's broader mission, making Data Fest 2024 a benchmark for future initiatives in the data landscape.

DataFest-2024

www.pbs.gov.pk

2.3   Venue Selection: -

The Pak-China Friendship Centre in Islamabad was selected as the venue for Data Fest 2024 due to its central location, modern facilities, and ample space to accommodate a large and diverse group of participants. With its state-of-the-art infrastructure, the Centre provided an ideal setting for the various sessions, workshops, and networking opportunities that made the event a success. Its strategic location in the heart of the capital city also ensured easy accessibility for both local and international attendees, enhancing the overall experience and participation. The Pak-China Centre's significance further underscored the theme of international collaboration central to Data Fest.

2.4   Sector Identifications: -

The identification of key sectors for Data Fest 2024 was a crucial aspect of the event's planning process, ensuring that the right stakeholders and experts were brought together to contribute to the discussions and showcase data-driven innovations. The selection of sectors was guided by the overarching objective of Data Fest to promote the use of data for socio-economic development, innovation, and informed decision-making across various domains.

The following sectors initially were identified for active participation in Data Fest 2024:

1. International Organizations: Representatives from International organizations *(Annex-B)* such as UNICEF, UNFPA, World Bank, FAO, ILO and other international organization were included to bring a global perspective on data-driven development. Their expertise was invaluable in sharing best practices, lessons learned, and international standards for data collection, governance, and analytics.

2. Government/Semi Government Sector: This sector included various ministries, Government/Semi Government Sector *(Annex-C)*, and public sector organizations responsible

for national development, economic policy, and public service delivery. Their involvement was critical in showcasing how data is used for policy formulation, monitoring government programs, and achieving sustainable development goals (SDGs). As part of the preparatory activities, the Data Fest Secretariat has confirmed the details of **181** government organizations and semi-government organizations. This verification process included phone calls to validate crucial information, such as the names and designations of key contacts, postal addresses, phone numbers, and email addresses within these organizations. Signed letters from the Member (SS/RM) were sent to the postal addresses of 181 government and semi-government sectors. Additionally, emails were also sent to all these organizations. Out of these, 19 organizations confirmed their participation for stall setups.

3. Academia and Research: Universities, Research institutions, and academic *(Annex- D)* experts were invited to participate, contributing insights on data science, statistics, and technology. This sector played an important role in discussing the latest advancements in data analytics, as well as how research and data-driven methodologies can inform public policy and business strategies. In total, **53** academic institutions were engaged for the Data Fest event. Of these, three expressed interest in setting up stalls, while others chose to participate in workshops and panel discussions. The response from academia was very positive, contributing significantly to the event's overall success, particularly in terms of footfall. Many institutions actively participated in knowledge-sharing sessions, engaging in insightful dialogues on data and its applications across sectors. Their involvement not only enriched the workshops and discussions but also drew a considerable number of attendees, highlighting academia's enthusiastic support and interest in Data Fest's mission. Out of these, 03 Academia expressed interest in setting up a stall.

4. Private Sector: Industry leaders, tech companies, and business executives from various sectors were included to highlight the role of data in driving innovation, improving business operations, and creating new products and services. The private sector's *(Annex-E)* participation emphasized the commercial application of data and the growing importance of data analytics in business decision-making. As part of the preparations for Data Fest, the Secretariat has verified information for 135 private organizations and banks. This process involved phone calls to confirm essential details, including the names and positions of primary contacts, postal addresses, phone numbers, and email addresses. Signed letters from the Member (SS/RM) were sent to the postal addresses of these 135 organizations, along with follow-up emails. Of these, only one organization expressed interest in setting up a stall.

5. NGOs and Civil Society: NGOs and civil society organizations *(Annex-F)* were identified as key contributors, particularly in terms of using data for social good. Their involvement in areas like poverty alleviation, health, education, and disaster management showcased the role of data in addressing pressing societal challenges and promoting transparency and accountability. In preparation for Data Fest, the Secretariat verified details for **30** NGOs, confirming essential information through phone calls, such as primary contacts' names, designations, postal addresses, phone numbers, and email addresses. Signed letters from the
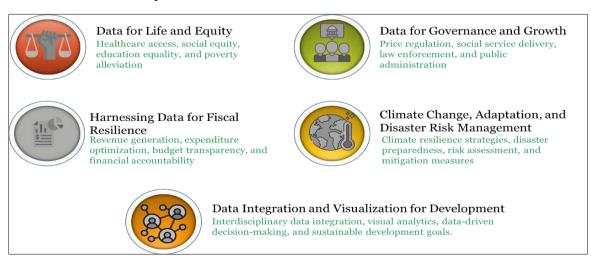
Member (SS/RM) were sent to these organizations' postal addresses, followed by emails. Out of these, 06 organizations expressed interest in setting up a stall.

6. IT & Telco's Sector: This sector *(Annex-G)* involved tech companies, data scientists, GIS experts, and IT professionals who showcased the latest technologies in data visualization, machine learning, artificial intelligence (AI), and Geographic Information Systems (GIS). Their contributions focused on the technical aspects of data collection, analysis, and the tools that facilitate the effective use of data for decision-making. In preparation for Data Fest, the Secretariat conducted a thorough verification of details for **151** IT and telecommunications companies. This process involved making phone calls to confirm essential information, including the names and titles of key contacts, postal addresses, phone numbers, and email addresses. Signed letters from the Member (SS/RM) were sent to these organizations' postal addresses, followed by follow-up emails. As a result, 12 companies expressed interest in setting up stalls. The government sector significantly contributed to Data Fest by establishing stalls focused on the IT sector.

2.5 Preparation of Materials for Data Fest-2024: -

The materials prepared for Data Fest 2024 Concept Note, Introductory Book, and Brochures were vital tools for promoting the event, ensuring stakeholders were informed, engaged, and aligned with its objectives. The Concept Note outlined the event's purpose, goals, and vision, fostering commitment and clarity among participants. The Introductory Book provided a detailed overview, including the agenda, speaker profiles, and PBS's mission, ensuring thorough preparation for all attendees. Meanwhile, the Brochures acted as visually appealing, concise promotional materials, summarizing key highlights to generate excitement and interest. Together, these resources created a cohesive communication strategy, paving the way for a successful and impactful event.

1. Themes: - The Pakistan Bureau of Statistics (PBS) hosted a significant event, focusing on five pivotal themes that spanned a wide array of critical issues. These themes included Data for Life and Equity, Data for Governance and Growth, Harnessing Data for Fiscal Resilience, Climate Change Adaptation and Disaster Risk Management, and Data Integration and Visualization for Development.

Data for Life and Equity
Healthcare access, social equity, education equality, and poverty alleviation

Data for Governance and Growth
Price regulation, social service delivery, law enforcement, and public administration

Harnessing Data for Fiscal Resilience
Revenue generation, expenditure optimization, budget transparency, and financial accountability

Climate Change, Adaptation, and Disaster Risk Management
Climate resilience strategies, disaster preparedness, risk assessment, and mitigation measures

Data Integration and Visualization for Development
Interdisciplinary data integration, visual analytics, data-driven decision-making, and sustainable development goals.

2. Concept Note: This document serves as a comprehensive guide to the vision, goals, and themes of Data Fest 2024, presenting a clear and detailed overview of the event's purpose and significance. It emphasizes the transformative potential of data in addressing critical challenges across various sectors, such as governance, social equity, fiscal resilience, and climate change. By highlighting the event's thematic focus areas, it underscores the collaborative role of stakeholders, including government entities, private organizations, academia, and international experts, in fostering a data-driven culture. The accompanying concept note *(Annex-H)* acts as a foundational resource, offering valuable insights into the event's structure and objectives. It aims to inform and engage potential participants, sponsors, and partners, outlining the opportunities for knowledge-sharing, innovation, and impactful contributions that Data Fest 2024 seeks to deliver.

3. Introductory Book: This document *(Annex-I)* serves as a comprehensive guide for attendees, offering crucial details about the event's structure and key elements. It outlines the event's agenda, presenting a clear timeline of sessions, workshops, and panel discussions, ensuring participants can navigate the event efficiently. The book includes detailed profiles of prominent speakers and presenters, providing insights into their expertise and contributions to the field. It also features descriptions of the various workshops and sessions, emphasizing the significance of the topics being covered, such as data-driven policymaking, climate resilience, and fiscal optimization. Additionally, the book offers background information on the organizing bodies, showcasing their role in advancing data and statistical practices, and highlights their contributions to the broader mission of data empowerment. This context not only enhances the attendees' understanding of the event but also adds credibility and depth, reinforcing the importance of the event in shaping data-driven practices and policies for the future.

4. Brochures: The brochures are crafted to be visually engaging and informative, summarizing key aspects relevant to academia & Media for Data Fest 2024. They include information on registration, academic partnership opportunities, and the benefits of participation for educational institutions and researchers. The brochures also outline any special sessions, workshops, or activities tailored for academic attendees, making it easier for potential participants from academia to see the value of their involvement.

What will be contribution of faculty / students and universities to Data Festival?

Workshops and Tutorials: Faculty members and researchers can conduct workshops, tutorials, and training sessions on data science, analytics, machine learning, and related fields.

Keynote Speakers: Professors and industry-experienced alumni can deliver keynote addresses.

Mentorship: Providing mentors from the faculty and advanced students to guide participants during hackathons or competitions.

Panel Discussions: University experts can participate in panel discussions on data-driven topics, sharing their expertise.

Volunteering: Student volunteers will be engaged to assist with event organization, management, and support activities.

Competition Announcement

Students and universities can participate in Data visualization, Data Story telling, presentations, quizes and other projects.

The competition will be announced through specially designed website for Data Fest

The winners will be awarded by token money and other prizes

- Research Presentations
- Volunteering
- Data Visualization Competitions
- Quiz Competitions
- Poster Presentations
- Data Storytelling
- Data Science Project Exhibitions
- Collaborative Projects
- Ideas Generation
- Networking Opportunities

For queries about Data Festival - 2024
Contact No
051-9106504
www.pbs.gov.pk/pbs-datafest-2024
@pbsofficialpak

Pakistan Bureau of Statistics
Ministry of Planning, Development & Special Initiatives
Government of Pakistan

DATA FESTIVAL
Unleashing the power of Data

The National Data Fest is a key event for sharing knowledge, developing skills, fostering innovation, and encouraging collaboration in the field of data. As data becomes more crucial in our lives, this fest highlights its importance. It's a place for professionals, researchers, and enthusiasts to come together, celebrate, and innovate. Beyond just skills and technology, the fest aims to build connections, boost economic growth, and push our nation towards data-driven progress.

Data-fest 2024 is more than just an event; it's a celebration of how data can drive decision-making, spark creativity, and lead us to a future of knowledge and collaboration. This festival focuses on the vital role of data in improving life and starts a series of projects aimed at using data for societal good.

Objectives

Data-fest 2024 aims to:

Promote Data Literacy: Enhance understanding and skills in data science among participants.

Directly Engage Data Producers with Data Users: Facilitate interactions to bridge the gap between data creators and users.

Showcase Benefits of Data Integration and Sharing: Highlight how data amalgamation can generate holistic insights for informed decision-making.

Create a Marketplace for Data Exchange: Foster an environment where data can be traded, accessed, and utilized effectively.

Promote Data-Driven Innovation: Encourage new ideas and solutions through panel discussions featuring thought leaders.

Foster Data Literacy and Visualization Skills: Provide training on data analysis and visualization to empower participants.

The Event will include

- Keynote Speeches
- Workshops and Trainings
- Data Product Exhibitions
- Panel Discussions
- Networking Events
- Specialized Seminars
- The Music & Fun Gala
- Stalls

Thematic Areas

Data for life and Equity
Healthcare access and Social equity, education equity and poverty alleviation, Women and Children

Harnessing data for Fiscal Resilience
Revenue generation, expenditure optimization, budget transparency and financial accountability

Data for Governance and Growth
Price regulation, social service delivery, law enforcement, and public administration

Climate Change, Adaptation and Disaster Risk Management
Climate resilience strategies, disaster preparedness, risk assessment and mitigation measures.

Data Integration and Visualization for Development
Interdisciplinary Data Integration, visual analysis, data-driven decision making and sustainable development goals

Importance of Data Fest

- Promote Data Literacy
- Foster Innovation
- Builds Community linkages
- Showcase Best Practices
- Enhance Decision-Making
- Encourage Data-Driven Storytelling
- Support Education and Research
- Facilitate Knowledge Sharing
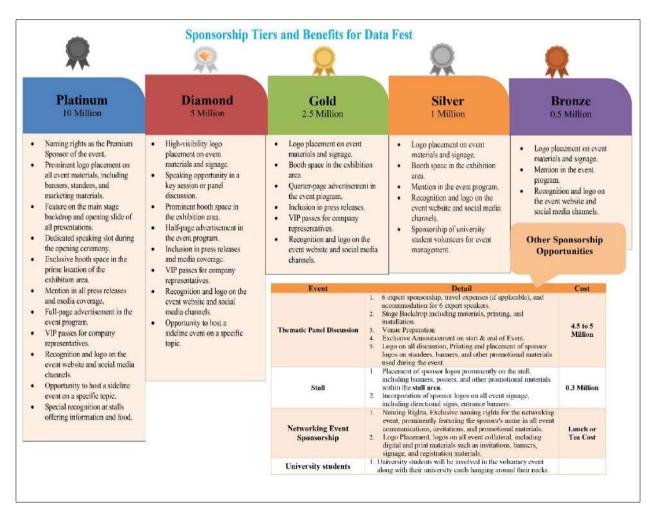- Celebrate Data-Driven Achievements
- Inspire New Ideas

2.6   Sponsorship Packages: -

Pakistan Bureau of Statistics (PBS) introduced a structured sponsorship framework to engage international and national organizations, as well as stakeholders, in supporting Data Fest 2024. This framework featured tiered sponsorship packages, namely Platinum, Diamond, Gold, Silver, and Bronze, each offering unique benefits tailored to the level of contribution.

The Platinum tier was the highest level, granting naming rights as the premium sponsor, prominent logo placement on event materials, exclusive speaking opportunities, and significant visibility during the event's opening ceremony. Diamond sponsors were offered high-visibility branding, promotional opportunities in the exhibition area, and speaking slots in thematic sessions. Gold sponsors received branding on event materials, exhibition booth space, and mentions in press releases, while Silver sponsors were recognized for their support through logos on event materials and social media mentions. The Bronze tier provided an affordable entry point for sponsors, with logo placement and limited promotional benefits.

Additionally, PBS offered targeted sponsorship opportunities for specific event components, such as thematic panel discussions, networking events, and student volunteer programs. By providing these diverse sponsorship options, PBS ensured that organizations of all sizes could participate, thereby securing the resources necessary to host a successful and impactful Data Fest 2024.

Sponsorship Tiers and Benefits for Data Fest

Platinum — 10 Million
- Naming rights as the Premium Sponsor of the event.
- Prominent logo placement on all event materials, including banners, standees, and marketing materials.
- Feature on the main stage backdrop and opening slide of all presentations.
- Dedicated speaking slot during the opening ceremony.
- Exclusive booth space in the prime location of the exhibition area.
- Mention in all press releases and media coverage.
- Full-page advertisement in the event program.
- VIP passes for company representatives.
- Recognition and logo on the event website and social media channels.
- Opportunity to host a sideline event on a specific topic.
- Special recognition at stalls offering information and food.

Diamond — 5 Million
- High-visibility logo placement on event materials and signage.
- Speaking opportunity in a key session or panel discussion.
- Prominent booth space in the exhibition area.
- Half-page advertisement in the event program.
- Inclusion in press releases and media coverage.
- VIP passes for company representatives.
- Recognition and logo on the event website and social media channels.
- Opportunity to host a sideline event on a specific topic.

Gold — 2.5 Million
- Logo placement on event materials and signage.
- Booth space in the exhibition area.
- Quarter-page advertisement in the event program.
- Inclusion in press releases.
- VIP passes for company representatives.
- Recognition and logo on the event website and social media channels.

Silver — 1 Million
- Logo placement on event materials and signage.
- Booth space in the exhibition area.
- Mention in the event program.
- Recognition and logo on the event website and social media channels.
- Sponsorship of university student volunteers for event management.

Bronze — 0.5 Million
- Logo placement on event materials and signage.
- Mention in the event program.
- Recognition and logo on the event website and social media channels.

Other Sponsorship Opportunities

Event	Detail	Cost
Thematic Panel Discussion	1. 6 expert sponsorship, travel expenses (if applicable), and accommodation for 6 expert speakers. 2. Stage Backdrop including materials, printing, and installation. 3. Venue Preparation 4. Exclusive Announcement on start & end of Event. 5. Logo on all discussion, Printing and placement of sponsor logos on standees, banners, and other promotional materials used during the event.	4.5 to 5 Million
Stall	1. Placement of sponsor logos prominently on the stall, including banners, posters, and other promotional materials within the stall area. 2. Incorporation of sponsor logos on all event signage, including directional signs, entrance banners.	0.3 Million
Networking Event Sponsorship	1. Naming Rights, Exclusive naming rights for the networking event, prominently featuring the sponsor's name in all event communications, invitations, and promotional materials. 2. Logo Placement, logos on all event collateral, including digital and print materials such as invitations, banners, signage, and registration materials.	Lunch or Tea Cost
University students	1. University students will be involved in the voluntary event along with their university cards hanging around their necks.	

2.7 Budget Preparation: -

Pakistan Bureau of Statistics (PBS) meticulously prepared the budget for Data Fest 2024, ensuring comprehensive allocation of resources across various critical components to guarantee the event's success. With an estimated budget of 60 Million PKR from PBS, the planning encompassed securing a premium venue equipped with interactive features, advanced branding, decorative elements, and animations, alongside multiple SMD screens to enhance the event's visual and interactive experience. A series of panel discussions, workshops, and stations were carefully planned, complemented by professional printing, media outreach, and strategic publicity to amplify the event's visibility and impact. The budget also accounted for essential items such as pole streamers, branded merchandise, and custom-designed materials, along with provisions for exhibition stalls and miscellaneous expenses. Each contribution from PBS and partnering organizations was strategically aligned to cover specific needs, ensuring a seamless and impactful execution. By coordinating these elements, PBS optimized the budget to deliver a high-quality event while fostering innovation, collaboration, and a data-driven culture in Pakistan.

After preparing the estimated budget, PBS realized that it did not have sufficient funds to successfully execute this activity. Therefore, PBS approached several international organizations, including **UNICEF, UNFPA, UNHCR, UNDP, World Bank, FAO, and Asian Development Bank (ADB)**, to secure budget pledges.

To facilitate this process, Ms. Rabia Awan Deputy Director General (DDG) played a pivotal role by conducting both Zoom and in-person meetings with representatives from these organizations. These meetings served as a platform to present the objectives and scope of Data Fest 2024, emphasizing its alignment with global development goals such as promoting data-driven decision-making, enhancing transparency, and fostering socio-economic progress.

During these discussions, PBS team highlighted key elements of the event, such as workshops, panel discussions, venue arrangements, and media campaigns, demonstrating how each component would contribute to the broader vision of fostering a data-driven culture in Pakistan. The meetings also focused on establishing partnerships, exploring potential areas of collaboration, and detailing how each organization's contributions would be utilized.

This proactive engagement led to significant commitments from international organizations, with each pledging to cover specific areas such as venue arrangements, branding, workshops, and logistics. The collaborative approach not only ensured the financial

back-up necessary for the event but also laid the foundation for long-term partnerships with these esteemed global institutions. Through these efforts, PBS successfully overcame its budgetary constraints and ensured the seamless planning and execution of Data Fest 2024.

A significant milestone was achieved in the first meeting between PBS and UNICEF. During this session, they expressed strong support for Data Fest 2024, pledging not only financial backing but also strategic alignment with international development goals. Their sponsorship underscored the event's relevance to global objectives such as promoting data-driven decision-making and fostering socio-economic advancement.

INTERNATIONAL ORGANISATION

PBS also conducted extensive discussions with other international organizations, including UNICEF, UNFPA, UNHCR, UNDP, ILO, ADB, FAO and national institutions like HEC, NADRA, and SUPARCO. These collaborative meetings explored diverse participation models and identified targeted funding opportunities. This strategic engagement resulted in significant sponsorship commitments, with each partner pledging support for specific areas aligned with their expertise.

By fostering strong partnerships with international organizations such as UNFPA, UNICEF, the World Bank, FAO, ADB, and ILO, PBS successfully secured a total sponsorship of 42.07 Million PKR *(Annex-J)* for Data Fest 2024. These collaborations were established early in the planning process, demonstrating PBS's proactive approach to ensuring robust financial support. This substantial sponsorship not only reflects the confidence of global institutions in the event's vision but also enables PBS to execute Data Fest 2024 at the highest standards, fostering innovation, transparency, and collaboration within Pakistan's data ecosystem.

The collaboration with UNICEF & UNFPA proved to be a pivotal moment, establishing credibility and setting the stage for additional sponsorships. This success motivated PBS to intensify its outreach, securing further commitments from key stakeholders to enhance the event's impact and sustainability. By fostering these partnerships, PBS not only ensured the success of Data Fest 2024 but also laid the groundwork for long-term collaboration and innovation in Pakistan's data ecosystem.

2.8 Activity Plan for Data Fest 2024

To ensure the success of Data Fest 2024, the Pakistan Bureau of Statistics designed a diverse activity plan encompassing the following key categories:

1. **Exhibitions/Stalls**: Showcased innovative projects, tools, and solutions from various sectors, providing participants a platform to highlight their contributions to data-driven development. These stalls fostered engagement and knowledge exchange among attendees.

2. **Keynote Presentations**: Featured insights from renowned national and international experts, offering strategic perspectives on data utilization and its role in shaping future policies and decision-making.

3. **Panel Discussions**: Brought together thought leaders from government, academia, and the private sector to address critical issues, explore challenges, and propose actionable solutions in the data domain.

4. **Workshops**: Conducted skill-building sessions on data science, analytics, and policy applications, equipping participants with practical tools and techniques to enhance their expertise.

5. **Networking Sessions**: Provided an interactive space for attendees to build connections, share experiences, and explore opportunities for collaboration across various fields.

6. **Data Product Demonstrations**: Highlighted cutting-edge technologies and data-driven innovations through live demonstrations, enabling participants to experience their real-world applications firsthand.

2.9 Nomination of Focal Person for Each Sector:

To ensure the smooth and efficient coordination of Data Fest 2024, with the approval of Mr. Muhammad Sarwar Gondal, Member (SS/RM), Focal Persons were nominated, *(Annex-K)* for each sector involved in the event. This step was crucial in enhancing sector-specific coordination, streamlining communication, and ensuring that each sector's contributions were effectively integrated into the overall event planning and execution process.

S. No	Name	Sector	Responsibilities
1	• Mr. Imran Saleem Director (CP&L) • Ms. Rabia Gillani, S.A (Data Fest) • Ms. Hina Zafar, S.A (Data Fest)	Government/Semi Government Sector	• Liaise with all identified stakeholders to arrange meetings • Handle communications and correspondence with stakeholders to encourage their participation. • Create a WhatsApp group for focal persons from various stakeholders. • Compile the returned filled proforma and Ensure the compilation is accurate and complete. • Estimate the number of stalls and participants in the panel discussion for each group. • All communication and correspondence will be made through the Data Fest Secretariat.
2	• Mr. Muhammad Ehtesham, Director (DP-I) • Ms. Hina Javed , S.A (Data Fest)	Potential IT and Telco Organizations	
3	• Mr. Muhammad Sarfraz, CSO, (DD&SS) • Mr. Muhammad Hanan, S.A (Data Fest)	Private Sector	
4	• Dr. Arshad, CSO, (CP&C) • Ms. Ehsana Anum Syed, SO (CPMU) • Ms. Rabail Azeem, S.A, (Data Fest)	(NGOs) and Civil Society	
5	• Ms. Rabia Awan, DDG (CP&C/PSLM) • Ms. Hina Javed, S.A (Data Fest)	International Organizations Funding and Sponsorship Prospects	
6	• Ms. Ayesha Sajid, Instructor, (Training Wing) • Ms. Hafsa Batool, S.A (Data Fest)	Academia and Research Institutions	
7	• Ms. Ayesha Sajid, Instructor, (Training Wing) • Ms. Sana Habib Ch., SO (Media Cell)	Media	

Due to the large scale and complexity of managing such a significant event, interns and newly appointed statistical officers *(Annex-L)* were specifically engaged to handle various tasks and responsibilities. Their involvement was essential to ensure smooth operations across the different components of Data Fest 2024. These individuals were assigned roles in areas such as logistics, coordination, data management, and event execution. By utilizing the energy and fresh perspectives of these young professionals, PBS ensured that every aspect of the event from managing registrations to assisting in workshops and panel discussions was efficiently handled. Additionally, this engagement served as a valuable learning opportunity for the interns and new officers, allowing them to gain hands-on experience in a high-profile setting, while also contributing to the event's success.

2.10 Participation Proforma: -

Each sector participating in Data Fest 2024 including Government and Semi-Government *(Annex-M)*, Private Sector *(Annex-N)*, IT and Telecommunications *(Annex-O)*, NGOs and Civil Society *(Annex-P)*, and Academia & Research *(Annex-Q)* developed tailored proforma to ensure that their contributions aligned with the event's goals and their sector-specific priorities. These proforma were carefully designed to capture sector-relevant details, such as the key themes they wished to highlight, the nature of discussions and panels they intended to participate in, and the exhibitions, stalls, or activities they planned to organize. By customizing the proforma, each sector was able to effectively communicate its potential contributions, ensuring that its involvement was both meaningful and impactful. This approach also facilitated better coordination among the organizing committees and participants, creating a more structured and engaging experience for attendees. The tailored proforma served as essential tools in harmonizing the diverse interests and objectives of the various sectors represented at Data Fest 2024.

2.11 Communication & Engagements: -

Effective communication and stakeholder engagement are vital components for the success of Data Fest 2024, ensuring diverse participation and fostering collaborations across sectors. The engagement strategies included a mix of written communication, telephonic discussions, meetings, and seminars to raise awareness and promote active involvement.

Telephone Calls:

Telephone calls were made to ensure that the key stakeholders receive personal attention and were fully informed about the event. Calls helped to address questions, clarify event details, and discuss specific needs or requests from participants.

Letters:

Official letters *(Annex-R)*were sent to key stakeholders across various sectors International organizations, Government/Semi Government sector, NGOs & Civil Societies, Private Sector, IT & Telco's and Academic & Research. These letters included invitations to participate, detailed event agendas, sponsorship opportunities, and requests for collaboration. Formal letters ensured a professional approach and facilitated a structured engagement with key organizations.

CP&C (Coordination, Planning, and Communication) section played a crucial role in preparing, dispatching, and sending all official letters to the various organizations involved. They handled each step, from drafting the letters to ensuring their delivery through postal

services. This involved careful coordination to ensure that all communications were properly addressed, dispatched on time, and securely delivered to the respective organizations. Their efforts were essential in maintaining smooth communication and facilitating effective outreach to all stakeholders involved in the event.

Emails:

A series of emails were sent to ensure continued communication with potential participants and contributors. Email campaigns were designed for:

Event invitations and **reminders**.

Detailed **event agendas** and session topics.
Information on how to register for workshops, panel discussions, and exhibition stalls.
Follow-up emails with post-event materials, thank-you notes, and surveys for feedback.

Meetings:

A combination of in-person and virtual meetings was held with stakeholders to discuss collaboration opportunities and finalize arrangements for participation.
Pre-event meetings were conducted with government representatives to align the event with national data strategies and ensure the participation of relevant ministries.
Private sector meetings focused on the sponsorship packages and the role of data-driven business models.
NGO and civil society meetings helped explore how data could drive social change and development goals in various sectors.

2.12 Collaboration Between PBS and Event Management Company: -

Data Fest 2024 was sponsored by International Organizations, including UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO. Recognizing the scale, complexity, and importance of the event, these sponsors emphasized the need for expert planning and coordination to ensure its seamless execution. As a result, they recommended engaging a professional Event Management Company with the necessary expertise and experience to manage all aspects of the event effectively.

This strategic recommendation was driven by the sponsors' commitment to delivering a high-quality, impactful event that aligns with their shared vision of advancing sustainable development in Pakistan. The Event Management Company was entrusted with overseeing essential elements such as logistics, venue setup, branding, and coordination of workshops, panel discussions, and technical sessions. By bringing in specialized expertise, the sponsors aimed to create a cohesive, engaging, and memorable experience for all attendees, ensuring the event's objectives were met with precision and professionalism.

Several meetings were conducted between PBS and Event Management Company to align on the event's goals, timeline, and deliverables. During these discussions, PBS shared the vision for Data Fest 2024, emphasizing a seamless attendee experience, effective branding, and efficient coordination across various components. Event Management Company provided valuable insights and recommendations, addressing operational challenges and meticulously planning every detail from venue layout and decorations to managing technical sessions, workshops, and panel discussions.

These meetings facilitated detailed planning and a clear allocation of responsibilities, ensuring PBS and Event Management Company were fully aligned with the event's expectations. Event Management Company's role in streamlining logistics, coordinating with vendors, managing schedules, and delivering high-quality branding significantly contributed to the success of Data Fest 2024. Through this effective collaboration, PBS and Event Management Company delivered a well-organized, impactful event that exceeded expectations and created a lasting impression on participants.

2.13 Development of Data Fest Portal: -

For Data Fest, the Information Technology (IT) Support Services Section of Pakistan Bureau of Statistics (PBS) was responsible for creating the event portal, generating QR code, setting up a dedicated official email address, and procuring the domain for Data Fest 2024. The goal was to create a user-friendly and comprehensive platform to enhance the experience for all attendees. The PBS IT Department ensured the portal featured with a range of functionalities essential for the smooth organization and execution of the event. Below are the key features provided on the official website https://Data Fest.data.gov.pk.

Website Popup

1. Online Registration

The portal allowed attendees to register online, which simplified the registration process for participants from a wide range of sectors. This feature was crucial for efficiently managing the many guests, including representatives from international organizations, government entities, academia, NGOs, and the private sector.

2. Event Schedule

The portal provided an overview of the activities planned for each day, including presentations, networking opportunities, and special events.

This comprehensive breakdown allowed attendees to understand the event's scope and engage with the sessions that were most relevant to them.

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STATISTICS
Government of Pakistan

PBS
Datafest
اعداد کی زبان-ترقی کا نشاں

3. **Panel Discussions**

Information about the panel discussions was available on the Web-site, covering critical topics related to data collection, analysis, and application in socio-economic development. These sessions featured experts from various fields, fostering insightful discussions and knowledge-sharing on significant data-driven issues.

4**. Workshops**

The portal listed the workshops scheduled for the event, with details on topics and instructors. This feature helped participants to select and register for workshops that matched their interests and professional objectives, promoting deeper engagement with specialized sessions.

Why Attend?

opportunites for all

This first-of-its-kind festival in Pakistan aims to promote statistical literacy and raise awareness about data's crucial role. Data Fest-2024 will demystify data science and demonstrate its practical applications.

Keynote Speeches
Talks by international and regional experts on the role of data in various sectors.

Workshops and Training
Sessions on diverse data topics, giving participants practical skills.

Panel Discussions
Discussions on critical topics like data for governance, economic growth, climate resilience, and public health.

Specialized Seminars
Focused sessions on topics like statistics for non-statisticians, data for governance, and more.

Data Product Exhibitions
Interactive exhibits of cutting-edge data products and tools.

Networking Events
Opportunities for data enthusiasts and professionals to connect.

2.14 Establishment of Management Committee: -

A high-level establishment has constituted a dedicated Management Committee *(Annex-S)* to comprehensively oversee all matters related to Data Fest 2024. This committee has been entrusted with a broad range of responsibilities, ensuring the event's successful execution while maintaining accountability, efficiency, and transparency across all operations. The committee's primary functions include managing the event's financial and operational aspects. This entails overseeing budgets, approving expenditures, and ensuring strict compliance with established financial policies and procedures. By maintaining transparent financial records and closely monitoring spending, the committee aims to streamline expenditures and ensure the optimal allocation of resources.

Beyond financial oversight, the committee plays a pivotal role in supervising the planning and execution of various event-related activities. This includes reviewing logistics, coordinating with key stakeholders, addressing operational challenges, and ensuring that the event adheres to its defined objectives and timeline. Their involvement ensures that all components ranging from venue arrangements and technical sessions to branding and stakeholder engagements are executed seamlessly.

With their comprehensive oversight and well-defined Terms of Reference (TORs), the Management Committee serves as a cornerstone of the event, facilitating smooth operations and fostering collaboration among all involved parties to achieve the overarching vision of Data Fest 2024.

2.15 Nominations of Focal Persons for Activities Management: -

To ensure the smooth execution and success of the two-day event, high-level officers *(Annex-T)* have been assigned to oversee various activities, with each officer responsible for a critical aspect of the event. These officers, leveraging their experience and leadership, have played a key role in detailed planning, coordination, and the efficient execution of their respective responsibilities. Their involvement has been instrumental in ensuring that all operational and strategic elements were managed effectively, contributing to the overall success of Data Fest 2024. The Data Fest Secretariat informed these officers through a letter *(Annex-U)* about their roles and responsibilities, ensuring the seamless execution of all activities. The main activities and sub-activities for the Data Festival have been prepared, approved by the Chief Statistician, and outlined by the Data Fest Secretariat. The committees include:

1. **Planning/Concept Development/Higher Level Monitoring:** Overseen by the **Data Fest and Event Management Committee**, responsible for overall event planning and strategic guidance.

2. **Budget & Event Related Matters:** Managed by **Data Fest and Event Management Committee**, focusing on financial planning and event-related expenditures.

3. **Stakeholders Engagement:** Handled by relevant focal persons to manage relationships with stakeholders.

4. **IT Tools Development/Dashboard:** Led by **Mr. Yasir Ishfaq** (Director DP) and **Ms. Sobia Munawar** (Director DP), focusing on developing IT tools for tracking event metrics.

5. **Web Domain Procurement/Data Fest Portal Development:** Managed by **Mr. Ehtesham** (Director DP) and **Ms. Sobia Munawar**, (Director DP) overseeing the event's online portal development.

6. **IT Support on Event Day:** Provided by **Mr. Ehtesham**, (Director DP) ensuring technical support on the event day.

7. **Coordination with International NSOs:** Coordinated by **Ms. Rabia Awan,** (DDG) and **Mr. Imran Saleem,** (Director) liaising with international organizations.

8. **Registration Management (IT Person):** Overseen by **Mr. Ehtesham** and **Ms. Rizwana Siddique** (Director), ensuring smooth registration processes.

9. **Guest of Honors Management:** Coordinated by **Dr. Amjad Javaid** (DG Admin) and **Mr. Sarfraz Ahmed**, (CSO) managing dignitaries and special guests.

10. **Assurance of Duties for Event Days (Ushers):** Managed by **Mr. Sarfraz**, (CSO) **Dr. Arshad**, (CSO) and **Syed Hassan Raza**, (CSO) ensuring volunteers' responsibilities are covered.

11. **Data for Life & Equity:** Led by **Dr. Amjad Javaid**, (DG Admin) focusing on demographic data for policy and legislation.

12. **Data for Life & Equity:** Managed by **Mr. Shaukat Ali Khan** (DDG) and **Ms. Hina Kanwal**, (SO) addressing education quality and access.

13. **Data for Life & Equity:** Coordinated by **Ms. Rabia Awan** (DDG) and **Dr. Arshad**, (CSO) focused on welfare monitoring for investment decisions.

14. **Data Integration and Visualization for Development:** Led by **Ms. Sobia Munawar** (Director DP) and **Mr. Arslan Bashir**, (DPO) emphasizing inclusive data systems for policy making.

15. **Data for Life & Equity (Human Capital):** Focused on leveraging data for growth and investment led by **Syed Abdul Qadir Shah**, (DG ES)

16. **Climate Change, Adaptation, and Disaster Risk Management:** Coordinated by **Mr. Attiq-ur-Rehman** (DDG) and **Dr. Adil**, (CSO NA) focusing on environmental challenges.

17. **Workshops Management:** Overseen by **Dr. Bahrawar Jan**, (DDG), **Mr. Rizwan Bashir**, (Director) and **Ms. Kanwal Murtaza,** (CSO) and responsible for organizing workshops.

18. **Volunteers Management:** Managed by **Ms. Ayesha Sajid** (Instructor) and **Ms. Hina Kanwal**, (SO) overseeing volunteer coordination.

19. **Venue Management:** Led by **Ms. Rabia Awan**, (DDG) **Qazi Saeed-ul-Hassan**, (DD) and **Mr. Sabahat**, (DPO) ensuring venue logistics.

20. **Marketing & Publicity Campaign/Media Management:** Managed by **Ms. Aisha Sajid**, (Instructor), **Ms. Sana Habib Chaudhry**, (SO), **Ms. Raheela Shareef** ,(SA) and **Muhammad Atif Nawaz** (SA) focusing on publicity and media outreach.

21. **Stalls Management (PBS & Others):** Managed by **Ms. Shazia Begum,** (Director) and **Ms. Sadia Chaudhary**, (DD), **Mr. Zubair Ahmed** (AD) overseeing the setup of stalls.

22. **Participant Contact/Engagement (SMS Services):** Coordinated by **Mr. Ehtesham** (Director) and **Mr. Ali Raza**, (Sys Analyst) ensuring engagement via SMS services.

23. **Fun Activity Management (Cultural Event, Amusement Activity):** Led by **Mr. Rafique Hussain Talpur** (Director) and **Mr. Sayyad Anwar**, (CSO) managing cultural activities.

24. **Refreshment, Meals & Food Stall Management:** Overseen by **Mr. Suhaib** (Director) and **Ms. Rumana Sadaf**, (CSO) focusing on food and refreshment logistics.

25. **Transport Management (students & guests from other cities):** Managed by **Mr. Bahadur Khan**, (Director) and **Mr. Dildar** (DACC) and handling transportation for attendees.

26. **Feedback Management:** Managed by **Dr. Wasim Abbass** (Director) and **Mr. Imran Saleem**, (Director) ensuring feedback collection for event evaluation.

27. Accommodation Management: Led by **Syed Hassan Raza** (CSO) and **Qazi Saeed ul Hassan**, (DD) coordinating accommodation for attendees.

28. Orientation and Training of Ushers & Volunteers: Overseen by **Dr. Amjad Javaid Sandhu** (DG) and **Ms. Rabia Awan**, (DDG) training volunteers and ushers for their event-day duties.

2.16 Strategic Engagement of PBS Staff: -

The committees established for managing the various activities of Data Fest have strategically engaged more staff Pakistan Bureau of Statistics (PBS) to ensure the smooth execution of the event. Each committee comprises dedicated PBS personnel with relevant expertise, ensuring that every aspect of the event is meticulously planned and managed. This engagement not only leverages their domain knowledge but also promotes teamwork, accountability, and coordination within the organization.

For instance, senior officials like the Chief Statistician, Member(SS/RM) and DG Admin oversee high-level planning and monitoring, while specialists like IT directors ensure seamless technological support, portal development, and data management. Similarly, administrative personnel handle logistical tasks such as venue preparation, food stalls, and transport.

Ms. Rabia Awan, DDG, Syed Hassan Raza, Chief Statistical Officer (CSO), and their team were entrusted with the responsibility of managing the Data Fest Secretariat, a task they executed with excellence. The Secretariat efficiently handled a variety of crucial duties, ensuring that all necessary communications and documentation were managed seamlessly. This included coordinating and distributing essential correspondences such as invitations, updates, and vital information for all stakeholders involved in the event. Additionally, they drafted feedback proformas for all stalls and created checklists to ensure the smooth operation of the event. They were also responsible for collecting daily progress updates from all focal persons to ensure that the event's preparation was on track. Their efforts were pivotal in ensuring smooth communication and timely delivery of important materials related to Data Fest, contributing significantly to the event's overall success.

In addition, Mr. Bilal Ahmed (SO) and Mr. Abdul Qadir (SO) played a key role in planning the activities for both days of the event. Under the guidance of Ms. Rabia Awan, DDG (Data Fest Secretariat), both of them meticulously developed the detailed schedules and plans for Day 1 and Day 2 of the event. Their work involved organizing and structuring the sessions, workshops, panel discussions.

This widespread participation of PBS staff ensures that every task, from planning and budgeting to workshop management and participant engagement, is addressed efficiently. The inclusion of diverse roles also allows for a comprehensive approach, minimizing the risk of oversights and bottlenecks, thereby contributing to the overall success of Data Fest.

2.17 Motivational Meeting for PBS Staff Ahead of Data Fest 2024

A highly motivational and engaging meeting was convened on October 18, 2024, under the esteemed leadership of Chief Statistician **Dr. Naeem-uz-Zafar** and Co-chaired by **Mr. Muhammad Sarwar Gondal, (Member SS/RM).** The session played a pivotal role in energizing and inspiring the Pakistan Bureau of Statistics (PBS) staff as they geared up for the much-anticipated Data Fest 2024 event.

Dr. Naeem-uz-Zafar underscored the immense significance of Data Fest 2024 as a platform to demonstrate the transformative potential of data in addressing critical national challenges. He shared a comprehensive overview of the event's objectives and goals, emphasizing the indispensable role that each team member would play in ensuring its success. His insightful words inspired the PBS team to take ownership of their responsibilities and contribute wholeheartedly to making the event a resounding success.

Complementing Chief Statistician Dr. Naeem-uz-Zafar's address, Mr. Muhammad Sarwar Gondal (Member SS/RM) provided further encouragement by elaborating on the collective effort required for the event's seamless execution. He highlighted the importance of fostering a spirit of teamwork, collaboration, and mutual support among the PBS staff. By reinforcing the need for dedication and unity, he motivated the team to work together towards achieving the event's ambitious goals.

This session served as a source of both motivation and valuable insights, fostering a strong sense of commitment and enthusiasm among the PBS staff. It left every individual feeling empowered and excited to contribute their expertise and energy towards making Data Fest 2024 a landmark event that showcases the power of data in driving national progress.

DataFest-2024

3 Media Section Activities at Data Fest: -

3.1 Pre Data Fest Activities: -

Initial Outreach and Follow-up: To establish strong partnerships and ensure comprehensive coverage for Data Fest 2024, engagement letters were distributed to relevant stakeholders in August, followed by a reissuance in October to reinforce communication and solidify commitments. Alongside this effort, a Memorandum of Understanding (MOU) was meticulously prepared to formalize collaborations. However, during discussions with media representatives—including the Bureau Chief, PID, Mindmap, and the Event Management Company—it was conveyed that while they expressed significant interest in providing full coverage for the event, their internal policies do not support formalizing partnerships through MOUs. This feedback prompted PBS to explore alternative frameworks for collaboration that align with media policies, ensuring mutual objectives are met without compromising the event's promotional strategy.

3.2 Event Material Design:

Layout and Theme:

The stall's layout is being meticulously designed in collaboration with all stakeholders to optimize visitor flow and engagement, ensuring an inviting and functional space. The arrangement will prioritize ease of navigation, accessibility, and the strategic placement of key features to draw visitors' attention. The theme will be carefully crafted to resonate with the objectives of Data Fest 2024, reflecting the event's commitment to fostering a data-driven culture, promoting innovation, and enhancing collaboration. This thematic alignment will ensure that the stall serves as a cohesive representation of the event's mission.

Branding Elements:
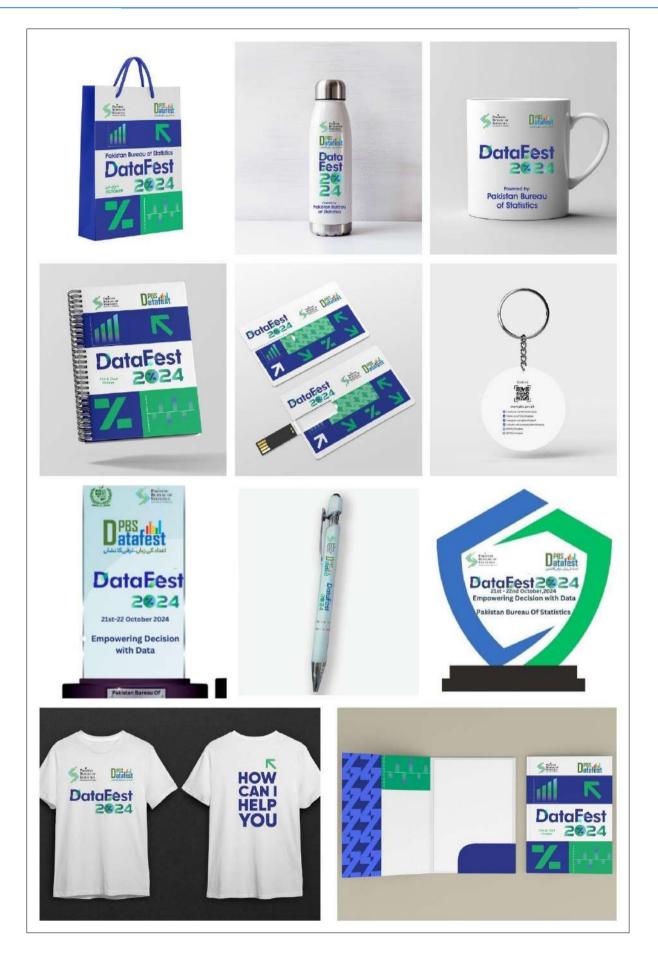
Special attention is being given to the stall's visual materials to ensure seamless alignment with the overall branding strategy of Data Fest 2024. Logos, color schemes, and merchandise are being curated to maintain consistency across all elements and strengthen brand recognition. Merchandise, including giveaways and promotional materials, will carry the branding essence, leaving a lasting impression on attendees and reinforcing the event's identity.

Visual Concepts:

Creative brainstorming sessions are underway to develop visually striking concepts that make the stall stand out amidst a competitive environment. Interactive elements, such as touchscreens, live demonstrations, and engaging visual displays, are being considered to captivate visitors and foster meaningful interactions. The goal is to create a dynamic and memorable experience that not only attracts attention but also leaves a lasting impact, effectively conveying the core message of Data Fest 2024.

3.3 Content Creation:

- **Videos:** Planning engaging visual content that can be used both online and on-site to draw in visitors. This may include promotional videos and PBS achievement videos.

- **Banners:** Designed physical materials that were displayed at the event to enhance the stall's presence and provide essential information to attendees.

- **Publicity campaign material:** To create an impactful publicity campaign, designing of publicity materials like banners, streamers, invitation card, website pop-up, **website banner**, sponsorship post, social media post, PBS building banners, panel discussions packages, brochures, and A3 poster.

- **Budget Review:** Analyzing the budget to ensure that funds are allocated effectively across publicity and design activities.
- **Content of publicity:** All the content used in **brochures**, invitation card and others was provided by Media Section.

The **PBS Media team** conducted a thorough review of all publicity materials provided by Event Management Company for **Data Fest 2024**. This collaborative effort ensured high-quality, cohesive content across all promotional assets. Here's how the PBS Media team contributed to refining these materials:

- **Comprehensive Review**: Each item brochures, banners, streamers, invitation cards, standees, booklets, and stall decorations—was meticulously checked for consistency in branding, messaging, and design quality to align with Data Fest's goals and professional image.
- **Guidance and Feedback**: The team provided targeted feedback to Event Management Company on design elements, content accuracy, and visual appeal, ensuring all materials communicated a clear, engaging message. This guidance covered layout improvements, color schemes, and thematic focus.
- **Consistency in Messaging**: The PBS Media team ensured that all materials consistently conveyed Data Fest's core themes and objectives, reinforcing the campaign's identity across various platforms and mediums.

3.4 Publicity Strategy:

- **Media Strategy Development:** Crafting a comprehensive media plan that outlines tactics for enhancing event visibility across various platforms.
-
- **Placement of Streamers for Publicity:** As part of the comprehensive publicity campaign for Data Fest 2024, streamers were strategically placed in prominent locations to maximize visibility and generate widespread awareness about the event. These streamers, designed with vibrant graphics and impactful messaging, showcased the event's theme and objectives, ensuring they captured the attention of diverse audiences. Positioned at high-traffic areas such as major intersections, public spaces, and key government and institutional buildings, the streamers served as a constant reminder of the upcoming event.

- **Social Media Campaigns:** Planning targeted campaigns on platforms like Instagram, Facebook, and Twitter to engage potential attendees and generate buzz around the event.

- **Influencer Collaborations:** Identifying and reaching out to influencers or key media figures who can help amplify the event's reach and attract a broader audience.

3.5 Roles and Responsibilities:

- **Clear Role Assignment:** Defining specific responsibilities for each team member from both the media section and Event Management Company to streamline workflow.
- **Communication Protocols:** Establishing WhatsApp group for ongoing communication to ensure everyone stays informed and aligned.
- **Timeline Alignment:** Creating a shared timeline that outlines critical milestones and deadlines to keep the project on track.

Online Meeting with Event Management Company

3.6   Brain Storming Session:

Media section conducted Brainstorming Session on Data Fest 2024, on 16th September 2024. The purpose of session was to brought together data experts from various ministries especially Ministry of Planning Development & Special Initiatives and key stakeholders to collaborate on shaping the future of data in Pakistan. The primary focus was on exploring innovative solutions and discussing the latest trends in data management and analysis to guide the country's digital and data transformation journey.

3.7   Media Briefing Session: A media briefing was held on 19th September,2024 to unveil the vision and highlight key partnerships for Pakistan's inaugural Data Fest 2024 a groundbreaking event scheduled for October 21st & 22nd at the Pak-China Friendship Centre. Organized with a focus on advancing data-driven innovation and cross-sector partnerships, Data Fest 2024 aims to be a dynamic platform for data exchange, showcasing leading-edge data products, services, and visualizations.

Objective:
- The briefing session was to highlight importance of the event, share the objectives and components of the 1st ever Data Fest as well as exchange of ideas for potential collaboration framework.
- The session brought together representatives from leading media houses, setting the stage for a landmark event focused on leveraging data for national development and further propagate the objective and purpose of the event through Print and Electronic Media.
- The objective of the session is got better involvement of media persons in Data Fest coverage and broadcasting the objective of the event.

- PBS invited media persons to join as exclusive partners for Data Fest 2024 coverage and its benefits include live streaming of keynote presentations and panel discussions, special access to keynote speakers and panelists, priority interviews with industry experts, complimentary event passes and recognition on Data Fest social media platforms.

3.8 Meet and Greet Session with Senior Media Personnel:

On 11October 2024, the Pakistan Bureau of Statistics (PBS) hosted a comprehensive and productive Meet and Greet Session with the media to unveil the vision and collaborative framework for partnership for the first-ever Data Fest 2024.

Objective:

- The Meet & Greet session was to highlight importance of the event, share the objectives and components of the 1st ever Data Fest as well as exchange of ideas for potential collaboration framework.
- The session brought together representatives from leading media houses, setting the stage for a landmark event focused on leveraging data for national development and further propagate the objective and purpose of the event through Print and Electronic Media.
- The session is got better involvement of media persons in Data Fest coverage and broadcasting the objective of the event.

- PBS invited media persons to join as partners for Data Fest 2024 coverage, live streaming of keynote presentations, panel discussions, special access to keynote speakers and panelists, priority interviews with industry experts.

Personalized Outreach:

- Alongside formal sessions, the media team reached out to individual journalists to emphasize the event's significance in advancing data-driven development.
- To update the media personnel WhatsApp group also created.
- These coordinated efforts aim to maximize visibility and ensure Data Fest 2024 is well-publicized across platforms.
- A reminder letter with the sign of Member SS/RM was sent to media personnel, inviting them as guests of honor to attend Data Fest. This ensured media representatives were informed and encouraged to participate in the event.

3.9 Social Media Platform

The media team shared static and video post and reels on social media handles of PBS related to Data Fest, each focusing on different thematic areas. To expand reach and enhance audience engagement for Data Fest 2024, two posts and one video of these posts were boosted to maximize visibility.

1. Boosting Post

maximize audience reach, the Data Fest Awareness Campaign also utilized boosted posts on social media, an effective strategy executed by the media section. Additionally, a promotional video created by the event management company was uploaded on social media platforms, further enhancing the campaign's visibility and engagement.

4 Engaging Minds: The Role of Academia

Academia and research form the backbone of knowledge creation and dissemination, making their involvement in Data Fests indispensable. As centers of learning and innovation, academic institutions play a pivotal role in preparing participants for these events. Through pre-event activities such as workshops, and preparatory sessions, academia provides the foundational skills and theoretical frameworks necessary for meaningful engagement. Research-driven insights further enhance these activities, ensuring that participants are equipped with cutting-edge knowledge and techniques. By bridging theory and practice, these initiatives empower students, educators, and researchers to maximize their contributions to the collaborative and solution-oriented environment of Data Fests.

4.1 Content Development: -

The preliminary step was the preparation of various documents to highlight the main purpose of Data Fest 2024, including the mode of participation which could cater the interest of different stakeholders. These documents include concept note, thematic areas, Academia brochure, faculty and students' response record proforma which played a critical role in presenting the thematic and structural aspects of Research & academia. A well-crafted concept note for each theme allowed for targeted, in-depth exploration of specific academic fields, encouraging interdisciplinary engagement. The academia brochure summarized the key details and benefits of the program, helped to attract broader participation together, these documents provided a cohesive framework for planning, promoting, and documenting academic initiatives, ensuring clarity, engagement, and alignment with institutional objectives.

WHAT WILL BE THE CONTRIBUTION OF FACULTY / STUDENTS AND UNIVERSITIES TO DATA FESTIVAL?

Workshops and Tutorials: Faculty members and researchers can conduct workshops, tutorials, and training sessions on data science, analytics, machine learning, and related fields.

Keynote Speakers: Professors and industry-experienced alumni can deliver keynote addresses.

Mentorship: Providing mentors from the faculty and advanced students to guide participants during hackathons or competitions.

Panel Discussions: University experts can participate in panel discussions on data-driven topics, sharing their expertise.

Volunteering: Student volunteers will be engaged to assist with event organization, management, and support activities.

COMPETITION ANNOUNCEMENT

Students and universities can participate in Data visualization, Data Storytelling, presentations, quizzes and other projects. The competition will be announced through specially designed website for Data Fest. The winners will be awarded by prizes.

- Research Presentations
- Data Visualization Competitions
- Poster Presentations
- Data Science Project Exhibitions
- Ideas Generation
- Volunteering
- Quiz Competitions
- Data Storytelling
- Collaborative Projects
- Networking Opportunities

unicef
for every child

UNFPA

WORLD BANK GROUP

Please register yourself at the earliest through the link

SCAN ME

www.pbs.gov.pk
https://datafest.data.gov.pk

- Instagram.com/pbsofficialpak
- Linkedin.com/company/pbsofficialpak
- Facebook.com/PBSofficialpak
- Twitter.com/PBSofficialpak
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PAKISTAN BUREAU OF STATISTICS IS PROUD TO ANNOUNCE:

DataFest 2024
21st – 22nd OCTOBER

The National Data Fest is a key event for sharing knowledge, developing skills, fostering innovation, and encouraging collaboration in the field of data. As data becomes more crucial in our lives, this fest highlights its importance. It's a place for professionals, researchers, and enthusiasts to come together, celebrate, and innovate. Beyond just skills and technology, the fest aims to build connections, boost economic growth, and push our nation towards data-driven progress.

Data-fest 2024 is more than just an event; it's a celebration of how data can drive decision-making, spark creativity, and lead us to a future of knowledge and collaboration. This festival focuses on the vital role of data in improving life and starts a series of projects aimed at using data for societal good.

OBJECTIVES:

Data-Fest 2024 aims to:
Promote Data Literacy: Enhance understanding and skills in data science among participants.
Directly Engage Data Producers with Data Users: Facilitate interactions to bridge the gap between data creators and users.
Showcase Benefits of Data Integrations and Sharing: Highlight how data amalgamation can generate holistic insights for informed decision-making.
Create a Marketplace for Data Exchange: Foster an environment where data can be traded, accessed, and utilized effectively.
Promote Data-Driven Innovation: Encourage new ideas and solutions through panel discussions featuring through leaders.
Foster Data Literacy and Visualization Skills: Provide training on data analysis and visualization to empower participants.

THE EVENT WILL INCLUDE:

- Keynote Presentations
- Workshops and Trainings
- Data Product Exhibitions
- Panel Discussions
- Networking Events
- Specialized Seminars
- The Music & Fun Gala
- Stalls

DATA FOR LIFE AND EQUITY
Healthcare access and Social equity, education equity and poverty alleviation, Women and Children.

HARNESSING DATA FOR FISCAL RESILIENCE
Revenue generation, expenditure optimization, budget transparency and financial accountability.

DATA FOR GOVERNANCE AND GROWTH
Price regulation, social service delivery, law enforcement, and public administration.

CLIMATE CHANGE, ADAPTATION AND DISASTER RISK MANAGEMENT
Climate resilience strategies, disaster preparedness, risk assessment and mitigation measures.

DATA INTEGRATION AND VISUALIZATION FOR DEVELOPMENT
Interdisciplinary Data Integration, visual analysis, data-driven decision making and sustainable development goals.

DataFest 2024
21st – 22nd OCTOBER

IMPORTANCE OF DATA FEST

- Promote Data Literacy
- Foster Innovation
- Builds Community Linkages
- Showcase Best Practices
- Enhance Decision Making
- Encourage Data Driven Storytelling
- Support Education and Research
- Facilitate Knowledge Sharing
- Celebrate Data-Driven Achievements
- Inspire New Ideas

4.2 Invitation letters to Universities and Follow up Strategy: -

Dispatching of Invitation letters to universities was a key step to establish collaboration and securing participation from Research & Academia. These letters were accompanied by relevant documents like concept notes, thematic areas, research & academia brochures, Data Fest Booklet and participation proformas for students and faculty which offered a detailed overview of the event its objectives, and the mutual benefits for all involved institutions. Alongside the dispatch, follow-up calls to university representatives ensured that the communication has been received, clarifying any queries and reinforcing the invitation to participate. Maintaining a consistent follow-up strategy was crucial, as it provided an opportunity for feedback, enabling adjustments based on the stakeholders' interests. At the initial stage 44 universities were selected across Pakistan to send an invite to participate in Data Fest and the number of universities increased later to 54. The follow up strategy was thoroughly implemented telephonically and by email with prompt response to queries.

4.3 Meetings with Universities: -

Additionally, meetings were conducted in main universities in Islamabad and Rawalpindi e.g. NUST, IIUI, QAU, AIR, FAST, ARID, RWU and COMSATS and focal points were established with the nomination of potential focal persons of the respective institutions. At the provincial level top 2 universities were approached and meetings were conducted by PBS regional offices teams to encourage participation. However, many universities were approached at provincial level to invite for participation. Data Fest Posters were displayed in all main universities of Islamabad and brochure and other informative material was also distributed at Federal and Provincial level universities.

4.4 Proposals from Academia: -

The response from Academia for participation in Data Fest was overwhelming with 6 panel discussions, 49 workshops including keynote presentations, poster presentations, exhibition and data storytelling proposals. Also, NUST, AIR and LUMS established stalls in data festival with students' projects and faculty research work prominently NCBC LAB, a joint venture by NUST and LUMS. This coordinated approach fosters engagement, strengthens academic networks, and paves the way for productive partnerships.

4.5 Progress review meetings: -

All the progress related to Academia involvement was regularly shared during the progress review meetings conducted on weekly basis.

4.6 Seminars at Universities: -

Pakistan Bureau of Statistics conducted Seminars at various universities to aware faculty and students about the available opportunities for them in Data Fest. These seminars aimed to motivate students to participate in the Data Festival. The PBS team presented details about the festival, highlighting the importance of data in today's world. Byshowcasing how

data drives decision-making and innovation, the seminar emphasized the critical role that accurate data plays in societal development. Engaging students in this discourse not only fosters their interest in data analytics but also prepares them for future careers in a data-driven environment. This initiative underscores the significance of seminars as platforms for knowledge sharing and skill development. At the end of all Seminars students were registered online as volunteers for Data Festival.

Name of University	Name of PBS Team	Date	Detail of Activity	Total Duration
National University of Sciences and Technology	Mr. Amjad Javaid Sandhu (DG Admin) Ms. Ayesha Sajid (instructor) Mr. Touseef younus (Statistical Officer) Ms. Hina Kanwal (Statistical Officer)	1/10/2024	Introductory session 20 minutes, Question and Answer session 10 minutes, Online Registration 30 minutes, Brochure Distribution	1 hour
Comsats University Islamabad	Mr. Syed Abdul Qadir (Director) Ms. Ayesha Sajid (Instructor) Mr. Touseef Younus (Statistical Officer) Ms. Noor Jehan (Statistical Officer)	2/10/2024		
Quaid e Azam University Islamabad	Mr. Sohaib (Director) Ms. Ayesha Sajid (Instructor) Mr. Touseef Younus (statistical Officer) Ms. Sana Habib (Statistical Officer)	3/10/2024		
Rawalpindi Women University	Mr. Sohaib (Director) Ms. Ayesha Sajid (Instructor) Mr. Touseef Younus (statistical Officer) Mr. Ameer Khan (Statistical Officer)	8/10/2024		
Arid Agriculture University Rawalpindi	Mr. Sohaib (Director) Ms. Ayesha Sajid (Instructor) Mr. Touseef Younus (Statistical Officer) Mr. Ameer Khan (Statistical Officer) Ms. Hina (Statistical Officer)	10/10/2024		

Volunteers Registration at Quaid e Azam University

Group Photo at QAU

Volunteers Registration at Comsats University

Group Photo of Seminar held at Comsats

Volunteers Registration at NUST

Group Photo at NUST Seminar

Volunteers Registration at Rawalpindi Women University

Group Photo at RWU

4.7 Volunteer Management & Responsibilities of Data Fest Ambassadors

The inaugural Data Fest 2024 provided an exceptional opportunity for over 500 students to actively participate in the event's organization in collaboration with the PBS team.

Volunteers played diverse roles, including reception and registration, where they welcomed attendees, managed guest lists, and guided guests of honor. They ensured smooth logistics by providing event information to visitors and assisting university attendees. Volunteers also contributed to media management by capturing event highlights, coordinating press coverage, managing social media engagement, and documenting remarks and photos of distinguished guests. They handled hall and panel discussion management, ensuring rooms were prepared, timekeeping was

maintained, and audience needs were met. Volunteers managed workstations, resolved technical issues, and facilitated session transitions. They also supported logistics, including transportation for guests of honor and ranking exhibition stalls for awards. Additionally, volunteers served as PBS ambassadors, promoting Data Fest and distributing event materials within their universities to encourage broader participation.

4.8   Orientation Session at Pak China Friendship Centre

To conduct the Data Fest smoothly, 541 Data Fest Ambassadors / volunteers were registered. To apprise Data Fest Ambassadors / Volunteers about their Roles and Responsibilities during Data Fest, an Orientation Session of Data Fest Ambassadors was carried out at Pak China Friendship Centre on 20th October, 2024. During Session Mr. Muhammad Sarwar Gondal (SI), Member (SS/RM) discussed the goals and expected outcomes of the Data Fest. The duties were also distributed among volunteers. A brief overview of the organization and a team building exercise related to workshop themes were provided to Volunteers. An open floor for questions and discussion was provided by the end of session. This workshop was an amazing opportunity for volunteers to connect with each other and organizers. A comprehensive work plan was shared with the students and a team comprising of PBS officers and Volunteers was constituted for the smooth execution of Data Fest.

4.9 Transport Management for Volunteers: -

Pakistan Bureau of Statistics (PBS) managed *(Annex-V)* transportation for students over three days, successfully picking up nearly 300 students from various universities for the orientation held at the Pak-China Centre on 20th October, 2024. Additionally, PBS facilitated transport for 392 volunteers and 282 visitors from different universities to attend the Data Festival on both days of event. This comprehensive logistical support ensured that all participants had access to valuable learning opportunities and could engage fully in the event.

5 Stalls Management: -

The success of Data Fest 2024 was, in large part, driven by the meticulous planning and coordination carried out by the Data Fest Secretariat, which played a pivotal role in ensuring the smooth execution of the event, particularly in the management of stalls. From the initial stages of the event's conception to the final moments, the Secretariat was at the heart of organizing the structure and logistics that made the event run seamlessly.

One of the key responsibilities of the Data Fest Secretariat was overseeing the setup and handover of responsibilities to the Stall Management Committee. The Secretariat's role involved detailed planning, including the categorization of stalls, aligning their placement, and ensuring that each exhibitor's requirements were clearly understood and met. By managing this groundwork, the Secretariat created a solid foundation for the subsequent efforts of the Stall Management Committee. The stalls were categorized as follows:

1. **Premium Stalls** (20x10 ft) - High-visibility spaces for maximum exposure.
2. **Essential Stalls** (18x9 ft) - Mid-range with moderate visibility.
3. **Standard Stalls** (18x9 ft) - Basic options with reasonable presence.
4. **Basic Stalls** (9x9 ft) - Affordable, compact stalls ideal for smaller organizations.

After the Data Fest Secretariat hands over its completed work to the Stall Management Committee, the Stall Management Committee takes over the responsibility of managing the stalls during the event.

The Stall Management Committee holds daily meetings with the focal persons nominated by the Data Fest Secretariat for each stall. These focal persons are responsible for specific aspects of the stall, such as setup, maintenance, and interaction with attendees. During these meetings, the committee reviews progress, addresses any concerns, and ensures that everything is on track. In these meetings, the stall focal persons provide updates on the status of their assigned stalls. By conducting these daily meetings and maintaining clear communication, the Stall Management Committee ensures that the event runs smoothly, with all stalls functioning efficiently and meeting the expectations of both participants and attendees.

The Data Fest Secretariat dispatched letters *(Annex-W)* and also sent emails to the nominated focal persons from stakeholder organizations for confirmation of the stalls. These communications were aimed at confirming the participation of the organizations, ensuring that the stalls were reserved, and clarifying any requirements or expectations related to the setup.

The letters and emails outlined key details, such as the stall allocation, setup guidelines, event schedules, and any other relevant information, ensuring that the focal persons were fully informed and prepared for their role in the event. This process helped streamline coordination between the Data Fest Secretariat, the Stall Management Committee, and the stakeholder organizations, ensuring a smooth and organized event setup.

5.1 Pre-Event Stall Preparation

1. **Technical Requirements**
   - PBS created a checklist to verify all items and equipment present at the stall.
   - Arrangements for electricity, internet connectivity, and AV equipment.
   - Providing access to data visualization software, AI platforms, or any special tools needed by tech or AI stalls.

2. **Branding and Stall Design**
   - Uniform stall design guidelines to maintain consistency while allowing for customization (banners, screens, digital displays).
   - Coordination with sponsors and partners for any additional branding or promotional materials.

3. **Mock Setup and Final Checks**
   - Conducting mock stall setups to ensure all equipment, displays, and interactive features work seamlessly.
   - Final technical checks, including Wi-Fi connectivity, interactive demo readiness, and audio-visual equipment.

5.2 Floor Plan and Layout Design: -

The floor plan and layout *(Annex-X)* for Data Fest 2024 have been meticulously designed to optimize visitor engagement and create a seamless flow throughout the venue. Each stall's placement has been carefully planned, taking into account key factors such as foot traffic patterns, visibility, and accessibility. High-traffic areas have been identified to ensure maximum exposure for exhibitors, while clear pathways guide attendees through the venue, minimizing congestion and enhancing their overall experience. Additionally, the layout fosters a balance between thematic zones, allowing visitors to explore related stalls conveniently while ensuring no exhibitor is overshadowed. Strategic positioning near entrances, exits, and other focal points further boosts visibility, creating an engaging and equitable environment for all participants. This thoughtful arrangement aims to maximize attendee interactions with exhibitors and deliver a memorable and efficient experience for everyone involved.

6 Panel Discussion at Data Fest-2024: -

Panel discussions were carefully organized to align with the overarching themes of the festival, addressing pressing issues such as social equity, governance, fiscal resilience, climate adaptation, and data integration. Each session featured renowned national and international experts who shared their knowledge and practical experiences, fostering meaningful dialogue among attendees. The discussions provided a unique platform for bridging gaps between data producers, users, and policymakers, while promoting collaborative approaches to leveraging data for societal progress.

6.1 Materials Prepared for a Panel Discussion

To ensure a successful and impactful panel discussion, meticulous preparation was undertaken, leveraging a combination of structured documents, collaborative efforts, and regular engagements. The materials and steps used include:

6.2 Objectives of the Panel Discussions

1. **Promoting Data-Driven Decision-Making**: The sessions highlighted practical examples of how data has been and can be utilized to inform policies and programs addressing societal challenges.

2. **Fostering Cross-Sector Collaboration**: Stakeholders from government, academia, civil society, and international organizations came together, fostering a spirit of collaboration and mutual learning.

3. **Addressing Data Gaps**: Experts identified key data gaps, particularly in areas such as climate change, governance, and social equity, and proposed actionable strategies to address them.

4. **Showcasing Best Practices**: Success stories and best practices in data collection, analysis, and visualization were shared, inspiring replication and scalability.

6.3 Key Themes of the Panel Discussions

The panel discussions revolved around the festival's central themes, ensuring a comprehensive exploration of topics crucial to Pakistan's socio-economic development:

- **Data for Life and Equity: -** Sessions in this track delved into the critical role of demographic, education, and socioeconomic data in addressing key challenges related to social equity, healthcare access, and poverty alleviation. Participants explored how data can highlight disparities, identify vulnerable populations, and guide targeted interventions. Case studies and success stories demonstrated how effective data utilization can ensure equitable distribution of resources and promote inclusive development, fostering a fairer and more balanced society.

- **Harnessing Data for Fiscal Resilience: -** This theme emphasized the pivotal role of data in strengthening fiscal resilience. Discussions focused on leveraging data analytics to optimize revenue generation, streamline government expenditures, and enhance

fiscal transparency and accountability. Panelists presented innovative strategies for identifying untapped revenue streams, curbing inefficiencies, and monitoring public spending to improve financial stability and build trust with stakeholders. The role of advanced tools and technologies in fiscal management was also explored, providing actionable insights for policymakers and financial experts.

- **Data for Governance and Growth: -** Panels under this theme highlighted the transformative impact of data in driving effective governance, improving public service delivery, and fostering economic growth. Experts shared insights on how data-driven decision-making can address governance challenges, enhance citizen engagement, and streamline administrative processes. Examples of using big data and predictive analytics for urban planning, infrastructure development, and fostering entrepreneurship were discussed, showcasing the potential of data to catalyze sustainable economic progress.

- **Climate Change, Adaptation, and Disaster Risk Management: -** With climate change posing an imminent threat, this track focused on data-driven approaches to build climate resilience and enhance disaster preparedness. Experts discussed the integration of geospatial data, remote sensing, and predictive models to anticipate climate-related risks and develop proactive mitigation strategies. The role of data in crafting adaptive policies, managing natural resources, and coordinating disaster response efforts was emphasized, underscoring the importance of evidence-based planning in addressing environmental challenges.

- **Data Integration and Visualization for Development: -** This theme revolved around the interdisciplinary integration of data and the use of visual analytics to support evidence-based decision-making. Presentations showcased how combining datasets from various sectors—such as health, education, and economy—can yield powerful insights and reveal patterns that guide strategic actions. Tools and techniques for creating interactive dashboards, geographic information systems (GIS), and other visualization platforms were demonstrated, highlighting their utility in making complex data accessible and actionable for policymakers, researchers, and the public alike.

Themes

Data for Life and Equity

Healthcare access, social equity, education equality, women, children and poverty alleviation

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"**Data for Life and Equity**" in the context of healthcare access, social equity, education equality, women, children, and poverty alleviation involves:

- **Healthcare Access**: Using data to ensure that women and children have equitable access to healthcare services, including maternal care, vaccinations, and treatments for diseases affecting children.

- **Social Equity**: Employing data to address disparities in access to resources and opportunities, focusing on marginalized groups such as women and children from low-income backgrounds.

- **Education Equality**: Leveraging data to enhance educational opportunities for women and children, including access to quality schools, teacher training, and resources that support their academic success.

- **Women and Children**: Using data to develop targeted interventions that address specific challenges faced by women and children, such as gender-based violence, nutritional deficiencies, and lack of access to education.

- **Poverty Alleviation**: Harnessing data to implement effective poverty reduction strategies that benefit women and children, including economic empowerment programs, social safety nets, and community development initiatives.

Data for Governance and Growth
Price regulation, social service delivery, law enforcement, and public administration

"**Data for Governance and Growth**" refers to the use of data to enhance efficiency, transparency, and effectiveness in various governmental functions. Here's a brief explanation of how data can be applied in the areas of price regulation, social service delivery, law enforcement, and public administration:

- **Price Regulation**: Data analytics can help monitor market trends, track pricing behaviors, and identify instances of price manipulation or unfair practices. This enables regulatory bodies to make informed decisions on setting fair prices and ensuring market stability.

- **Social Service Delivery**: Data-driven insights can improve the targeting and delivery of social services such as healthcare, education, welfare benefits, and housing assistance. By analyzing demographic data and service usage patterns, governments can better allocate resources and tailor programs to meet the needs of specific communities.

- **Law Enforcement**: Utilizing data for predictive policing, crime mapping, and analyzing crime trends can enhance law enforcement strategies. This includes deploying resources more effectively, identifying high-crime areas, and improving response times to incidents.

- **Public Administration**: Data can streamline administrative processes, optimize resource allocation, and improve decision-making within government agencies. It facilitates performance monitoring, policy evaluation, and public service planning based on evidence and outcomes.

Harnessing Data for Fiscal Resilience
Revenue generation, expenditure optimization, budget transparency, and financial accountability

"**Harnessing Data for Fiscal Resilience**" involves leveraging data to strengthen financial stability and efficiency across various aspects of public finance. Here's a brief explanation of how data can be applied in the areas of revenue generation, expenditure optimization, budget transparency, and financial accountability:

- **Revenue Generation**: Revenue generation through data analytics empowers governments to optimize tax policies, improve compliance, and identify opportunities for sustainable revenue growth. By leveraging data-driven insights, governments can achieve fiscal sustainability while minimizing the burden on taxpayers and fostering economic growth.

- **Expenditure Optimization**: Data-driven insights enable governments to prioritize spending on essential services and infrastructure projects. By analyzing expenditure patterns and performance metrics, governments can allocate resources more efficiently, ensuring funds are used effectively to achieve desired outcomes.

- **Budget Transparency**: Utilizing data for budget transparency involves making financial information easily accessible to the public. This fosters trust and accountability by allowing citizens and stakeholders to monitor how public funds are allocated and spent.

- **Financial Accountability**: Data plays a crucial role in monitoring financial transactions, detecting fraud or mismanagement, and holding government officials accountable for budgetary decisions. It supports audits, evaluations, and compliance with fiscal regulations.

Climate Change, Adaptation, and Disaster Risk Management

Climate resilience strategies, disaster preparedness, risk assessment, and mitigation measures.

"**Climate Change, Adaptation, and Disaster Risk Management**" encompass strategies and measures to mitigate the impact of climate change and enhance resilience to natural disasters. Here's a brief explanation of each component:

- **Climate Resilience Strategies**: These strategies focus on building resilience in communities, infrastructure, and ecosystems to withstand the impacts of climate change. This includes measures like improving promoting green infrastructure, and implementing sustainable land use practices.

- **Disaster Preparedness**: This involves planning and readiness measures to respond effectively to disasters triggered by climate events. It includes early warning systems, evacuation plans, and stockpiling emergency supplies to minimize loss of life and property damage.

- **Risk Assessment**: This process involves identifying and evaluating potential hazards, vulnerabilities, and risks associated with climate change impacts and natural disasters. It helps prioritize actions and allocate resources effectively to reduce risks.

- **Mitigation Measures**: These are actions taken to reduce the severity and impact of climate-related disasters. Examples include flood barriers, forest management to reduce wildfire risks, and coastal defenses against sea-level rise.

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Data Integration and Visualization for Development

Interdisciplinary data integration, visual analytics, data-driven decision-making, and sustainable development goals.

"**Data Integration and Visualization for Development**" involves combining diverse datasets, employing visual analytics, and leveraging data-driven decision-making to achieve Sustainable Development Goals (SDGs). Here's a brief explanation of each component:

- **Interdisciplinary Data Integration**: This process involves merging data from various disciplines and sources to create comprehensive datasets. By integrating social, economic, environmental, and demographic data, policymakers gain a holistic understanding of development challenges and opportunities.

- **Visual Analytics**: Visual analytics uses data visualization techniques to interpret complex datasets and communicate insights effectively. Interactive charts, graphs, and maps help stakeholders identify trends, patterns, and correlations, facilitating informed decision-making.

- **Data-Driven Decision-Making**: Decision-making based on data analysis enhances efficiency and effectiveness in achieving development goals. By using insights from integrated data, policymakers can prioritize interventions, allocate resources efficiently, and monitor progress towards SDGs.

- **Sustainable Development Goals (SDGs)**: Data integration and visualization support efforts to achieve SDGs by providing evidence-based strategies and monitoring progress. It enables governments, organizations, and communities to track indicators, measure impact, and adjust policies to ensure sustainable development across economic, social, and environmental dimensions.

6.4 Nominated Focal Persons for each Panel Discussion: -

The **nominated focal persons** for each panel discussion are individuals selected by the Data Fest Secretariat to lead and manage specific aspects of the event. These focal persons play a critical role in ensuring that each panel discussion is well-coordinated, that the objectives of the sessions are met, and that the various stakeholders involved are aligned throughout the event.

Data for Life & Equity (UNFPA)
Panel Topic: Harnessing Demographic Data for Policy and Legislation to Address Pakistan's High Population Growth Rate
Focal Person: Dr. Amjad Javaid, DG Admin

He was responsible for coordinating the session, ensuring smooth communication among panelists, and overseeing the logistical arrangements. His role included facilitating discussions, managing time effectively, and addressing audience queries to maintain engagement. He also ensured that the panel's objectives were met by aligning the conversation with the event's broader goals. His contributions played a key role in the success and organization of the panel discussion.

Data for Life & Equity (UNICEF)
Panel Topic: Education: Quality & Access
Focal Persons: Mr. Shaukat Ali Khan, DDG, Ms. Hina Kanwal, SO

They were responsible for coordinating the panel's logistics, ensuring speakers' participation, and managing the session's schedule. Their tasks included preparing materials and background information for the discussion. They facilitated communication between panelists and event organizers. Additionally, they ensured that the panel adhered to the event's goals and objectives.

Data for Life & Equity (World Bank)

Panel Topic: Welfare Monitoring for Better Investment Decisions
Focal Persons: Ms. Rabia Awan, DDG (Data Fest), Dr. Arshad, CSO

She was responsible for coordinating the panel's logistics, ensuring timely communication between panelists and organizers. She also managed the preparation of materials and resources needed for the discussion. Additionally, she facilitated the smooth execution of the event by overseeing the setup and addressing any issues that arose. Her role ensured the panel discussion ran seamlessly and met its objectives.

Data Integration and Visualization for Development (UNFPA)
Panel Topic: Inclusive Data Systems for Effective Policy Making Bridging Data Gaps
Focal Persons: Ms. Sobia Munawar, Director DP & Mr. Arslan Bashir, DPO

Their responsibilities included coordinating with panelists, managing logistical arrangements, and ensuring smooth communication during the event. They were also tasked with overseeing the preparation of relevant materials and ensuring all technical requirements were met. Their Terms of Reference (TORs) outlined their roles in facilitating panel discussions and supporting audience engagement. Both were integral in ensuring the success of the session by providing operational and strategic support.

Data for Life & Equity

Panel Topic: Investing in Early Years, Human Capital Development, and Reaping the Demographic Dividend

Focal Person: Syed Abdul Qadir Shah, DG (ES)

He was responsible for overseeing the preparation of content and materials related to the discussion. His role included managing time during the session and ensuring all key topics were addressed. He also facilitated participant engagement and responded to any logistical queries. Additionally, he ensured that the outcomes of the discussion were properly documented and shared with relevant stakeholders.

Climate Change, Adaptation, and Disaster Risk Management

Focal Persons: Mr. Atiq-ur-Rehman, DDG & Dr. Adil, CSO (NA)

They coordinated the logistics, ensured the panelists were prepared, and facilitated the smooth execution of the session. They also communicated with the speakers to align their presentations with the event's objectives. Additionally, they addressed any technical or operational issues that arose during the discussion. Their role was crucial in ensuring the panel ran effectively and met its goals.

6.5 TORs of Focal Persons for Panel Discussions

The main ToRs are as follows: -

1. To coordinate with the sponsor and company for smooth execution of panel discussion:
    i. Finalization of panelists and their contact details.
    ii. Prepare an alternate list of panelists.
    iii. Contact with panelists and their confirmation.
    iv. Obtain a short CV from the panelist, along with a recent PP-size photograph for preparation of the document for penal discussion and design of soft intro.
    v. Preparation of profile for sharing with Ms. Sobia, Director (DP)
    vi. Ensuring the design of the stage and backdrop, panel discussion in collaboration with the sponsor and company, and approval of the design by the Management Committee.
2. Review of concept notes, keynotes, presentation, and approval from the Management Committee / Chief Statistician
3. Preparation/designing of Questions for the Moderator and approval from the Management Committee / Chief Statistician
4. Completion of Day-1 & Day-2, Activity plan with the allocation of focal Person /Team for each activity
5. Conduct preliminary 2-Zoom meeting with panelists and moderators to avoid any inconvenience on the event day.
6. Prepare the list of 35-40 person PBS employee with their contact N. and ensure their presence for each panel discussion.
7. Ensure the actual participant list /their contact No, relating to their area of the domain from the Public & Private sector.

8. Any changes in panelists should be promptly communicated to the Data Fest Secretariat or Management Committee, along with the submission of a completed Proforma *(Annex-Y)* for the panelist change.

9. Provide the list and contact details of panelists for the invitation letter

6.6 Concept Notes

A well-structured concept note was crafted for each theme, serving as a foundational guide for panel discussions. These notes included the following components:

- **Introduction to the Theme:**

  A brief overview outlining the significance of the theme in the context of current challenges, opportunities, and its relevance to sustainable development goals.

- **Key Issues and Challenges:**

  An in-depth analysis of the pressing challenges related to each theme, backed by data, case studies, or examples to highlight real-world implications.

- **Objectives of the Discussion:**

  Clear objectives were defined to focus the dialogue on actionable insights, policy recommendations, or innovative solutions.

These concept notes were distributed among all panelists well in advance, ensuring uniform understanding and encouraging panelists to contribute meaningful insights tailored to the themes.

6.7 Regular Online Zoom Meetings with Panelists

To promote alignment and collaboration, Management Committee, organized a series of virtual meetings with all panelists. The objectives and structure of these meetings were as follows:

- **Agenda Setting:**

  Each meeting had a clear agenda, such as finalizing discussion topics, reviewing concept notes, or resolving ambiguities in the panel structure.

- **Role Assignment:**

  Specific roles and responsibilities were assigned to each panelist, ensuring that all key aspects of the themes were addressed comprehensively.

- **Content Revisions:**

  Collaborative reviews of the concept note and other preparatory materials were conducted to refine the content based on panelists' expertise and insights.

6.8 Planning and Coordination Checklist for Panel Discussion: -

The "Check List of Activities*" (Annex-Z)* outlines a detailed plan for organizing a professional event, focusing on effective coordination and thorough preparation. It emphasizes collaboration with sponsors and stakeholders, including tasks such as finalizing panelists, preparing alternate lists, obtaining CVs and photographs, and developing profiles for approval. The design and setup of the stage and backdrop, along with panel discussion arrangements, are to be finalized with input and approval from the sponsors and management committee. Keynotes and questions for the moderator are to be reviewed and approved by the Management Committee or Chief Statistician.

The checklist also includes scheduling and planning activities, such as developing detailed plans for Day 1 and Day 2, assigning specific teams or individuals, and conducting preliminary Zoom meetings with panelists and moderators. Additionally, it involves compiling comprehensive contact lists of PBS employees and participants from the public and private sectors. Any changes in panelists are to be communicated promptly to the Data Fest Secretariat or Management Committee using a prescribed proforma. Finally, the checklist ensures the timely provision of participant and panelist contact details for sending invitations. This structured approach ensures accountability, clear communication, and efficient management of all aspects of the event.

7 Workshop Arrangements

7.1 Stakeholder Outreach and Engagement for workshop

The Data Fest Secretariat reached out to all identified stakeholders across various sectors by using multiple communication channels, including official letters, emails, telephone calls, and participation proforma. These efforts ensured that all stakeholders were adequately informed about the upcoming workshops and invited to confirm their participation. Once the stakeholders responded and confirmed their intent to participate, a comprehensive and finalized list of participants was compiled. Following this, ***all the gathered materials, details, and necessary documentation were systematically handed over to the Workshop Management Committee.*** This allowed for seamless coordination and smooth correspondence moving forward, ensuring the workshops would be effectively managed and executed.

7.2 Workshop Management Committee

The **Workshop Management Committee Dr. Bahrawar Jan, (DDG) Mr. Rizwan Bashir (Director)** and **Ms. Kanwal Murtaza (CSO)** has been assigned specific responsibilities to ensure the effective organization and execution of workshops at Data Fest.

7.3 Workshop Management Team for Data Festival

1. **Ensure Smooth Execution of Workshops:**
   - Organize and oversee all aspects of workshop management for a seamless event experience.
   - Coordinate with presenters, chairs, and support staff to ensure timely execution of sessions.

2. **Facilitate Effective Knowledge Sharing:**
   - Provide a platform to diverse presenters to share their research, insights, and data.
   - Promote data-driven discussions and decision-making through well-structured presentations.

3. **Promote Engagement Across Sectors:**
   - Involve participants from academia, government, and the private sector in collaborative workshops.
   - Encourage cross-sector and cross cutting dialogue on data-related issues and challenges.

4. **Align Presentations with Key Themes:**
   - Ensure that all presentations are aligned with the festival's thematic areas.
   - Provide presenters with guidelines on content structure, time slots, and slide counts to maintain consistency.

5. **Optimize Participation Opportunities:**
   - Adjust time slots (30 or 60 minutes) to accommodate more presenters, maximizing the number of participants who can present.
   - Ensure that each session includes opportunities for audience interaction through Q&A sessions.

6. **Engage High-Profile Experts as Chairs:**
   - Assign chairs from PBS or other organizations to lead each workshop, fostering collaboration.
   - Ensure that chairs manage the session, introduce speakers, and moderate Q&A discussions effectively.
7. **Ensure Professionalism and Recognition:**
   - Maintain a professional atmosphere in each workshop with structured session flow.
   - Recognize presenters by awarding certificates at the end of each session to honor their contributions.
8. **Leverage Presenter Feedback for Future Events:**
   - Collect and analyze feedback from participants to refine future workshops.
   - Identify gaps or new themes based on feedback for better alignment with future data needs.

By adhering to these objectives, the Workshop Management team aimed to create an efficient, collaborative, and impactful environment for all participants, ensuring the success of the PBS Data Festival workshop.

7.4 In House Meetings of Workshop Management:

A series of in-house meetings were held to effectively distribute tasks and assign roles to all team members, ensuring a well-coordinated effort. Further an online meeting with the focal persons from Event Management Company, the event organizer, was also held to understand their role and the extent of their preparations for the Data Festival. This meeting helped to ensure that all aspects of the event were aligned and well-coordinated, and both PBS and Event Management Company were fully prepared for a seamless execution of the workshops.

7.5 Scrutiny of Presentations for the PBS Data Festival Workshops:

The initial data of interested participants provided by the Data Fest Secretariat was carefully scrutinized by the Workshop Management *(Annex-AA)* comprised of Dr. Bahrawar Jan, (DDG) Mr. Rizwan Bashir (Director) and Ms. Kanwal Murtaza (CSO) based on themes and areas of interest. Participants were contacted via email to obtain their credentials and PowerPoint presentations.

Once presentations were received, each underwent a thorough review by the focal persons to ensure matching with the festival's themes. Workshop Management then provided detailed guidelines to the presenters through email, instructing them on necessary modifications, including content and slide count, to fit their assigned time slots.

- **For One (1)-hour presentations**, presenters were advised to prepare **12 to 15 slides**, which included a **15-minute Q&A session**.
- **For 30-minutes presentations**, presenters were asked to limit their slide count to **10 slides**, with a **10-minute Q&A session**.

These guidelines ensured that each presentation was well-structured, focused, and allowed ample time for audience interaction and feedback.

Dr. Bahrawar Jan (DDG) floated the idea that each workshop should be moderated by a Chair, this was endorsed by Workshop Management team. It was decided that the chair could either be an officer of PBS or a presenter from another workstation. PBS took great pride in extending the honor of chairing presentations to presenters from different organizations enhancing the collaborative spirit of the event. Workshop Management reached out to potential chairs, sharing the schedules and requesting their availability. Based on their ease and preferences, time slots were adjusted to ensure smooth coordination.

7.6 Staff of Workshop Management:

Each focal person engaged the strengths of their respective sections, voluntarily, and the Data Fest Secretariat provided support staff for the initiative. To be specific, staff of Social Statistics Section, Price Section, Industry Section, Business Register Section, and Field Services Section were engaged for this activity along with newly appointed SOs. CSO Social Statistics also helped in entire process. For technical support, staff from DP Centre was also engaged at each workstation.

8 Event Highlights: Celebrating the Spirit of Data Fest 2024

The Data Fest 2024 event day was a vibrant and meticulously organized occasion that showcased innovation, creativity, and attention to detail. The venue was adorned with dynamic branding elements, including eye-catching banners, a striking media wall, and strategically placed standees that reflected the event's theme, *"Unleashing the Power of Data for Development."* The media wall served as a focal point for photo opportunities and interviews, featuring a sleek design that encapsulated the event's vision and key messages. A special highlight of the day was the inclusion of a robot, symbolizing the fusion of technology and data. The thoughtful and professional design of the space, coupled with these unique elements, created a compelling atmosphere that underscored the event's commitment to excellence and innovation.

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DataFest -2024

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Data Fest 2024 was a vibrant celebration of data-driven innovation, collaboration, and knowledge sharing, spanning two engaging and meticulously planned days. The event kicked off with an inspiring opening ceremony that set the tone for the activities ahead, uniting participants around the shared mission of leveraging data for transformative impact. Day 1 unfolded with dynamic panel discussions featuring thought leaders and experts, who explored emerging trends, challenges, and opportunities in the data landscape. Complementing these discussions were hands-on workshops that allowed participants to dive deeper into practical tools and methodologies, fostering skill development and knowledge exchange. Networking opportunities throughout the day enabled meaningful connections among attendees, creating a platform for collaboration and idea generation. The day also embraced cultural activities, adding a refreshing and celebratory touch to the agenda, showcasing the diversity and creativity within the community.

Building on the momentum of the first day, Day 2 featured advanced discussions that pushed the boundaries of innovation, with interactive sessions designed to engage participants in thought-provoking dialogues and practical applications of data-driven solutions. These sessions encouraged active participation, allowing attendees to share insights, ask questions, and explore new perspectives. The event concluded with a formal closing ceremony, a moment of reflection on the achievements, key takeaways, and collective milestones reached over the two days. It celebrated the collaborative spirit and transformative power of data-driven initiatives while inspiring participants to carry forward the knowledge and connections gained. Each component of Data Fest 2024 offered a unique blend of learning, inspiration, and interaction, reinforcing the importance of data as a tool for progress and positive change. However, a detailed schedule of activities is available at *(Annex-AB)*: **"Day 1 Activity"** and *(Annex-AC)* **"Day 2 Activity"**.

8.1 Opening Ceremony

The opening ceremony of Data Fest 2024 took place on the 21st of October at the esteemed Pak-China Friendship Centre, marking the beginning of a transformative event focused on the power of data. The ceremony was graced by the presence of the **Minister for Planning, Development, and Special Initiatives**, **Prof. Ahsan Iqbal**, who formally inaugurated the event.

In his keynote address, the minister underscored the pivotal role of data as a catalyst for informed decision-making and sustainable development. He highlighted the pressing need for a unified approach, emphasizing the importance of collaborative efforts between the government, private sector, and academia in unlocking the true potential of data for national progress. Prof. Iqbal stressed that data-driven strategies are vital for addressing key challenges in various sectors, including healthcare, education, infrastructure, and economic growth.

The ceremony set an inspiring tone for the event, bringing together a diverse audience of policymakers, industry leaders, data scientists, researchers, and students. The gathering symbolized a shared commitment to harnessing the power of data to shape a brighter and more equitable future. With an atmosphere of enthusiasm and innovation, the opening ceremony laid the foundation for insightful discussions, knowledge-sharing, and groundbreaking collaborations throughout the event.

DataFest-2024

8.2 MOU Ceremony at Data Fest 2024

The MoU Signing Ceremony emerged as a cornerstone of the opening day of Data Fest 2024, showcasing the Pakistan Bureau of Statistics (PBS)'s commitment to fostering collaboration and advancing data-driven initiatives across diverse sectors. This pivotal event formalized strategic partnerships between PBS and a range of prestigious organizations and academic institutions, reflecting a shared vision for utilizing data to drive innovation, inform policymaking, and tackle national challenges.

1. National Database and Registration Authority (NADRA)
2. Controller General of Accounts (CGA)
3. House Building Finance Corporation (HBFC)
4. University of Management & Technology, Lahore (UMT)
5. FAST National University of Computer and Emerging Sciences (FAST)
6. Rawalpindi Women University (RWU)
7. Pakistan Institute of Education (PIE)
8. University of Sargodha (UOS)
9. Forman Christian College (FCC)
10. Pakistan Telecommunication Authority (PTA)
11. Faisalabad Business School (FBS_NTU)
12. Lahore University of Management Sciences (LUMS)

The **MoU Ceremony** underscored PBS's strategic focus on building a robust ecosystem for data utilization, bridging gaps between government, academia, and industry. It highlighted the collective effort required to harness data for sustainable development, innovation, and societal progress. This landmark event set the tone for Data Fest 2024, reinforcing PBS's leadership in advancing Pakistan's data landscape.

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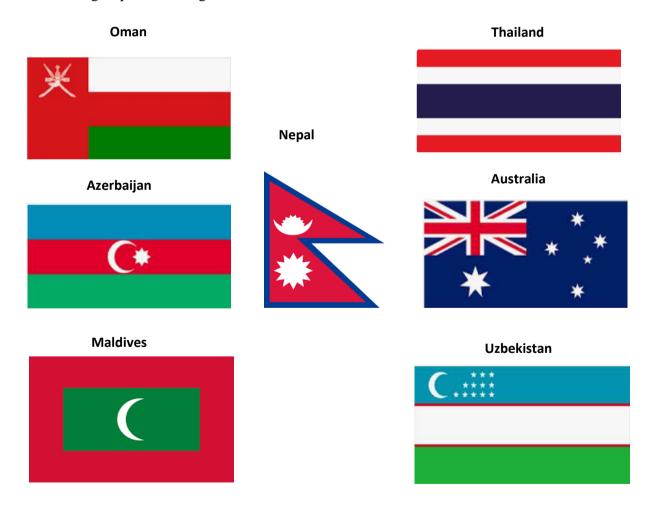
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8.3 Involvement of International Organization

Pakistan Bureau of Statistics organized Data Fest 2024 as a collaborative platform to exchange ideas, best practices, and innovations in data collection, management, and utilization. Key representatives from international organizations and National Statistical Organizations (NSOs), including Nepal and the Sultanate of Oman, actively participated, with Nepal contributing five distinguished delegates, including their Chief Statistician and Deputy Chief Statistician, and Oman represented by two prominent participants, including the Head of Population Statistics. Esteemed academics and researchers also enriched the event, with professors from Macquarie University and Prince Songkla University (Australia) sharing insights on advanced data analytics, a lecturer from Prince Songkla University (Thailand) contributing to discussions on data integration, and Pakistani experts aligning the discourse with national development priorities. This diverse representation underscored the vital role of NSOs and academic institutions in implementing effective data practices and addressing global challenges such as governance, fiscal management, climate adaptation, and equity. The event facilitated knowledge exchange, global networking, and partnerships among NSOs, international organizations, academics, and policymakers, aligning with sustainable development and statistical innovation goals. Supported by esteemed international organizations, including UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO, Data Fest 2024 showcased the transformative power of data in fostering global collaboration and driving impactful change.

Oman

Thailand

Nepal

Azerbaijan

Australia

Maldives

Uzbekistan

Name & Designation	Designation	Country Name
Mr.Maddhu Sudan Burlakoti	Chief Statistician, NSO Nepal	Nepal
Dr.Hem Raj Regmi	Deputy Chief Statistician , NSO Nepal	Nepal
Mr.Manohar Ghimire	Director, NSO Nepal	Nepal
Mr.Bishwaroop Dahal	under Secretary, NSO Nepal	Nepal
Mr.Mukti Ram Aryal	Under Secretary, OPMCM Nepal	Nepal
Ahmed Abdullah Hilal Al Rumhi	Statistician	Sultanate Of Oman
Hilal Abdul Rahman Mohamed Al Abri	Head of Population Statistics	Sultanate of Oman
Don McNeil, MacQuarie	University Sydney Australia, Professor	Australia
Ms. Rusma Kaleng ,	Lecturer Prince Songkla University, Australia	Thailand
Dr Mayuening Eso,	Lecturer, Prince Songkla University,	Thailand
Dr. Saleha Naghmi,	Professor Kinnaird College Lahore.	Pakistan

Dr. Saleha Naghmi, a **renowned professor from Kinnaird College Lahore,** extended a warm welcome to representatives of international organizations at Data Fest 2024 in Pakistan. She skillfully hosted a dynamic session of international discussions, fostering meaningful collaboration among global participants. The session provided a valuable platform for exchanging innovative ideas and exploring solutions to pressing global data challenges, leaving a lasting impact on all attendees.

Manohar Ghimire, **Director at the National Statistics Office (NSO) of Nepal,** attended the Data Fest 2024 in Pakistan. His presentation covered key aspects of Nepal's census and survey methodologies. Advanced data collection tools were emphasized for their role in improving accuracy. Participants appreciated the focus on technology's role in enhancing statistical operations. The presentation fostered dialogue on adopting best practices across South Asia.

Ahmed Abdullah Hilal Sulaiman, representing **Oman's Bureau of Statistics,** visited Pakistan to participate in **Data Fest 2024.** During the event, he gave a **country presentation,** showcasing the **methodologies and techniques** employed in Oman's **census operations.** His presentation emphasized the **innovative strategies** and **advanced technologies** used to **enhance the accuracy, efficiency,** and **reliability** of data **collection and analysis.** The session served as a platform for **sharing knowledge** and **best practices, fostering collaboration** between Oman and Pakistan in the field of statistical research and data management.

Don McNeil, a professor at Macquarie University in Sydney, Australia, participated in the Data Fest 2024 in Pakistan. The focus was on leveraging statistical models for effective decision-making in public policy. His insights highlighted the importance of data-driven approaches in addressing global challenges. Participants valued the practical examples he provided from his work in Australia and other regions.

DataFest-2024

8.4 Panel Discussions

The panel discussions at Data Fest 2024 were thoughtfully scheduled to ensure a comprehensive exploration of diverse themes and topics. Experts and participants engaged in insightful conversations across various sessions, each addressing critical issues through the lens of data-driven solutions. The following table outlines the schedule of these discussions, including their themes, topics, and timings.

Panel Discussion	Theme	Topic	Day	Time
1	**Data for Life & Equity**	Harnessing Demographic Data for Policy and Legislation to addressing Pakistan's high population Growth rate	1	**14:00 to 16:00**
2		Welfare Monitoring for Better Policy Decision-making	2	**11:00 to 13:00**
3	**Climate Change, Adaptation, and Disaster Risk Management**	Climate change issues, data gaps	2	**11:00 to 13:00**
4	**Data Integration and Visualization for Development**	Bridging Data Gaps for Inclusive Data Systems for Effective Policy Making	2	**14:00 to 16:00**
5	**Data for Life,Equity & Growth**	Data Integration for Growth and Development	2	**14:00 to 16:00**
6	**Data for Life & Equity**	Education: Quality and Access	1	**14:00 to 16:00**

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8.5 List of Panelists

Theme: Data for Life & Equity
Topic: Harnessing Demographic Data for Policy and Legislation
Focal Person: Dr. Amjad Javaid, DG Admin

The panel discussion, titled "Harnessing Demographic Data for Policy and Legislation to Address Pakistan's High Population Growth Rate," focused on the critical role of demographic data in guiding effective policies to manage Pakistan's rapid population growth. With a national growth rate of 2.55%, challenges such as infrastructure strain, resource depletion, and inadequate public services were discussed. Emphasis was placed on how strategic data use can address socio-economic issues, foster sustainable development, and maximize the potential of Pakistan's youth. Panelists explored solutions like better governance, cross-sectoral collaboration, and data accessibility.

S.No	Name	Description
1	Dr. Luay Shabaneh, Country Representative, UNFPA	**Keynote speaker**
2	Dr. Faisal Abbas, Director, Center for Population and Wellbeing Studies, HoD, School of Social Sciences & Humanities (S3H), NUST	**Moderator**
3	Mr. Petrick Gerland, Chief Population Estimates and projection section, Population Division , Department of Economic and Social Affairs, United Nations	**Panelist**
4	Ms. Shahanza Wazir Ali, President SZABIST,Larkana Campus.	**Panelist**
5	Dr. Zeba Sathar, Country Director of the Population Council in Islamabad, Pakistan	**Panelist**
6	Prof. Dr. Mohammad Nizamuddin (S.I), Director of the Centre for Public Policy and Governance (CPPG), FC College	**Panelist**

Theme: **Data for Life & Equity**
Topic: Welfare Monitoring for Better Policy Decision-making
Focal Persons: Ms. Rabia Awan, DDG (Data Fest), Dr. Arshad, CSO

The panel discussion on *"Welfare Monitoring for Better Policy Decision-Making"* examined how various data sources, including both traditional and alternative methods, can be leveraged to improve welfare monitoring in Pakistan. Key topics included innovative approaches to welfare measurement, challenges in data integration, the role of public-private partnerships, and actionable steps for strengthening data privacy and standardization. The goal was to enable a data-driven approach that supports better policy-making and crisis response.

S.No	Name	Description
1	Mr. Bilal Malaeb, World Bank	**Moderator**
2	Prof Rashid Memon, Qatar University	**Panelist**
3	Ms. Shabhano Hameed,Financail inclusion Expert and former CEO of Prosper Technologies)	**Panelist**
4	Ms. Christina Wieser, World Bank's	**Panelist**
5	Mr. Umer Malik, Policy Analyst, Development Policy Unit	**Panelist**
6	Mr. Veronique Lefebvre, Director of Data Analysis Flowminder	**Panelist**
7	Dr. Naeem uz Zafar, Chief Statistician, PBS, Islamabad	**Panelist**

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Theme: Climate Change, Adaptation and Disaster Risk Management
Topic: Climate change issues, data gaps
Focal Persons: Mr. Atiq-ur-Rehman, DDG & Dr. Adil, CSO (NA)

The panel discussion focused on the essential role of data in crafting effective climate change and disaster risk management policies. Emphasis was placed on the need for localized, high-quality data to address Pakistan's climate vulnerabilities and the importance of integrating Natural Capital Accounting (NCA) to enhance sustainable development.

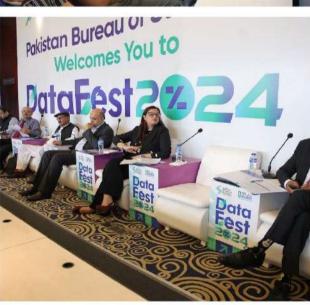| S.No	Name	Description
1	Ms. Yating RU,Economist Data Division of the economic Research and Development Impact Department at ADB	**Keynote speaker**
2	Dr. Aneel Salman Chair of Economic Security at the Islamabad Policy Research	**Moderator**
3	Mr. Yusifov Yusif Deputy Chairman, The State Statistical Committee of the Republic of Azerbaijan	**Panelist (Online)**
4	Mahr Sahibzad Khan Director General, Pakistan Meteorological Department	**Panelist**
5	Ms. Durre Mehmood, Consultant (Oxford Policy Management Pakistan)	**Panelist**
6	Mr. Shahid Zia Cheema, Chief (G&E), M/O Planning Development & Special Initiatives	**Panelist**
7	Dr. Muhammad Farooq, Director (SUPARCO)	**Panelist**
8	Dr. Sardar Mohazzam, Managing Director(National Energy Efficiency and Conservation Authority M/O Science & Technology	**Panelist**
9	Soha Nisar (Research Associate/ Writter (DAWN NEWS)	**Panelist (Online)**

Theme: Data Integration and Visualization for Development
Topic: Bridging Data Gaps for Inclusive Data Systems for Effective Policy Making
Focal Persons: Ms. Sobia Munawar, Director DP & Mr. Arslan Bashir, DPO

Pakistan's economic development often faces challenges due to the lack of data-driven decision-making. Globally, data is a cornerstone for crafting, implementing, and monitoring effective policies. Data integration, the consolidation of information from diverse sources offers policymakers a comprehensive understanding of complex issues by combining fragmented datasets from government agencies, NGOs, research institutions, and public and private sectors. This holistic approach ensures that policies address economic trends and social welfare issues effectively.

Despite the wealth of data generated across sectors like healthcare, education, finance, and public safety, much of it remains siloed, fragmented, and underutilized. Addressing these gaps through data integration requires robust mechanisms for standardization, verification, and quality assurance. Reliable datasets enable in-depth analyses, identification of root causes, and predictions of policy impacts. For example, integrated health data from hospitals, surveys, and environmental monitoring systems can inform timely interventions for disease outbreaks.

Complementing integration, data visualization plays a crucial role in simplifying complex information, fostering transparency, and enhancing decision-making. Visual tools such as dashboards, charts, and heat maps enable policymakers to quickly interpret trends, patterns, and outliers. Interactive visualizations allow simulation of policy scenarios, such as tracking the impact of unemployment programs or monitoring environmental conservation efforts. Real-time visualization tools facilitate ongoing evaluation of policies, enabling adjustments to ensure alignment with goals, resource efficiency, and accountability.

S.No	Name	Description
1	Dr. Akif, MD, KPITB	**Key note speaker**
2	Mr. Shadab Fariduddin	**Moderator**
3	Dr. Basit Ahmed Khan, GIS Expert	**Panelist**
4	Sahibzada Naveed Jan, Chief Operating Officer, NADRA	**Panelist**
5	Dr. Bilal Anwar, CEO, NDRMF	**Panelist**
6	Dr. Rabia Irfan (Gold Medalist), Assistant Professor, NUST	**Panelist**
7	Dr. Imtnan Ul Haq Qazi (Pride of Performance)	**Panelist**
8	Waqar N. Qureshi, Director General ,Punjab IT Board	**Panelist**
9	Mr. Imran Azhar, Founder & CEO, Creative Pakistan	**Panelist**

Theme: **Data for Life & Equity**
Topic: Data Integration for Growth and Development
Focal Person: Syed Abdul Qadir Shah, DG (ES)

Data integration is essential for fostering growth and development in Pakistan's economy, which is valued at over $350 billion and comprises agriculture, industry, and services contributing 25%, 21%, and 54% to GDP, respectively. Despite this potential, fragmented and underutilized data hampers productivity and policy effectiveness across sectors. The agriculture sector, a cornerstone of rural economies and downstream industries like textiles and food processing, suffers from skewed landholdings 90% of farms are under 12 acres limited access to markets and financial systems, and vulnerabilities to climate change. Integrating data on agricultural output, land records, and geospatial indicators can help improve productivity, enable fiscal assessments, and unlock value-added industrial opportunities. Similarly, the industrial sector faces challenges due to a concentration of large-scale enterprises in urban hubs and a lack of linkages with micro, small, and medium enterprises (MSMEs), which limits growth and innovation. Integrated data on enterprise performance can empower organizations like SMEDA and the State Bank of Pakistan to design targeted policies and enhance private sector engagement.

The services sector, particularly retail, is the largest contributor to GDP and is expanding beyond major urban centers, driven by digital payment systems, inventory management tools, and e-commerce platforms. However, these advancements are largely consumption-focused, with little attention to enhancing productivity among small and medium producers. Data integration from sources like geotagged retail structures, electricity consumption, and FMCG sales can provide insights to support retail growth, improve tax documentation, and create scalable opportunities for startups and supply chains. Fiscal opportunities across sectors are vast; for instance, integrating SUPARCO data with land records can enable precise agricultural taxation, while retail data can be analyzed to estimate revenue and tax potential, contributing to an equitable and effective fiscal system.

S.No	Name	Description
1	Dr. Mehmood Khalid, Senior Research Economist at the Macro Policy Lab, PIDE	**Moderator**
2	Mr. Najamus Saqib Shabbir, Additional Director, SME, Housing & Sustainable Finance	**Panelist**
3	Prof. Dr. Fateh Muhammad Marri, VC SAU,	**Panelist**
4	Nadia Jahangir Seth General Manager Policy and planning division SMEDA	**Panelist**
5	Mr. Guillermo Mont, Social Protection Specialist, ILO	**Panelist**
6	Dr Irfan Chatha, SDPI	**Panelist**
7	Mr. Mehtab Haider, Journalist, The News	**Panelist**
8	Ms. Amna Masood, Invest 2 Innovate	**Panelist**

Pakistan, with a population of 241.5 million as per the 2023 census, is grappling with significant education challenges, particularly in terms of access and quality. The latest data reveals that over 25 million children aged 5-16 are out of school, and a staggering 80% of late primary-age children lack proficiency in reading. This situation is particularly concerning as it is 21 percentage points worse than the average for South Asia and 19 percentage points worse than the average for lower-middle-income countries. Despite efforts by the Pakistan Institute for Education and national surveys like PSLM and PDHS, education gaps persist, especially among marginalized communities, and have been further exacerbated by the COVID-19 pandemic and the 2022 floods. These challenges hinder the development of human capital, which is crucial for both economic growth and social development.

S.No	Name	Description
1	João Pedro Azevedo,Chief Statistican,UNICEF	**Key note speaker**
2	Ms. Jassica Albert, Assistant Professor Lahore University of Management	**Moderator**
3	Dr. Shahid Soraya, Director General, Pakistan Institute of Education	**Panelist**
4	Baela Raza Jamil,Chief Executive Officer, Idara-e-Taleem-o-Aagahi (ITA)	**Panelist**
5	Dr. Shereen Mustafa Narejo, Chairperson of the Chief Minister's Inspection team	**Panelist**
6	Prof Dr. Bushra Mirza Member Higher Education Commission	**Panelist**

8.6 Exhibition/ Stalls

1. **Stall Setup and Logistics**
   - On-site setup process on the day before or the morning of the event.

   - Assigned team members or volunteers assisting with stall installations and troubleshooting any last-minute issues.

2. **Monitoring Stall Operations**
   - Designating event coordinators for each stall zone to monitor stall operations, provide support, and ensure smooth visitor interaction.

   - On-site technical support teams for handling any equipment or connectivity issues at the stalls.

   - An attendance sheet *(Annex-AD)* was created by PBS to record the attendance of exhibitors.

   - PBS created a checklist *(Annex-AE)* to verify all items and equipment present at the stall for each category: basic, medium, essential, and premium.

3. **Crowd Management and Engagement**
   - Strategies for managing crowds and ensuring smooth flow between stalls (e.g., designated entry/exit points, directional signage).

   - Encouraging interaction with stallholders via guided tours, prompts, or hosts at each zone.

4. **Exhibitor Feedback Mechanism**

   A feedback proformas*(Annex-AF)* to stall design has been created and distributed among exhibitors to gather their input on design and branding aspects. This form aims to collect valuable feedback on the effectiveness of the stalls' layout, visual appeal, branding impact, and overall presentation. Exhibitors are encouraged to provide insights and suggestions, helping us improve stall aesthetics and ensure that future setups meet their expectations and branding needs.

   - A tailored feedback form was designed specifically for exhibitors from each sector to gather their insights and suggestions for enhancing future events. This form aims to capture exhibitors' unique experiences, highlight areas of success, and pinpoint opportunities for improvement across sectors.

   - Quick response teams to address any concerns or improve stall engagement in real time.

Stall Distribution and Sectoral Participation at Data Fest 2024

The table summarized the distribution of **48 stalls** across various sectors at **Data Fest 2024**, emphasizing the event's diverse and inclusive participation.

Pakistan Bureau of Statistics: -

As the primary organizer of the event, six sections of Pakistan Bureau of Statistics presented data at the premium stalls, including the latest statistics from the 2023 Population and Housing Census, Agriculture Census, National Accounts, Geographic Information Systems (GIS), Price Statistics, and interactive dashboards from the Data Processing Center (DPC). These premium stalls allowed visitors to explore and visualize real-time data and trends, showcasing PBS's commitment to transparency, accessibility, and technological advancement in data dissemination.

Three sections of Pakistan Bureau of Statistics presented data at essential stalls, these sections presented valuable data from key national surveys, including the Pakistan Social and Living Standards Measurement (PSLM), Social Statistics (SS), Trade & Industry Statistics, and the Labour Force Survey (LFS). Each essential stall provided insights into critical socio-economic indicators: PSLM data offered a detailed look at household living standards, education, health, and other quality-of-life metrics; SS data highlighted demographic and social trends; and LFS data presented key information on employment rates, workforce distribution, and labor market dynamics. This setup allowed attendees to engage deeply with PBS's comprehensive datasets, reflecting Pakistan's socio-economic landscape in an informative and interactive environment.

Data Fest 2024 attracted participation from 17 prominent international organizations, reflecting the event's global reach and importance. These organizations brought diverse expertise across fields such as data science, sustainable development, health, education, and technology, each contributing unique insights and resources to the event. Their participation included setting up informative stalls, leading keynote sessions, and

engaging in panel discussions, where they shared best practices, innovative solutions, and data-driven approaches to address pressing global and regional challenges.

1. International Organizations: -

International organizations, with **6 stalls**, actively demonstrated their role in fostering global partnerships and driving non-profit initiatives for sustainable development. Their participation showcased how international collaboration addressed global challenges and advanced data-centric solutions.

They presented initiatives in areas such as public health, education, climate change, poverty alleviation, and disaster management. Through displays and live demonstrations, they highlighted the use of data-driven insights for impactful decision-making and resource allocation.

Table 2: - International Organization Participated in Data Fest-2024

S.No	Department / Agency / Organization	Stall Type
1	UNFPA	Premium
2	UNICEF	Premium
3	World Bank	Premium
4	FAO	Essential
5	UNICEF	Basic (2)

2. Government and Semi-Government: -

Government/Semi-Government sector took the lead at Data Fest 2024 with **19 stalls**, reflecting their significant role and unwavering commitment to advancing data-driven initiatives for national development. Their participation showcased diverse projects and policies aimed at harnessing data for effective governance, public service delivery, and socio-economic growth. This robust representation highlighted their dedication to fostering innovation and collaboration across sectors to drive Pakistan's digital transformation.

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Table 3: - Government/Semi Government Organization Participated in Data Fest-2024

S.No	Department / Agency / Organization	Stall Type
1	NADRA	Premium
2	MoPD&SI	Essential
3	NRTC (National Radio & Telecommunication Corporation)	Essential
4	SUPARCO	Essential
5	Bureau of Statistics, P&D Balochistan	Medium
6	Bureau of Statistics, Sindh	Medium
7	KP Bureau of Statistics	Medium
8	National Disaster Management Authority (NDMA)	Medium
9	Pakistan Meteorology Department	Medium
10	Punjab Bureau of Statistics	Medium
11	State Bank of Pakistan	Medium
12	National Energy Efficiency And Conservation Authority(NEECA)	Basic
13	Pakistan Agriculture Research Council	Basic
14	SMEDA	Basic
15	Tourism Department, Gilgit Baltistan	Basic
16	Bureau of Statistics P&D AJK	Medium
17	Education Management Information System (EMIS) / PIE	Medium
18	Tourism Department, AJK	Basic
19	Finance Division	Basic

3. IT and Telecommunication: -

The IT & Telecommunication sector, represented by **11 stalls**, demonstrated its pivotal role in driving technological advancements and innovative data solutions. Their presence highlighted cutting-edge developments in digital infrastructure, connectivity, and data-driven technologies. Through interactive displays and demonstrations, the sector showcased how their innovations are transforming industries, enhancing communication, and enabling efficient data utilization to support Pakistan's journey toward a digital future.

Table 4: - IT & Telco's Sector Participated in Data Fest-2024

S.No	Department / Agency / Organization	Stall Type
1	AJ&K IT Board	Essential
2	KP IT Board	Essential
3	Pakistan Software Export Board (PSEB)	Essential
4	Punjab IT Board	Essential
5	C-digital	Medium
6	Land Management Information System	Medium
7	Directorate General Science Technology	Basic
8	Extra Large Binary Technologies	Basic
9	Inbox Business Solution	Basic
10	Pace Technologies (AI, Blockchain)	Basic
11	Securopak OY Finlad	Basic

4. NGOs and Civil Society organizations: -

NGOs and Civil Society organizations played a vital role in **Data Fest 2024**, collectively occupying **6 stalls**. This representation highlighted their ongoing efforts to address societal challenges through data-driven approaches. Their participation underscored the importance of leveraging data for social development, advocacy, and policy-making.

Table 5: - NGO's and Civil Society Participated in Data Fest-2024

S.No	Department / Agency / Organization	Stall Type
1	Aga Khan Foundation Pakistan	Medium
2	Idara-E-Taleem-O-Aagahi (ITA)	Basic
3	Save The Children	Basic
4	Justice Project Pakistan (JPP)	Basic
5	Pakistan Center For Philanthropy (PCP)	Basic
6	Research And Development Solutions	Basic

5. Private Sectors: -

The Private Sector, represented by **one stall**, highlighted its unique contributions to data-driven innovation and cutting-edge business solutions. The stall showcased advanced technologies, analytics tools, and innovative practices tailored to meet market demands. This participation underscored the sector's role in fostering collaboration between industries and leveraging data to drive economic growth and operational efficiency.

Table 6: - Private Sector Participated in Data Fest-2024

S.No	Department / Agency / Organization	Stall Type
1	Karandaaz Pakistan	Basic

6. Academia & Research: -

The Academia & Research sector, represented by **three stalls**, served as a vital platform for educational institutions to showcase their research and advancements in data management and analysis. These stalls highlighted innovative projects, academic studies, and collaborative initiatives aimed at addressing real-world challenges through data-driven approaches. By fostering intellectual discourse, the sector emphasized the critical role of academia in shaping future data technologies and nurturing the next generation of data experts.

Table 7: - Academia & Research Participated in Data Fest-2024

S.No	Department / Agency / Organization	Stall Type
1	National University Of Sciences And Technology	Essential
2	LUMS/ National Center in Big data and Cloud computing (NCBC)	Essential
3	Air University Islamabad	Basic

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8.7 Workshop Operations:

The workshop, scheduled for two days, was successfully concluded within the same timeframe. Notably, the number of presentations exceeded the planned **52 presentations** by four. Thus, a total of **56 Presentations** were delivered across 42 time slots at 6 workstations. On the first day, presentations were conducted in three slots: Time Slot 1 (12:00-1:00 PM), Slot 2 (2:15-3:15 PM), and Slot 3 (3:15-4:15 PM). On day two presentations were organized into four slots: 10:00-11:00 AM, 11:30 AM-12:30 PM, 2:00-3:00 PM, and 3:30-4:30 PM. This condensed schedule allowed for an efficient and productive workshop, accommodating a greater number of presentations than initially anticipated. However, this was possible with proper time management and coordination of entire team and support of presenters who were equally flexible. The details of the workshops are given as under:

Table No.1 Summary of Day 1

Workshop Station	No. of Presentations	No. of Presenters	No. of Organizations
1	3	3	2
2	3	3	2
3	4	4	3
4	4	6	3
5	4	4	2
6	4	4	3
Grand Total	**22**	**24**	**15**

Table No. 2. Summary of Day 2

Workshop Station	No. of Presentations	No. of Presenters	No. of Organizations
1	5	7	5
2	6	6	3
3	6	7	3
4	5	7	4
5	6	4	4
6	6	7	4
Grand Total	**34**	**38**	**23**

8.8 Volunteer Management and Communication at Data Festival 2024

At Data Festival 2024, a comprehensive volunteer management system was implemented to ensure smooth operations and effective coordination. Upon arrival, all Ambassadors and Volunteers were required to register their attendance, with the same procedure followed prior to their departure, to maintain accurate records. To facilitate easy identification, volunteers were provided with event-specific T-shirts.

Clear communication was a priority to ensure that each volunteer understood their responsibilities. Volunteers received detailed briefings about their tasks through WhatsApp groups, which were organized by university affiliations and specific event roles. This segmentation allowed for targeted communication, ensuring that information relevant to each group was easily accessible.

An Orientation Session was held to offer additional clarity on the festival's objectives, volunteer expectations, and the event's logistics. This session helped align volunteers on key responsibilities and fostered a sense of teamwork.

Communication channels were set up to allow swift interaction among the various teams. Volunteers were encouraged to report any issues they encountered promptly, ensuring a quick response to any challenges that might arise during the festival.

To keep volunteers refreshed and energized, scheduled breaks and meals were provided throughout the event. This structure aimed to support volunteers while maintaining high levels of engagement and efficiency, contributing to the overall success of the Data Festival.

8.9 Empowering Innovation at the Data Fest-2024 Incubation Center: -

The Incubation Center at Data Fest-2024 served as a dedicated space for young innovators, university students, and entrepreneurs to showcase their projects, ideas, and technology solutions. This center provided a platform for participants to present their innovations to a diverse audience, including industry professionals, government representatives, and potential investors. It was an opportunity for budding talent to receive valuable feedback, build connections, and explore potential collaborations. The incubation center aimed to foster a spirit of entrepreneurship and innovation, helping students and startups gain visibility and support to further develop their ideas. The following Universities/Colleges have showcased their project in Data Fest-2024.

Air University Aerospace and Aviation Campus Kamra: -

S.No.	Project Title	Project Description
1	Generative AI driven Shoe Designer	The Generative AI Shoe Designer is an innovative project leveraging StyleGAN3 in PyTorch to create unique and original shoe designs. Users can upload a reference image, and the model generates visually similar yet distinct designs, offering a seamless blend of creativity and customization. By utilizing advanced generative adversarial networks, this tool aims to revolutionize footwear design, providing designers and brands with a powerful solution for exploring new styles and trends.
2	AI-Assisted First Aid Learning and Emergency Support	This project provides a comprehensive platform for learning and applying first aid knowledge. The system includes an **authentication** feature, allowing users to create accounts to access the app. The **Learning Module** covers essential first aid topics through engaging animations and videos. Users can assess their knowledge via the **Assessment Module**, which offers interactive quizzes. A **Chatbot** assists in resolving queries related to emergency medical situations, and the **Emergency Call** feature provides a directory of contact numbers for immediate assistance during emergencies.
3	AR Based User Manuals	An AR-based user manual enhances traditional instructions by overlaying interactive 3D models, animations and step-by-step guides onto real-world products through a smartphone or AR headset. This innovative solution helps users easily understand and follow instructions with real-time visual cues, making complex setups or repairs more intuitive and efficient. Perfect for industries like manufacturing, consumer electronics, and automotive, AR user manuals reduce errors, save time, and improve user experience.
4	AI-based YouTube Content Review Analyzer: Chrome Extension for YouTube Comments Analysis	Managing YouTube comments can be a daunting task for content creators, with thousands of comments ranging from helpful feedback to irrelevant spam. Our *AI-based YouTube Content Review Analyzer* Chrome Extension is designed to simplify this process. Powered by Natural Language Processing (NLP) and Machine Learning (ML), this tool analyzes comment sections, providing creators with clear insights into viewer sentiment, trending topics, and valuable

S.No.	Project Title	Project Description
		suggestions. The extension filters out repetitive or trivial comments, allowing creators to focus on meaningful interactions and improve their content based on real audience feedback. Effortlessly enhance your YouTube community engagement with our AI-driven solution.
5	Deep Learning Based Dysgraphia Diagnosis Tool	My Final Year Project (FYP) focuses on diagnosing dyslexia and dysgraphia using Machine Learning (ML) by analyzing handwriting patterns such as alignment, margins, and letter spacing. We utilize Convolutional Neural Networks (CNNs) along with preprocessing techniques to enhance diagnostic accuracy. Additionally, the project provides assistance in managing these disorders through brain-balancing exercises and tailored handwriting practice to support improvement and intervention.

Air University Islamabad

S.No.	Project Title	Project Description
1	CPI Dynamics in Pakistan: A city level analysis of seasonal price trends	"CPI Dynamics in Pakistan: A City-Level Analysis of Seasonal Price Trends" examines how inflation, measured through the Consumer Price Index (CPI), fluctuates seasonally across different cities in Pakistan. It analyzes city-specific price changes in goods and services to identify unique inflationary patterns and the impact of seasonal factors. This study provides insights into how factors like climate, demand, and supply influence local prices, helping policymakers develop targeted strategies for inflation control and economic stability.
2	Visualizing socio-economic trends: A deep dive in to Pakistan Census Data.	"Visualizing Socio-Economic Trends: A Deep Dive into Pakistan Census Data" focuses on analyzing and visualizing key socio-economic indicators from Pakistan's census data. By examining demographic, economic, and social variables, this project highlights trends in population growth, education, employment, and living standards across regions. The visual approach makes complex data more accessible, allowing policymakers, researchers, and the public to understand changes over time and across locations, aiding in data-driven decision-making for social and economic development.

S.No.	Project Title	Project Description
3	Integrated climate resilience: urban heat mitigation, flood risk management and agriculture adaptation	Integrated Climate Resilience: Urban Heat Mitigation, Flood Risk Management, and Agriculture Adaptation" addresses climate challenges through a holistic approach. It focuses on reducing urban heat, managing flood risks, and adapting agriculture to climate impacts. By analyzing strategies like green infrastructure, improved drainage systems, and climate-smart farming practices, the project aims to enhance resilience in cities and rural areas alike. This integrated approach helps communities better withstand climate extremes, ensuring sustainable urban living, safer environments, and more resilient agricultural systems.
4	Autonomy of students in degree selection	Autonomy of Students in Degree Selection" explores the level of freedom students have when choosing their academic paths in higher education. It examines factors influencing degree selection, such as parental expectations, societal pressure, economic factors, and institutional guidelines. By analyzing students' perspectives and constraints, the project highlights the impact of autonomy on academic satisfaction, career alignment, and overall well-being. This study aims to emphasize the importance of student agency in making educational choices that best suit their interests and aspirations.
5	Ride wars a data driven cost analysis of yango VS Indrive	"Ride Wars: A Data-Driven Cost Analysis of Yango vs. InDrive" compares the pricing and affordability of two popular ride-hailing services, Yango and InDrive. Using data-driven analysis, it examines factors like base fares, distance rates, surge pricing, and user demand patterns to assess the cost-effectiveness of each service. This study provides insights into which platform offers better value for riders under different conditions, helping consumers make informed choices and shedding light on competition dynamics in the ride-hailing market.
6	Analyzing temporal patterns in media coverage and the effects of political rallies on election.	"Analyzing Temporal Patterns in Media Coverage and the Effects of Political Rallies on Elections" examines how media attention and the timing of political rallies influence voter perceptions and election outcomes. By analyzing media coverage trends, rally dates, and public engagement metrics, the study explores

S.No.	Project Title	Project Description
		correlations between peak media periods, rally events, and shifts in public opinion or voting behavior. This project aims to provide insights into how strategic media timing and rally intensity impact electoral dynamics and the effectiveness of political campaigns.
7	Decoding The Symphony Of Criminals Records	"Decoding the Symphony of Criminal Records" focuses on analyzing patterns and trends in criminal records to understand underlying factors influencing crime rates. Using data analysis techniques, the project examines variables like crime types, geographic locations, repeat offenses, and demographics of offenders. By uncovering connections and recurring patterns, this study aims to provide insights into criminal behavior, identify high-risk areas, and support law enforcement in developing targeted strategies for crime prevention. The project seeks to improve public safety through data-driven insights into criminal activity.
8	Students stress level prediction	"Students Stress Level Prediction" aims to develop a predictive model that assesses and forecasts the stress levels of students based on various factors such as academic performance, personal circumstances, and behavioral patterns. Utilizing data analytics and machine learning techniques, the project seeks to identify key stress indicators and trends among students. By accurately predicting stress levels, the initiative can inform interventions and support systems, ultimately promoting better mental health and academic performance in educational settings.
9	Analyzing temporal patterns in media coverage and the effects of political rallies on election.	"Analyzing Temporal Patterns in Media Coverage and the Effects of Political Rallies on Election" investigates how the timing and nature of media coverage influence public perception and voter behavior during election cycles. By examining the relationship between media narratives, political rally schedules, and election outcomes, the study aims to identify patterns that may affect voter engagement and decision-making. This analysis can provide valuable insights into the dynamics of political communication and its impact on electoral results.

Rawalpindi University Project

S.No.	Project Title	Project Description
1	Matering Data Visualization Techniques with SPSS	In today's data-driven landscape the ability to visualize data effectively is essential for transforming complex dataset into clear, accountable insights. Data visualization plays a key role in improving decision-making and conveying finding to a wide range of audiences, including academic researchers and business professionals. This workshop aims to equip participant with advanced data visualization techniques that go beyond basic charts and graphs, fully utilizing the powerful features of SPSS. By exploring SPSS's comprehensive visualization tools and focusing on how to integrate these visuals into professional reports and presentation, the workshop is designed for professionals, researchers and students with a functional knowledge of SPSS. participants, will gain the skills necessary to turn complex data into compelling visual narratives that effectively, communicate key insights to audience.
2	Stat Forge: Expert Statistical Solutions	Stat Forge, first freelancing marketplace dedicated to statistics. Our platform connects students, researchers, and professionals with expert statistical services, high-quality datasets, and educational resources. Our mission is to empower the statistical community by providing accessible and affordable support, driving research excellence and academic success. With Stat Forge, unlock the power of statistics for a brighter future.

Quaid-E-Azam University Project

S.No.	Project Title	Project Description
1	Analyzing and understanding Qustionnaire Data using R : the mental health in Prison(MHP) and students Perception towards SATS surveyy	The objective of this project is to analyze and interpret questionnaire data using R. The focus is on gaining insights into the data collected from two studies: the Mental Health in Prison (MHP) study and the Students' Perception Toward Statistics (SATS) survey. The project aims to understand how different variables within these datasets interact, using various statistical tools and techniques.
2	Integrating Various hybrid weighting schemes for	Integrating Various Hybrid Weighting Schemes for Improved Sensing Drought Indices" focuses on enhancing the accuracy of drought monitoring

S.No.	Project Title	Project Description
	improved sensing Drought Indices	through the development of advanced weighting methodologies. By combining multiple hybrid approaches, this project aims to refine the computation of drought indices derived from remote sensing data.

Arid Agriculture University Project(Workshop)

S.No.	Project Title	Project Description
1	Development Of Ict And Artificial Intelligence (Ai) Based Precision	Green AI is R&D intensive project of national significance, involving development of Dual-Use Aerospace and ICT technologies for utilization in the field of Precision Agriculture (P-Ag). It has following main components:
2	Agriculture Systems Utilizing Dual-Use Aerospace Technologies - Green-Ai	**1. Green Cabin (Hydroponics):** Cabin/Hydroponics is a method of growing plants without soil, using nutrient-rich water solutions and using technology to monitor and control various aspects of the hydroponic environment to optimize plant growth and efficiency.
		2. Auto Steer System: - Advanced technology integrated into agricultural equipment to automate the steering process enabling precision farming practices, improve efficiency and reduce the workload on farmers. Auto Steer is commonly used in tractors and other agricultural vehicles to navigate fields with minimal human intervention.
		3. Digital Dashboard: - The Smart Decision Making platform for Green Cabin App is designed by Green AI team. The dashboard of the app is already developed and shown below:
		5. Value Chain/Block-chain System: - An pilot scale model of block-chain system which have traceability and high market potential in Pakistan in all fields especially in the food sector. A conceptual dashboard on the use of block-chain is also prepared for better understanding of the concept.

8.10 Quiz Competition

On the first day of Data Fest 2024, October 21st, a highly anticipated Quiz Competition was organized, drawing participant's eager to showcase their knowledge in data science and technology. The competition was designed to engage attendees and provide an interactive experience, while also adding an element of friendly rivalry to the event.

Participants competed in a series of rounds that tested their understanding of various topics related to data science, AI, technology trends, and industry innovations. The questions were carefully crafted to challenge participants, encouraging both individual brilliance and teamwork. Contestants demonstrated their ability to think critically and answer under pressure, highlighting the intellectual energy of the Data Fest community.

At the conclusion of the competition, prizes were awarded to the winners as a recognition of their outstanding performance. The prize distribution ceremony was a highlight, as winners were celebrated for their knowledge and quick thinking. The prizes, which ranged from gadgets and certificates to exclusive event-related items, were designed to further inspire participants and foster enthusiasm for learning.

8.11 Live Media Coverage

1. **Media Protocol:**

On the day of **Data Fest 2024**, the **media section** efficiently managed and executed key protocols to ensure smooth operations and comprehensive event coverage. These protocols included:

- **Event Coverage**: The media team coordinated complete event coverage, capturing important moments and highlights to be shared across various media platforms.
- **Managing Journalists and Reporters**: The media section provided support and facilitation to attending journalists, ensuring they had access to relevant sessions, interviews, and resources to report on Data Fest comprehensively.
- **Press Release Preparation**: A detailed press release covering event activities, announcements, and outcomes was prepared and distributed to keep media and the public informed.
- **Event Photography and Videography**: The media team captured high-quality videos and photos of the event, documenting everything from keynotes to workshops, creating a visual record for social media, website updates, and future promotions.
- **Panel Discussions and Workshop Coverage**: Complete coverage of panel discussions and workshops was ensured to highlight expert insights and participant engagement, underscoring Data Fest's contribution to data-driven development.
- **Welcoming the Guest of Honor**: The media section coordinated the arrival and welcome of the guest of honor, enhancing the event's formal tone and significance.

  The **media section** provided **live coverage of Data Fest 2024** on social media platforms, engaging audiences in real-time and amplifying the event's reach

- **Real-Time Engagement**: Through live streaming on platforms like Facebook, Instagram, and YouTube, the media team allowed remote audiences to participate in key sessions, panels, and workshops as they happened, boosting engagement and creating a sense of inclusivity.
- **Instant Updates and Highlights**: Live updates, including short video clips, speaker quotes, and snapshots from the event, were posted throughout the day. This consistent activity helped maintain excitement and encouraged more people to tune in.
- **Audience Interaction**: Live coverage featured Q&A segments and comment interactions, where virtual attendees could ask questions or share thoughts, fostering a community around Data Fest and encouraging participation from a global audience.
- **Story Coverage**: Quick highlights and behind-the-scenes moments were shared on Instagram and Facebook Stories, allowing followers to get a more personal, up-close view of the event, enhancing viewer interest and retention.
- **Extended Reach and Visibility**: By leveraging hashtags, tagging speakers, and collaborating with partners' social media accounts, the live coverage reached an expanded audience, making Data Fest 2024 visible to people beyond those physically in attendance.
- This live coverage strategy maximized Data Fest's digital footprint, engaging a broad and diverse audience throughout the event.

8.12 Official Dinner Hosted by PBS on 1st Day of Data Fest:

An official dinner, hosted by PBS, was held on the first day, 21st October 2024, of Data Fest to celebrate the successful launch of the event and recognize the collective efforts of all participants and organizers. The dinner served as an opportunity for attendees, speakers, and stakeholders to network in a more informal setting and celebrate the festival's achievements and collaborations.

Minister Prof. Ahsan Iqbal was a special guest at the dinner, adding further prestige to the occasion. His presence, alongside other key dignitaries and representatives from various organizations, underscored the importance of Data Fest in advancing data-driven initiatives for socio-economic development. The dinner offered attendees a chance to reflect on the day's discussions and foster stronger ties between stakeholders from different sectors, enhancing the impact and collaborative spirit of the festival.

8.13 Closing Ceremony: -

The closing ceremony of Data Fest 2024 marked the culmination of two days of meaningful discussions, insightful presentations and collaborative exchange among key stakeholders. This formal closing was an opportunity for the organizers, led by the Pakistan Bureau of Statistics (PBS), to express heartfelt gratitude to everyone who contributed to making the event a success.

In particular, the organizers extended their thanks to the speakers for their valuable insights, the participants for their active

engagement, the sponsors for their crucial financial support, and the partners for their unwavering collaboration. Each group's contributions were essential in creating a platform where ideas on data, technology and development could be openly shared and advanced.

The ceremony also included a summary of the event's key discussions, highlighting the main themes explored and the innovative solutions proposed by thought leaders and experts. These discussions covered a range of critical topics, from the importance of data in policymaking and sustainable development to advances in data collection, technology, and cross-sectoral partnerships. Additionally, organizers took this opportunity to announce upcoming initiatives and future events, encouraging continued

collaboration and engagement to further build on the progress made at Data Fest 2024.

The closing ceremony also featured an acknowledgment segment, where awards and recognition were given for outstanding contributions made during the event. This included commendations for exceptional presentations, contributions to panel discussions, and active participation in workshops. Special recognition was extended to exhibitors and academic and incubation centers for showcasing innovative data solutions and research. These awards highlighted the achievements of individuals and organizations that exemplify the spirit of data-driven development in Pakistan.

8.14 Certificate and Shield Distribution Ceremony

At **Data Fest 2024**, a special **Certificate and Shield Distribution Ceremony** was organized to honor the exceptional contributions of exhibitors, academic institutions, and incubation centers that played a pivotal role in the event's success. This ceremony served as a platform to recognize and celebrate the efforts of these organizations in promoting data-driven innovation, fostering collaboration, and advancing the use of data in addressing critical national challenges.

Each participant was presented with a **Certificate of Appreciation** and a **Commemorative Shield**, signifying PBS's heartfelt gratitude for their active involvement and dedication to the event's objectives. The certificates and shields were a testament to the invaluable contributions of these stakeholders, who not only showcased their innovative data solutions but also reinforced the importance of knowledge-sharing and partnerships in building a robust ecosystem for data and development.

Through this ceremony, PBS emphasized the critical role of cross-sector collaboration in achieving sustainable growth and data literacy across the country. The recognition highlighted the efforts of academic institutions in nurturing future data professionals, the innovative approaches of incubation centers in driving data-centric entrepreneurship, and the contributions of exhibitors in presenting cutting-edge technologies and solutions.

The event reinforced PBS's vision of creating a thriving data community, where diverse sectors work hand in hand to leverage the transformative power of data for the nation's progress. This celebratory occasion not only recognized the participants' achievements but also inspired them to continue contributing to Pakistan's journey toward a data-driven future.

DataFest-2024

8.15 Cultural and Fun Activities

To add a vibrant touch to the Data Fest 2024 experience, cultural performances and amusement activities were thoughtfully scheduled in the evenings, offering attendees a delightful opportunity to unwind after a full day of sessions and discussions. These lively events showcased the essence of Pakistan's rich and diverse cultural heritage, featuring mesmerizing traditional music, captivating dance performances, and exquisite local art displays.

In addition to the artistic showcases, the evenings also included interactive activities such as live craft demonstrations, food stalls offering a taste of authentic regional cuisine, and engaging games that brought participants together in a spirit of camaraderie. These informal gatherings provided a refreshing contrast to the intense intellectual discussions of the day, allowing attendees to relax, network, and celebrate the cultural vibrancy of the host nation.

The blend of professional insights with cultural immersion created a holistic experience for participants, making Data Fest 2024 not just a conference but a celebration of innovation, community, and heritage. These evening activities left attendees with cherished memories, deepened connections, and a lasting appreciation for the event's unique approach to blending knowledge and culture.

9 Event Engagement Statistics

Highlights and Statistics from Data Fest 2024 organized by the Pakistan Bureau of Statistics:

9.1 Chief Guest and Opening Ceremony

Highlights: The event was inaugurated by a distinguished Chief Guest, Mr. Ahsan Iqbal, Federal Minister of Planning, Development, and Special Initiatives, who emphasized the critical role of data in Pakistan's socio-economic development and the government's commitment to data-driven policies.

Statistics: The opening ceremony was attended by **1000+ participants**, with a significant media presence covering the Chief Guest's address.

9.2 Diverse Participation

Highlights: Data Fest 2024 attracted a diverse group of attendees, including representatives from international organizations, government and semi-government agencies, the private sector, IT and telecommunications companies, NGOs, academia, and civil society.

Statistics: Over **5000 attendees** participated, with representatives from **international organizations** and **other sectors** were engaged.

9.3 Data Fest Boosting Analytics & Influencer Marketing

Paid Boosting (event) by Motivating Students
- Facebook & Instagram
- YouTube

Influencer Marketing included 5 Influencers

Day 1:
- 1st influencer 9 to 2
- 2nd influencer 2 to 6
- 3rd influencer any time slot would do.

Day 2:
- 1st influencer 9 to 2
- 2nd influencer 2 to 6

1.9 Million Views which is 4500% increase impressions
5.1k Interactions which mean 110% increase in engagement
(In reference to previous weeks)

9.4   Exhibition and Stalls

Highlights: The exhibition area at Data Fest 2024 featured a variety of interactive stalls and booths showcasing cutting-edge data tools, innovations, and products developed by organizations across different sectors. These exhibitions provided attendees with the opportunity to explore data-driven solutions, new technologies, and research initiatives.

Statistics: 48 exhibition stalls were set up, each highlighting unique data products, tools, and services. Over 2,000+ visitors explored the exhibition area during the two-day event. Participating organizations had the chance to showcase innovative data platforms, analytical tools, AI-driven solutions, and interactive dashboards aimed at addressing local and global data challenges.

9.5   Workshops and Technical Sessions

Highlights: The event featured a variety of workshops focused on data literacy, data science tools, machine learning, big data, and policy analysis.

Statistics: 42 hands-on workshops were conducted, with **1000+ participants** *(Annex-AG)* receiving training in data-related skills.

9.6 Keynote Speeches and Panel Discussions

Highlights: Keynote speakers included data experts, policymakers, and technologists who shared insights on data's role in sustainable development, socio-economic planning, and digital transformation.

Statistics: Keynote presentations and 40 panelists participated in panel discussions that covered a variety of topics, including data governance, artificial intelligence, and data-driven policy-making.

9.7 Product Demonstrations and Tool Showcases

Highlights: PBS introduced new data platforms and interactive dashboards, demonstrating how these tools make real-time, reliable data accessible for various applications.

Statistics: More than 20 **new data tools and dashboards** were demonstrated, drawing interest from both public and private sector attendees.

9.8 Networking Opportunities

Highlights: Dedicated networking sessions provided opportunities for stakeholders to build partnerships, fostering potential collaborations for data-driven projects.

Statistics: D**edicated networking sessions** facilitated connections among **organizations**, laying the groundwork for future partnerships.

9.9 Social Media and Online Engagement

Highlights: Data Fest 2024 generated significant buzz on social media, with live updates, session highlights, and interactive polls engaging a broad online audience.

Statistics: The event's hashtag **#Data Fest2024** trended locally, achieving **50,000+ engagements** across social media platforms.

9.10 Media Coverage and Public Awareness

Highlights: Media covered Data Fest 2024 extensively, raised awareness about PBS's role and the importance of data in Pakistan's development.

Statistics: Media covered the event, including interviews, live broadcasts, and feature articles, reaching an estimated audience of **viewers/readers**.

10 Post Event Activities

10.1 Media Section: -

The media team maintained consistent communication with media outlets and influencers to ensure comprehensive post-event coverage and engagement. This post-event strategy included:

- **Ongoing Media Support**: The team stayed in contact with journalists, providing any additional information or resources they needed to complete their coverage. This support ensured accurate and thorough reporting, strengthening PBS's relationship with the media.

- **TV Monitoring for Coverage**: Dedicated TV monitoring tracked mentions and segments related to Data Fest across various channels, gathering insights into how the event was discussed and perceived by a television audience. *(Annex-AH)*

- **Media Monitoring Report**: A detailed report was compiled for both event days, summarizing all media mentions, articles, and coverage metrics. This report evaluated the event's reach and media impact, serving as valuable feedback for future events.

- **Social Media Highlights**: Posts were created to recap Data Fest's main goals, key activities, and notable speakers or sessions. These posts served to sustain interest and engagement, keeping the event relevant on social media.

- **Reposts from Students, Influencers, and Attendees**: Content created by attendees, including students and influencers, was re shared on PBS's official social media accounts. This user-generated content provided authentic perspectives and enhanced the event's visibility by reaching new audiences through attendee networks.

- **PBS Releases Press Release of Data Fest-2024**: Islamabad, October 21, 2024 – The Pakistan Bureau of Statistics (PBS) successfully hosted Data Fest-2024 at the Pak-China Friendship Centre, uniting experts, researchers, and data enthusiasts from across the globe to explore the transformative role of data in shaping policies and driving innovation under the theme "**Data for Life and Equity**." Inaugurated by Federal Minister for Planning, Development, and Special Initiatives, Prof. Ahsan Iqbal, the event featured thematic discussions, workshops, keynote speeches, and exhibitions focused on critical areas such as fiscal resilience, governance, climate change adaptation, and data visualization. The event saw participation from international organizations, including UNICEF, UNFPA, and the World Bank, alongside delegations from countries such as Nepal, Oman, and Australia. PBS signed multiple MoUs with technology, academia, and government entities to foster collaboration in AI, big data, and data science education. With over 100 stalls and 32 workshops, Data Fest-2024 showcased cutting-edge data tools, emphasized the importance of data-driven policymaking, and strengthened partnerships across sectors. PBS thanks all stakeholders for making the event a milestone in leveraging data for sustainable development and invites continued collaboration to improve lives and drive national progress. *(Annex-AI)*

10.2 Feedback Performa's: - Feedback Performa's were distributed to participants, attendees, and stakeholders at Data Fest 2024 to gather valuable insights and evaluations on the event's organization, content, and overall experience. These forms were designed to capture opinions on various aspects such as the quality of sessions, effectiveness of discussions, event logistics, venue, and the level of engagement. The collected feedback will help organizers identify strengths and areas for improvement, ensuring that future events are better tailored to meet the needs of all participants.

11   Outcomes from Data Fest 2024

1.   First-Time Achievement in PBS History

PBS staff was provided with **structured exposure** to data-related workflows, methodologies, and tools. This milestone event served as a pivotal step in **demystifying data processes** for employees who may not have previously engaged with data in a structured format. It enabled teams across the organization to gain a deeper understanding of how data can be effectively utilized to streamline workflows, improve efficiencies, and drive strategic decision-making.

2. Increased Awareness of Data Culture

Data Fest 2024 acted as a catalyst for building a **data-conscious culture** within PBS. By emphasizing the **importance of data** in achieving organizational goals, the event successfully bridged existing knowledge gaps and cultivated a sense of curiosity and engagement among staff. Participants gained clarity on how data could help solve challenges, enhance workflows and generate actionable insights. This increased awareness has paved the way for data to become an integral part of PBS's future operations.

3. Skill Development

A key focus of the event was to empower staff through **hands-on, practical learning experiences**. Workshops and interactive sessions were tailored to PBS's unique needs, covering:

- **Data tools** and platforms essential for day-to-day tasks,
- **Analytics concepts** that simplify interpreting and visualizing data, and
- **Problem-solving frameworks** that help translate data insights into impactful actions.
- Staff walked away with not only new skills but also increased confidence in engaging with data, enabling them to contribute more effectively to PBS's overall success.

4. Collaboration and Innovation

Data Fest 2024 fostered a spirit of **collaboration** by bringing together individuals from different departments and backgrounds. This cross-functional engagement encouraged the sharing of diverse perspectives and approaches, laying the groundwork for more **innovative solutions** to organizational challenges. The event served as a platform for brainstorming ideas and testing creative approaches to tackle real-world issues through the power of data.

By promoting **teamwork** and an open exchange of knowledge, Data Fest strengthened interdepartmental relationships and emphasized that innovation thrives when teams collaborate effectively.

5. Capacity Building

One of the most significant outcomes of Data Fest 2024 was the long-term focus on **capacity building**. The event equipped PBS staff with foundational skills to:

- Interpret and analyze data more effectively,
- Leverage data tools to uncover opportunities and solve challenges, and
- Apply data-driven insights to make more informed, strategic decisions.

Pakistan OBSERVER

Eyes & Ears of Pakistan
Widely read and trusted Daily
Founded by: **Zahid Malik** *(Sitara-i-Imtiaz & Hilal-i-Imtiaz)*

Ahsan emphasizes government's commitment to leveraging data for national progress

- October 22, 2024

PBS hosts Data Fest-2024 at Pak-China Friendship Centre The Pakistan Bureau of Statistics (PBS) proudly hosted Data Fest-2024 at the Pak China Friendship Centre, bringing together experts, researchers, and data enthusiasts from diverse fields to explore the critical role of data in shaping policies and driving innovation for a better future. The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB.

Islamabad Today

Unleashing the Power of Data for DevelopmentEmpowering Decisions with Data

written by Sardar Shaukat Mehmood Khan   23 hours ago   0 comment   Bookmark

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Islamabad: The Pakistan Bureau of Statistics (PBS) hosted Data Fest-2024 at the Pak China Friendship Centre, bringing together experts, researchers, and data enthusiasts from diverse fields to explore the critical role of data in shaping policies and driving innovation for a better future. The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB. These organizations bring extensive expertise in global development, public health, and education. Under the theme "Data for Life and Equity", the festival addressed key areas such as Fiscal Resilience, Governance and Growth, Climate Change Adaptation, Disaster Risk Management, and Data Integration and Visualization. The aim was to foster collaboration, knowledge sharing, and actionable strategies to tackle pressing challenges in Pakistan, including healthcare access, social equity, and sustainable development. The event was inaugurated by the Honourable Federal Minister for Planning, Development, and Special Initiatives, Prof. Ahsan Iqbal. He commended PBS for organizing Data Fest-2024, highlighting its potential to develop data-driven solutions for Pakistan's challenges. He stressed the importance of collaboration among experts to tackle issues like demographic growth and urbanization, which require innovative strategies.

PBS Launches DataFest-2024 to foster national innovation

Soon Times Correspondent
ISLAMABAD

The Pakistan Bureau of Statistics (PBS) inaugurated DataFest-2024 at the Pak-China Friendship Centre. The event, which is strategically partnered with major organizations, including UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, and ADB, will unite experts, researchers, and data enthusiasts to explore the essential role of data in shaping policies and driving innovation for a sustainable future. Under the theme "Data for Life and Equity," the festival addresses critical issues such as fiscal resilience, governance, climate change adaptation, disaster risk management, and data integration. The objective is to foster collaboration and actionable strategies to tackle pressing challenges in Pakistan, including healthcare access and social equity. Prof. Ahsan Iqbal, the Honorable Federal Minister for Planning, Development, and Special Initiatives, officially opened the event. He praised PBS for organizing DataFest-2024 and emphasized the importance of data-driven solutions to address national challenges such as demographic growth and urbanization. Chief Statistician Dr. Naeem-uz-Zafar welcomed attendees and highlighted the significance of collaboration in advancing data science. Mr. Awais Manzur Sumra, Secretary of the Ministry of Planning, echoed these sentiments, noting the festival's role in uniting experts to explore data innovations. In a significant development, multiple Memorandums of Understanding (MoUs) were signed with technology, academia, and finance organisations. These agreements aim to enhance collaborative research on advanced data technologies and develop educational programs that upskill professionals in data science. DataFest-2024 features various activities, including thematic discussions on governance and climate resilience, keynote speeches from international experts, and hands-on workshops. The event also showcases 100 stalls from prominent organizations like Oracle, Jazz, and Telenor, highlighting cutting-edge data products and tools. As DataFest-2024 progresses, it aims to increase awareness and utilization of data for policy planning and strengthen collaboration among government, private sectors, and academia. The PBS encourages all stakeholders to join this vital initiative and leverage data for societal betterment and sustainable development across Pakistan.

اردو پوائنٹ

مسلسل اشاعت کے 24 شاندار سال

پاکستان ادارہ شماریات کے زیر اہتمام پاکستان کے پہلے "ڈیٹا فیسٹ 2024" کا انعقاد

21 اکتوبر 2024 22:20

اسلام آباد (اردو پوائنٹ اخبارتازہ ترین - اے پی پی۔ 21 اکتوبر 2024ء) پاکستان ادارہ شماریات نے پاک چائنا فرینڈشپ سینٹر میں پاکستان کے پہلے "ڈیٹا فیسٹ 2024" کی میزبانی کی ہے جس میں مختلف شعبوں سے تعلق رکھنے والے ماہرین، محققین اور ڈیٹا سے منسلک افراد کو اکٹھا کیا گیا تاکہ پالیسی سازی اور بہتر مستقبل کے لیے بحت کے فروغ میں ڈیٹا کے اہم کردار کو اجاگر کیا جا سکے۔

ڈیٹا فیسٹ کے اہم سٹریٹجک شراکت داروں میں اے ڈی بی، ایف اے او، یو این ایچ سی آر، آئی ایل او، ورلڈ بینک، یو این ایف پی اے اور یونیسیف شامل ہیں، یہ پارٹنرشپیں عالمی ترقی، عوامی صحت اور تعلیم میں وسیع مہارت رکھتی ہیں۔ "زندگی اور مساوات کا ڈیٹا" کے عنوان کے تحت اس فیسٹیول میں مالیاتی لچک، گورننس، موسمیاتی تبدیلی و تغیرات، آفات کے خطرات کا انتظام، ڈیٹا انضمام اور ویژوالائزیشن جیسے اہم موضوعات پر توجہ مرکوز کی گئی۔

اس کا مقصد پاکستان کو درپیش مسائل جیسے صحت کی دیکھ بھال تک رسائی، سماجی مساوات، اور پائیدار ترقی سمیت دیگر مسائل کے حل کے لیے تعاون، علم کا تبادلہ، اور قابل عمل حکمت عملی کے لیے ڈیٹا کے استعمال کو فروغ دینا تھا۔ اس تقریب کا افتتاح وفاقی وزیر برائے منصوبہ بندی، ترقی و خصوصی اقدامات پروفیسر احسن اقبال نے کیا۔ انہوں نے ڈیٹا فیسٹ 2024 کے کامیاب انعقاد پر پاکستان ادارہ شماریات کی تعریف کرتے ہوئے کہا کہ یہ فیسٹیول پاکستان کو درپیش چیلنجز کے لیے ڈیٹا پر مبنی حل فراہم کر سکتا ہے۔

انہوں نے ماہرین کے درمیان تعاون کی اہمیت پر زور دیا تاکہ آبادی میں اضافے جیسے مسائل کو جدید حکمت عملی کے ذریعے حل کیا جا سکے۔ انہوں نے قومی ترقی کے لیے ڈیٹا کے استعمال کے حوالے سے حکومت کے عزم کو اجاگر کیا اور غربت کے خاتمے، تعلیم اور صحت کے مسائل کو حل کرنے میں ڈیٹا پر مبنی فیصلوں، سرکاری اور نجی شعبے کے درمیان تعاون اور ملکی ترقی و خوشحالی کے لیے ڈیٹا کے استعمال کی اہمیت پر زور دیا۔

چیف شماریات ڈاکٹر نعیم الظفر (ستارہ امتیاز) ، نے تمام معزز مہمانوں کا خیرمقدم کیا اور ڈیٹا سائنس کو آگے بڑھانے میں تعاون اور علم کے تبادلے کی اہمیت پر زور دیا۔ سیکرٹری برائے وزارت منصوبہ بندی، ترقی اور خصوصی اقدامات اویس منظور سمرا نے اپنے خیالات کا اظہار کرتے ہوئے ڈیٹا کی جدتوں کو دریافت کرنے کے لیے ماہرین کو اکٹھا کرنے پر ڈیٹا فیسٹ کے کردار کو اجاگر کیا۔

انہوں نے ڈیٹا فیسٹ کے کامیاب انعقاد پر پاکستان ادارہ شماریات کو سراہا اور نیپال، عمان، ہانگ کانگ لینڈ، آسٹریلیا، ازبکستان، آذربائیجان اور ایران سے آنے والے بین الاقوامی وفود اور یونیورسٹی کے طلباء و طالبات کی تقریب میں شرکت پر شکریہ ادا کیا۔ مختلف شعبوں کے درمیان تعاون کو بڑھانے کے لیے ایک اہم قدم

DataFest-2024

www.pbs.gov.pk

PAKISTAN
BUREAU OF
STATISTICS
Government of Pakistan

PBS
Datafest
اعداد کی زبان - ترقی کا نشاں

Daily "Pakhtunkhwa News" Mardan

پختونخوا نیوز

منگل 22 اکتوبر 2024ء

ڈیٹا فیسٹول پاکستان اور پیش چیلنجز کیلئے ڈیٹا پر مبنی حل لازم اہم کردار ادا کر سکتے ہے حسن اقبال

اسلام آباد (محمد آصف ہے) ڈیٹا فیسٹول پاکستان اور درپیش چیلنجز کیلئے سٹریٹجک شراکت داروں UNICEF, UNFPA, WORLD BANK, ILO, UNHCR, FAO شامل ہیں۔ زندگی اور مساوات کا ڈیٹا " کے عنوان کے تحت اس فیسٹیول میں مالیاتی لیک، کورنس، موسمیاتی تبدیلی وتغیرات، آفات کے خطرات کا انتظام، ڈیٹا انضمام اور ویژولائزیشن جیسے اہم موضوعات پر توجہ مرکوز کی گئی۔

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دی پوسٹ کیپیٹل اسلام آباد

پالیسی سازی اور جدت میں ڈیٹا کی انقلابی طاقت

The First English Daily of Balochistan

(BT) Balochistan Times

Founded by Syed Fasih Iqbal in 1976

Country's economy volume likely to reach $3t in 23 years: Ahsan

22-10-2024

Staff Report ISLAMABAD: Federal Minister for Planning, Development and Special Initiatives, Ahsan Iqbal on Monday hoped that the annual volume of Pakistan's economy will be $ 3 trillion and the country will be counted among the top 10 economies of the world in 100 years of independence in 1947. In the current era, data-driven, knowledge economies are ruling the world, and data sets, data integration and Artificial Intelligence are significant for the sustainable economic development of any country, the Minister said. Federal Minister for Planning, Development and Special Initiatives, Ahsan Iqbal said this while addressing the Data Fest 2024, Organized by Pakistan Bureau of Statistics (PBS) here. Chairman NADRA Lieutenant, General, Muhammad Munir Afsar, Federal Secretary for Planning, Development and Special Initiatives, Owais Manzoor Samra, Chief Statistician, PBS, Naeem ul Zazfar and representatives of federal and provincial ministries and other stakeholders participated in the ceremony. The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB and these organizations bring extensive expertise in global development, public health, and education. Federal Minister for Planning, Development and Special Initiatives said that today we have entered a world that is undergoing the most rapid changes in human history and people who have seen the huge innovations and development in modern time. He said that now modern data science drives the economic revolution in the world, and data analytic and advanced technology have fueled the modern economic development and digital revolution. He said that data science is the core of artificial intelligence, and its quality is the foundation of any economic theory and development in the modern world and for that, our economy needs very reliable data.

Profit

Profit by Pakistan Today

October 21, 2024

Ahsan hopes Pakistan economy volume to reach $3 trillion in 23 years

By **APP**

ISLAMABAD: Federal Minister for Planning, Development and Special Initiatives, Ahsan Iqbal on Monday hoped that the annual volume of Pakistan's economy will be $ 3 trillion and the country will be counted among the top 10 economies of the world in 100 years of independence in 1947.

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The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB and these organizations bring extensive expertise in global development, public health, and education.

The Pakistan Bureau of Statistics (PBS) proudly hosted Data Fest-2024 at the Pak China Friendship Centre, bringing together experts, researchers, and data enthusiasts from diverse fields to explore the critical role of data in shaping policies and driving innovation for a better future.

The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB. These organizations bring extensive expertise in global development, public health, and education.

Under the theme "Data for Life and Equity", the festival addressed key areas such as Fiscal Resilience, Governance and Growth, Climate Change Adaptation, Disaster Risk Management, and Data Integration and Visualization. The aim was to foster collaboration, knowledge sharing, and actionable strategies to tackle pressing challenges in Pakistan, including healthcare access, social equity, and sustainable development.

The event was inaugurated by the Honorable Federal Minister for Planning, Development, and Special Initiatives, Prof. Ahsan Iqbal. He commended PBS for organizing Data Fest-2024, highlighting its potential to develop data-driven solutions for Pakistan's challenges. He stressed the importance of collaboration among experts to tackle issues like demographic growth and urbanization, which require innovative strategies.

He emphasized the government's commitment to leveraging data for national progress. He underscored the importance of data-driven decision-making in addressing key issues such as poverty alleviation, education, and healthcare while encouraging collaboration between public and private sectors. He highlighted the importance of utilizing big data and data analytic for the prosperity and well-being of Pakistan's future. Chief Statistician Dr. Naeem-uz-Zafar (ستاره امتیاز), welcomed all honorable guests and emphasized the significance of collaboration and knowledge sharing in advancing data science. Secretary, Ministry of Planning, Development, and Special Initiatives, Mr. Awais Manzur Sumra in his remarks at Data Fest, highlighted the event's role in uniting experts to explore data innovations. He appreciated PBS efforts for organizing successful Data Fest-2024, and thanked

12 Lessons Learned

The insights and takeaways from organizing and executing Data Fest 2024. It highlights the challenges faced, areas for improvement, and recommendations to ensure the event's success in the future. By analyzing key aspects such as stakeholder participation, planning, coordination, resource management, and overall event execution, these lessons aim to guide better decision-making, streamline processes, and enhance the quality and impact of upcoming events.

1. Private Sector Participation

The participation of private sector organizations was significantly lower compared to other sectors, such as Academia and Government. This limited the diversity of perspectives and resources available at the event. To encourage greater involvement, proactive engagement strategies should be developed, including targeted outreach, partnerships, and customized incentives for private sector entities.

2. Early Planning

Timely planning is essential for the success of an event of this scale. Preparations should commence well in advance, with key milestones clearly defined. Setting the event date at the very beginning ensures all stakeholders can align their schedules and contribute effectively. A comprehensive project timeline and roadmap should guide the planning process to avoid last-minute challenges.

3. Sensitization Workshops

To boost stakeholder engagement and ensure their active participation, sensitization workshops should be organized well before the event. These workshops can help in raising awareness about the event's objectives, sharing roles and responsibilities, and fostering enthusiasm among participants from various sectors.

4. Budget Allocation

To streamline financial management, a dedicated budget head for the event should be created within the Pakistan Bureau of Statistics (PBS) budget. This ensures that resources are available and allocated appropriately, reducing reliance on last-minute funding or external sponsors.

5. Coordination with Event Management Company

While PBS's management committees were provided with a proper list of focal persons from the Event Management Company. The coordination was ineffective. Regular coordination meetings should be scheduled, and clear communication protocols established to avoid misunderstandings and ensure seamless collaboration between PBS and the Event Management Company.

6. Internet Connectivity

Despite PBS arranging a dedicated internet facility from NayaTel, connectivity issues persisted during the event. To prevent such disruptions in future events, backup internet solutions should be arranged. Additionally, a technical team should be on standby to address connectivity problems promptly.

7. Event Highlights

The event lacked a system to keep attendees informed about ongoing activities. Installing large SMD screens at strategic locations would allow live updates, real-time announcements, and key highlights to be displayed, enhancing participant engagement and overall experience.

8. Ensuring Cleanliness

The venue's sanitary conditions were poor during the event due to the absence of PBS's sanitary staff. Dedicated sanitary staff should be stationed at the venue throughout the event to maintain cleanliness and hygiene standards.

9. Progress Proforma

Progress proforma and reporting templates were not prepared beforehand, causing inefficiencies in tracking event progress. These proformas should be designed and shared in advance with all relevant teams to ensure smooth monitoring and documentation of event activities.

10. Improving Food Service and Venue Arrangements

Food service during the event was not properly managed, and the designated food area was not appropriate, leading to dissatisfaction among participants. To address this, a detailed food management plan should be developed in coordination with catering teams. This plan should include proper scheduling, queue management, and contingency measures to avoid delays or shortages. Additionally, selecting a more suitable and spacious food area should be prioritized to ensure comfort and convenience for attendees.

11. PBS Dashboard

Data displayed on the PBS dashboard during the event was not presented in a user-friendly or comprehensive manner. Future events should focus on enhancing dashboard functionality and design to ensure clarity, accuracy, and real-time data visualization. Training sessions for dashboard operators should also be conducted to minimize errors.

Addressing these lessons will significantly enhance the planning, execution, and impact of future Data Fest events, ensuring a seamless experience for all participants and stakeholders.

13   Conclusion: -

The successful conduct of Data Fest 2024 by the Pakistan Bureau of Statistics (PBS) underscored the organization's leadership in advancing data-driven decision-making and fostering meaningful collaboration among diverse stakeholders. This groundbreaking event, held at the Pak-China Centre, brought together a wide array of participants, including representatives from international organizations, government agencies, academia, the private sector, and civil society. By creating a platform for knowledge exchange and dialogue, PBS effectively highlighted the significance of data literacy and its central role in driving socio-economic development across Pakistan.

The event featured a rich array of activities, including insightful discussions, expert panel sessions, and interactive workshops, all aimed at emphasizing the importance of accurate

data collection, analysis, and its transformative impact on policymaking and development strategies. These engagements provided a unique opportunity for participants to share best practices, explore cutting-edge methodologies, and discuss challenges and opportunities in shaping data-driven policies.

Data Fest 2024 was not only a milestone for PBS but also a historic achievement for Pakistan, being the first event of its kind in the Nation. Despite this being PBS's debut in organizing such an extensive initiative, the event was executed with precision and professionalism. The meticulous planning, clear communication, and well-structured agenda ensured a seamless flow of activities, reflecting PBS's ability to rise to the challenge and deliver excellence.

This remarkable achievement further solidified PBS's reputation as a pioneer in statistical innovation and a key player in fostering a culture of data-driven insights in Pakistan. Data Fest 2024 stands as a testament to PBS's commitment to empowering communities, enhancing data literacy, and building sustainable partnerships for the future. It laid the groundwork for continued progress in advancing Pakistan's statistical landscape and reaffirmed the crucial role of data in shaping a brighter and more informed tomorrow.

Data Fest Secretariat

3

Government of Pakistan
M/o Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
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No.PBS.RS.4(28)/2023-T-160

Islamabad, the 24ᵗʰ May 2024

OFFICE ORDER

With the approval of Chief Statistician, a Data Fest Secretariat has been established in PBS (HQs), Islamabad under the command of Member (Supports Services) and to be operated under the supervision of DDG (CPMU/CP&C/PSLM).

2.   Following officers / officials initially posted in the Data Fest Secretariat, PBS (HQs), Islamabad with immediate effect till further orders: -

S.No.	Name	Designation	Present Section
1.	Mr. Sabahat Nadeem	DPO (BS-17)	CPMU
2.	Mr. Saad Rasool	Statistical Assistant (BS-16)	Litigation
3.	Ms. Hafsa Batool	Statistical Assistant (BS-16)	BR
4.	Ms. Rabia Gillani		
5.	Mr. Muhammad Hanan	Statistical Assistant (BS-16)	FS-I
6.	Ms. Rabail Azeem	Statistical Assistant (BS-16)	PSLM
7.	Ms. Hina Zafar		
8.	Ms. Iram Sultana	Statistical Assistant (BS-16)	PDS
9.	Ms. Hina Javed		

(Safia Begum)
Statistical Officer (R&S)

Distribution:

1. PS to Chief Statistician, PBS, Islamabad.
2. APS to Member (RM/SS), PBS, Islamabad.
3. Member (C&S), PBS, Islamabad.
4. PS to DG (Admn), PBS, Islamabad.
5. APS to DDG (CPMU/CP&C/PSLM), PBS, Islamabad.
6. APS to Director (Admn) / (FS-I), PBS, Islamabad.
7. CSO (DD &SS), PBS, Islamabad.
8. Deputy Director (Admn), PBS, Islamabad.
9. Statistical Officer (Lit), PBS, Islamabad.
10. Instructor (PDS), PBS, Islamabad.
11. Asstt. Director (CC&P), PBS, Islamabad.
12. Superintendent (Admn-I) / (Admn-II), PBS, Islamabad.
13. Copy for Establishment Roll/Master file.
14. Office copy.

DataFest-2024

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International Organization

S.no	Name	Designation	Organization	Address	Phone	Email
			International Organizations			
1	Mr. Abdullah A. Fadil	Representative of the United Nations Children's Fund (UNICEF)	United Nations Children's Fund (UNICEF)	Street No. 05, Diplomatic Enclave, Sector G-5, Islamabad.44050	92-51-2097700 +92-51-8705100 Fax: +92-51-2097799	islamabad@unicef.org
2	Dr Luo Dapeng	WHO Representative in Pakistan	World Health Organization (WHO)	National Institute of Health, Chak Shahzad, Islamabad	92 (051) 9255184/5 92 (051) 8432400 Fax: 92 (051) 9255083	emacopakwr@who.int
3	Ms. Florence rolle	Representative Pakistan	Food and Agriculture Organization (FAO)	NARC Premises, Park Road, Chak Shahzad, Islamabad PO Box 1476	92-51-9255493-6 +92-51-9255491 +92-51-9255454	zobia.ejaz@fao.org
4	Mr. Najyben hassine	Executive Director	World Bank Group	20-A, Shahrah-e-Jamhuriat, G-5/1, Islamabad	92-51-9090000	wanwar1@worldbank.org
5	Sardar Shahid Ahmed Laghari	Chairman (IFRC)	International Federation of Red Cross and Red Crescent Societies (IFRC)	PRCS/NHQ,Sector H-8/2, near ilama iqbal university, Islamabad	92-51-9250404-6 0519250494 0519250407	chairman@prcs.org.pk
6	Mr. Mahmood Akhtar Cheema	Country Representative	IUCN - International Union for Conservation of Nature	House No. 70A, F-7/4, main nazimudin road, Islamabad	92-51-2656991-97 Fax: +92 51 2656998	mussrat.khan@iucn.org
7	Mr. Kinoshita Yasumitsu	Chief Representative	Japan International Cooperation Agency (JICA)	4th Floor, Serena Business Complex, G-5, Islamabad	92-51-9244500-2	haaris.pt.jica.go.jp pk_oso_rep@jica.go.jp
8	Mr. Lansana Wonneh	Country Representative	UN Women Pakistan	Diplomatic Enclave, plot no 5/11, G-4, Islamabad	92-51-2600981	shazeb.baig@unwomen.org
9	Mr. Mohamed Yahya	Representative of Pakistan	United Nations Pakistan	UN House, 7th Floor, Serena Business Complex, Khayaban-e-Suharwardy, Islamabad	92-51-8355700	mariam.iqbal@un.org
10	Mr. Yong Ye	Country Director	Asian Development Bank (ADB)	Level 8, North Wing, Serena Business Complex, Khayaban-e-Suhrawardy, G-5, Islamabad, Pakistan	92-51-2600351-9 03046645120	amujtaba@adb.org
11	Ms. Kristalina Georgieva	CEO	International Monetary Fund (IMF)	Diplomatic Enclave, Ramna 5, G-5, Islamabad	0518736086-88	mali2@imf.org
12	Mr Samuel Rizk	Resident Representative	United Nations Development Programme (UNDP)	4th Floor, Serena Business Complex, Khayaban-e-Suharwardy, Islamabad	92-51-8355600 Fax: +92-51-2600254-5	registry.pk@undp.org
13	Mr. Kar Hung Antony Tam,	currently the officer-in-charge of the UNESCO Office in Pakistan.	United Nations Educational, Scientific and Cultural Organization (UNESCO)	7th Floor, Serena Business Complex,Sector G-5/1 Islamabad, 44000	tel:+92 51 111 710 745	islamabad@unesco.org
14	Dr. Luay Shabaneh	Country Representative	United Nations Population Fund (UNFPA)	2th Floor, Serena Business Complex, G-5, Islamabad	92-51-2600421-25 Fax: (92 51) 2600254-55	info.pakistan@unfpa.org
15	Ms. Coco Ushiyama	Country Director	World Food Programme (WFP)	Plot 1-E, G-5, Islamabad	92-51-8312000 Fax +92-51-8438251	wfp.islamabad@wfp.org
16	Ms. V. Kate Somvongsiri,	Mission Director	United States Agency for International Development (USAID)	U.S. Embassy, Diplomatic Enclave, Ramna 5, Islamabad , 54000	92-51-2014000 Fax:(+92) 51-2338071	pakistaninfo@usaid.gov
17	Ms. Maria-Jose Poddey	Country Director	German Agency for International Cooperation (GIZ)	GIZ Office Pakistan Level 2, Serena Business Complex, Khayaban-e-Suhrawardy, Sector G-5/1 Islamabad, Pakistan	92 51 111 489 725 92 51 2656 376	giz-pakistan@giz.de

Government & Semi Government

Government Sector

S.no	Department/Agency/Organization	Head of Department	Adress
1	Ministry of Marry Time Affairs	Mukhtar Ahmed(Section Officer C & C)	8th Floor, Kohsar Block, Pak. Secretariat, Islamabad.
2	Ministry Of National Health Services, Regulations and Coordination	Muhammad Iqbal (JS Admin)	Kohsar Block, 3rd Floor, Constitution Ave, Pak Secretariat, Islamabad,
3	Ministry of Information Technology and Telecomunication	Deputy Secretary Admin	7th Floor, Kohsar Block, Pak Secretariat, Islamabad
4	Ministry of Norcotrics Control	Muhammad Mohtasim Billa(Section Officer DDR section)	6th floor Kohsar Block Pak Secretariat Islamabad
5	Ministry of Federal Education and Professional Training	Syed Junaid Ikhlaq(senior JS Admin)	C Block, Pak Secretariat, Red Zone, Islamabad
6	Ministry of Law & Justice	DEPUTY Soliciter(Mr Rizwan)	3rd Floor, R & S Blocks, room no 308 Pak Secretariat, Red Zone, Islamabad
7	Ministry Of Commerce	Joint Secretary HRM	Block-A, Pak Secretariat,Islamabad
8	Ministry of communication	Mr Fawad(Section Officer)	D Block Pak secretariat islamabad
9	Ministry ofindustries & production	Khalid Hussain Zia (Section Officer C & C)Council & Coordination	D Block Pak secretariat islamabad
10	Ministry of Finance	AFS HR	Constitution Ave, Red Zone, Islamabad, Islamabad Capital Territory
11	Ministry of religious affairs	Section Officer(C & C)	Kohsar Block, 1st Floor, Pak Secretariat, Islamabad,
12	Ministry of overseas pakistani& human resource development	DS COARD Adnan Khan	6th floor B block room # 611 pak secretariat islamabas
13	Ministry of science & technology	SO coordination	1 Constitution Ave opposite PM office, G-5/2 Islamabad
14	Ministry Of National Health Services, Regulations and Coordination	SO coordination	Kohsar Block, 3rd Floor, Constitution Ave, Pak Secretariat, Islamabad,
15	MINISTRY OF ENERGY (POWER DIVISION)	Rubab Fatima Section Officer (Coord)	2nd Floor, A Block, Pak Secretariat, Red Zone, Islamabad
16	Ministry of foreign Affairs	Director To Foreign Secretary	Constitution Ave, G-5/1 G-5, Islamabad, Islamabad Capital Territory
17	Ministry of Human Rights	Director (HR) Shezad Ahmed Khan	9TH FLOOR, Shaheed e millat Secretariate (KOHSAR BLOCK), ISLAMABAD
18	Ministry of climate change	SO Admin 1	3rd Floor, LG & RD Complex G-5/2, Islamabad
19	Ministry of Planning Development & Special Initiatives	Section Officer(PBS)	P Block Pak Secretariat Islamabad
20	SUPARCO	Lt Col (R) Muhammad Ateeque(Director Technical Coordination)	SUPARCO HQ, Expressway, Near Rawat Toll Plaza, Islamabad
21	Punjab Bureau Of Statistics	Muhammad Asif Yousaf (Assistant Director)	65a Trade Centre Ayub Chowk, Johar Town, Lahore,
22	Bureau of Statistics Khyber Pakhtunkhwa	Khaliq ur Rehman (Director Bureau Of statistics)	Benevolent Fund building Saddar Road , Peshawar .
23	Balochistan Bureau of statistics	Director Bureau of Statistics Balochistan	Block no 13 Bureau of Statistics P&D Department civil Secretariat Zarghoon road Quetta
24	Sindh Bureau Of Statistics	Director General Sindh Bureau of Statistics	ST-13, Block-8, Choudhry Khaliq-u-Zaman Road,Kehkashan Clifton
25	Pakistan Telecommunication Authority	Miss Rubia(Director Coordination)	PTA head quarter F/ 5-1 Islamabad
26	PAKISTAN INSTITUTE OF EDUCATION (PIE)	Director General	Taleemi chowk, Jehlum Road, G-8/1 Islamabad-44000,
27	ZTBL	CEO Tahir Yaqoob Bhati	Headquarter: 1 Faisal Ave, Near Zero Point Interchange, G-7/1, Islamabad
28	Crop Reporting Service	DG Crop Reporting Services Punjab (Dr Abdul Qayyum)	Multan road near PTCL telephone exchange post office Awan Town Lahore
29	NAB	Deputy Director Coord	head quarter Division NAB head Quarter Shahrah-e-Jamhuriat, G-5/1, Islamabad
30	Pakistan Meteorological Department (PMD)	SAHIB ZAD KHAN (Director General)	PMD Headquarters Office,. P.O Box # 1214, Pitras Bukhari Road, Sector H-8/2 , ISLAMABAD
31	CDA	Director Coordination	CDA Secretariat, Block-V, Sector G-7/4, Islamabad
32	PTDC	Mr. Aftab Ur Rehman Rana Managing Director, PTDC	Ground Floor, Kohsar Block Pak Secretariat, Islamabad, Pakistan.

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Government Sector

S.no	Department/Agency/Organization	Head of Department	Adress
33	National Institute of Public Administration (NIPA)(New Name)/National institue of management lahore	Director General National institute of management Lahore	78 Shahrah-e-Quaid-e-Azam, opposite State Guest House, Upper Mall Scheme, Lahore, Punjab 54000
34	Technical Education and Vocational Training Authority (TEVTA)	Akhtar Abbas Parwana(Senior DG TEVTA)	TEVTA Secretariat, 96-H, Gulberg-II, Lahore.
35	Federal Bureau of Revenue (FBR)	Syed Gulam Abbas Kazmi (DG Revinue Analysis)	Aveque Trust Building Near Marriate Hotel Islamabad
36	Pakistan Television (PTV)	Director Administration & Personnel	PTV Headquater Constitution Avenue,F-5/1 , Islamabad
37	Institute of Public Health	Dean Institute of public health	6 Birdwood Road, near Jail Road, Jinnah Town, Lahore
38	Youth Affairs and Sports Department	Director General Sports & Youth Affairs Punjab	National Hockey Stadium, Ferozepur Road, Lahore
39	Pakistan Council for Renewable Energy Technologies (PCRET)	Mr.Syed Hussain Abidi *(S.I) (DG PCRET)*	25, H-9-1, H-9, Islamabad, ICT
40	Federal Public Service Commission	DG Administration	FPSC HQs, Aga Khan Road, Sector F-5/1, Islamabad.
41	Pakistan International Airlines (PIA)	Chief HR Officer	Exective Coridor PIA Head Office, Karachi, Pakistan
42	Election Commission of Pakistan	Secretary ECP	Election House, Constitution Avenue, G-5/2, Islamabad
43	National Vocational and Technical Training Commission (NAVTTC)	Mr Amir Jan (Exective Director)	Plot No, 38 Kirthar Rd, H-9/4, Islamabad Capital Territory, Pakistan
44	Radio Pakistan	Director General PBC	G-5, Constitution Avenue islamabad
45	Benazir Income Support Program(BISP)	Assistant Director Media	BISP, F-block,pak secretariat, Red Zone, Islamabad, Islamabad Capital Territory
46	National Hoghways & motorway police	Salman Chaudhary Inspector General	National Highways & Motorway Police, Mauve Area G-11/1, Islamabad
47	Excise & Textation Department	Excise & taxtion Officer(ETO)	HEC BUIDLING, Service Rd E₁ NEAR H 9/4 H-9, Islamabad, Islamabad Capital Territory
48	Wafaqi Mohtasib	Mr Ishafaq Ahmed (DG Coordination)	36 Constitution Avenue opposite supreme Court g-5/2 islamabad
49	Rescue 1122	Director Cares(Dr Mustafa Alam)	St# 31 near Capital Hospital islamabad G-6/2 Islamabad
50	Fire Brigade	Director ENDM (emergency & Disaster management)	Fire brigade head quarter islamabad
51	Pakistan Enviornmental Protection Agency	Director General Farzana Altaf Shah	Plot No 42 St# 6 sector H-8/2 Islamabad
52	Pakistan ordinance Factories	PRO POF	Quaid Avenue POF Board, Wah-Cantt
53	Pakistan Manpower Institute	Director General PMI	FCE Building H-9 Islamabad
54	Pakistan Railways	CEO/SR.General Manager Pakistan Railways	Head quarter office Empress Road Lahore
55	NDMA	DG NEOC(National Emergency Operation Center)	Main Murree Road near ITP office Islamabad
56	NARC	(DG NARC) Dr Shezad Asad	Park Road Islamabad
57	NRSP	CEO NRSP	7th Floor Ubl Building Jinnah Avenue Blue Area Islamabaf
58	federal directorate of education	Director General (Copy to Director Coordidation C & F)	Rohtas Road G-9/4 Islamabad
59	Social welfare, Special Education & Women Empowerment department Khyber	Director Social Welfare & Women Empowerment	opposite Islamia College University Road Peshawar
60	Sindh Child Protection Authority social welfare department	DG Moazam Ali Mari	Gulshan-e -Iqbal block 7 near Iqra university Karachi
61	National Commission on Rights Of child	Chairperson Aisha Raza Farooq (NCRC)	Office # 502 Evecuee Trust building 5th floor islamabad
62	Child Protection Welfare Bureau	Director General Aftab Ahmed Khan	Shalimar link Road Angoori scheme 1 Lahore
63	National Commission on the status of women (NCSW)	Chief Program NCSW Muhammad Ismail Iqbal	State Life Building No 5, 1st Floor China Chowk Blue Area Islamabad.
64	Interprovincial Coordination (IPC)	DS ADMIN	2nd FLOOR, KOHSAR SECRETARIAT, ISLAMABAD
65	Population Welfare Department	DG Saman Rai	14-Babar Block (New Garden Town), Lahore

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S.no	Department/Agency/Organization	Head of Department	Adress
66	Accountant General Pakistan Revenues(AGPR)	Imran Abass DAG(A/cs)	AGPR Complex, G-8/4, Islamabad
67	National Archives Of Pakisatan	DG Muhammad Din Chakrani	Block N, Pak. Secretariat, Red Zone, Islamabad Capital Territory
68	Staff Welfare Organization	DG Shahid Ali Khan	Aabpara Community Center Islamabad
69	Department of Archaeology & Museums(DOAM)	DG Dr Abdul Azeem	19 Ataturk Ave, G-5/1 G-5, Islamabad, Islamabad Capital Territory
70	National Savings	DG Hamid Raza Khalid	23 N Civic center G-6 Islamabad
71	Soil Survey of Punjab	DG MUHAMMAD ASLAM	Near Multan Road Ptcl Exchange Lahore
72	Agriculture Department Government of Punjab	DG Chaudhary Abdul Hameed	21-Davis Road, Lahore
73	Marine Fisheries Department	Deputy Director Planning	Fish Harbour Rd, West Wharf Karachi
74	NRTC - National Radio & Telecommunication Corporation	MD(NRTC) Brig Asim Ishaq	T&T Complex, Haripur (KPK)
75	Lok Virsa - National Institute of Folk and Traditional Heritage	Exective Director LOK VIRSA	Shakarparian Rd Garden Avenue, Islamabad,
76	Punjab Skills Development Authority.	D GENERAL	10, Block A Muslim Town, Lahore, Punjab
77	Punjab Irregation Department	Director Regulations (Muhammad Shakeel)Irrigation department opposite Punjab public library Old anarkali Lahore	
78	Aggriculture Supply & Price Department Government of Sindh	Additional Secretary	Office of additional secretary Agriculture supply & price department govt of sindh Building # 2 Kamal ATA TURK road Karachi sindh secretariat
79	Punjab Revenue Authority Rawalpindi	ADDITIONAL COMMISSIONER	Danepur Road, GOR-1, Lahore.
80	Punjab Procurement Regulatory Authority (PPRA)	MD Waqar Azeem	3rd Floor, Al-Falah Building, The Mall Road, Lahore.
81	Enviornment Protection Agency(KPK)	DG Sami Ullah Khan	3rd Floor, SDU Building, Gate No. 05, Khyber Road Peshawar Cantt. Khyber Pakhtunkhwa,
82	Pakistan Institute Of Trade And Development	Director Admin (Dost Muhammad)	Pitras Bukhari Rd, H-8/4 Islamabad,
83	National Institute of Special Education (N.I.S.E)	Director S.E/ T& R	Directorate General of Special Education Hanna Road G-8 islamabad/
84	Energy Department Balochistan	Secretary Energy Bashir Khan	Civil Secretariat Zargoon Road Plot # 9 Room # 6 Quetta balochistan
85	Communication Works Physical Planning & Housing	Chief Engineer design Dr Sajjad Communication & Works department Govt of Balochistan	Civil SecretariatBlock 7 Ground floor Room # 13 Quetta
86	Culture Tourism & Archives	Director Tourism Hashim Khthran	Directorate of Tourism Noori Naseer Khan Cultural Complex Spiny Road Quetta
87	Science and Information Technology Department	DG information & Technology Dep (Irfan Baseer)	Block # 14 Civil Secretariat Zargoon Road Quetta
88	Urban Planning & Development Department	Director Works Urban Planning & Development Departmen(Mujtaba Ahmed)	Zargoon road near Barech Market Quetta
89	School Education Department	Director School Education Department(Akhtar Khthran)	Berwery Road Near GMC hospital Quetta
90	Pakistan Standards and Quality Control Authority (PSQCA)	DG PSQCA (Tofeeq Ali Abbasi)	Plot No. St-7/A, Block-3, Scheme No. 36, Gulistan-e-Juhar, Karachi.
91	National Transport Research Centre (NTRC)	Chief Hameed Akhter	Street 5, Sector H-8/2, Islamabad, Pakistan
92	Pakistan National Shipping Corporation	CEO PNSC	PNSC Building, M.T. Khan Road, Karachi
93	Pakistan Maritime Security Agency (PMSA)	Director Admin Comander Zeeshan	Plot No 34 Alpha West Wharf Karachi
94	NATIONAL ENERGY EFFICIENCY & CONSERVATION AUTHORITY (NEECA)	Managing Director NEECA	NEECA Building, Sector G-5/2, ISLAMABAD
95	Pakistan Post	Director Admin (Malik Baber Javid)	Directorate General Pakistan Post office sector G-8/4 Islamabad

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		Semi Government		
S.no	Department/Agency/Organization	Sector	Head of Department	Adress
1	National Telecommunication Corporation	NTC	Director Mushtaq Ahmad	IJP ROAD NEAR SOCIAL SECURITY HOSPITAL I/12 ISALMABAD
2	Islamabad Chamber of Commerce and Industry (ICCI)	ICCI	GHULAM MURTAZA(SEC GEN)	. ISLAMABAD CHAMBER OF COMMERCE & INDUSTRY Chamber House, Aiwan-e-Sanat-o-Tijarat Road, Mauve Area, G-8/1, Islamabad, Pakistan
3	Pakistan Council of Research in Water Resources (PCRWR)	PCRWR	MISS HIFZA RASHEED (Water Quality)	Khayaban-e-Johar Road, Sector H-8/1, Islamabad
4	Pakistan Standards and Quality Control Authority (PSQCA)	PSQCA	ALI BAKHSH SUMRO (DIR)	PLOT NO 17 STREET NO 6 NIE BUILDING H9/1 ISLAMABAD
5	PHA FOUNDATION	PHA	MUH IRFAN (DIR GEN)	SHAHEED MILLAT Nazim-ud-din Rd, F 6/1 Blue Area, Islamabad, Islamabad Capital Territory
6	Pakistan Steel Mills		CORPORATE SEC(COORDINATION SEC)	Bin Qasim, Karachi 75000, Pakistan
7	Oil & Gas Regulatory Authority	OGRA	IMRAN GHAZNAVI (EXECUTIVE DIR)	Plot No. 37 & 39, Mauve Area, Service Road South, Sector G-10/4 Islamabad
8	PTCL		Hassan Nasir Jamy as the new chairman of Pakistan	Ufone Tower, Plot # 55-C,Main Jinnah Avenue,Sector F-7/1,PTCL Head Office, Room # 17, Ground Floor (Margalla Side),Blue Area,Islamabad
9	Securities and Exchange Commission of Pakistan (SECP)		(EXECUTIVE DIR) ADMIN	NICL building, Jinnah Avenue, Blue Area, Islamabad, Pakistan
10	NADRA		CHIEF OF STAFF	State Bank of Pakistan Building، Shahrah-i-Jamhuriat, G-5/2, Islamabad
11	National Energy Efficiency & Conservation Authority NEECA	NEECA	MANAGING DIRECTOR	NEECA BUILDING SECTOR G5/2 ISLMABAD
12	Pakistan Mineral Development Corporation		Muhammad Faisal(F & A)	Plot No، 13, H-9/4 Sector H 9-4, Islamabad, Islamabad Capital Territory
13	PEMRA		DG MEDIA AND PR(MUH TAHIR)	PEMRA CONTACTS PEMRA Headquarters, Mauve Area G-8/1, Islamabad.
14	National Police Foundation		MD SABIR AHMAD Managing Director.	Police Foundation, NPF Plaza, Mauve Area, G-10-4, Islamabad.
15	HBFC		MR. FAISAL MURAD leader in home financing	Kashmir Plaza, Jinnah Ave, Block B, Blue Area, Islamabad, ICT, G 6/3 Blue Area, Islamabad
16	National Investment Trust Limited		Mr. Adnan Afridi	NIT HEAD OFFICE NBP BUILDING 6FLOOR I ICHANDRI GARH ROAD KARACHI

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Semi Government				
S.no	Department/Agency/Organization	Sector	Head of Department	Adress
17	National Book Foundation		MURAD ALI MOHMAND	sariya chowk, Jhelum Rd, G-8 Mauve Area G 8/4 G-8, Islamabad, Islamabad Capital Territory
18	Trade Development Authority of Pakistan		Muhammad Zubair Motiwala. CEO	Address: State Life Building No. 5, Phase 1, Jinnah Avenue, New China Chowk, Sector F – 6/4
19	Public Procurement Regulatory Authority		Hasnat Ahmad Qureshi	1st Floor, Federal Bank for Cooperatives, Ataturk Ave, G-5/2 G-5, Islamabad, Islamabad Capital
20	National Electric Power Regulatory Authority		Chairman NEPRA - Mr. Waseem Mukhtar	NEPRA Tower, Opposite to Federal Flood Commission (East, Ataturk Ave, G-5/1 G-5, Islamabad, Islamabad
21	National Highway Authority		MUH SHEHRIYAR SULTAN	Address: 28 Mauve Area, Sector G-9/1, Kashmir Highway, Service Road South, G 9/1 G-9, Islamabad
22	PAKISTAN BAIT-UL-MAL		Director (Administration) Muhammad Hussain	Pakistan Bait-ul-Mal Head Office, Street No: 7, Sector: H-8/4, Islamabad.
23	National Information Technology Board		CEO (DR BABAR MAJID)	Address: No. 24_B, Street 6, Sector H-9/1 H 9/1 H-9, Islamabad,
24	COUNCIL FOR WORKS AND HOUSING RESEARCH		D.D ADMIN(KHALID PERWAIZ BHATTI)	. Near State Bank, Sector G-5/2,. Islamabad.
25	☐ational Commission for Human Development		D G ADMIN MIRZA NASEER RU DIN	Address: 14th Floor Shaheed-e-Millat Secretariat, F 7/1 Blue Area, Islamabad, Islamabad Capital Territory
26	Civil Services Academy		Director General	ess: Civil Services Academy, Walton Lahore, Punjab
27	pakistan science foundation		DR. H. U. KHAN Chairman	1 Constitution Ave, G-5/2 G-5, Islamabad, Islamabad Capital
28	OVERSEAS PAKISTANIS FOUNDATION		MD OPF (Dr Amir Sheikh)	OPF Head Office Building Shahrah-e-jamhuriat,Sector G-5/2, Islamabad
29	Pakistan Agricultural Research Council (PARC)		Member Coordination & Monitoring Prof DR Muhammad Azam	Plot No. 20 1 Ataturk Ave, G-5/1 G-5, Islamabad,
30	State Bank of Pakistan (Central Bank)		Chief Manager MR adnan	Sector G-5/2 Islamabad
31	PNCA - Pakistan National Council of the Arts | Islamabad		DG Ayoub Jamali	PNCA Sector F-5/1 Islamabad
32	Pakistan Engineering Council		Registrar Dr Nasir Mehmood	Attaturk Avenue (East) G-5/2,

Semi Government

S.no	Department/Agency/Organization	Sector	Head of Department	Adress
33	Pakistan Poverty Alliveation Fund		CEO MR Nadir Gul	Plot No. 14, Street 12,G 8/1, Islamabad
34	NATIONAL INSURANCE COMPANY LIMITED(NICL)		CEO	Karachi Executive Director (Corporate Services) NICL Building Abbasi Shaheed Road, Karachi-
35	Trade Development Authority of Pakistan (TDAP)		Mr. Muhammad Naseer Director General	State Life Building No. 5, Phase 1, Jinnah Avenue, New China Chowk, Sector F - 6/4 Islamabad
36	punjab small industries corporation		MD SIDRA UNIS	ALFALH BUILDING MALL ROAD LAHORE
37	Punjab Economic Research Institute (PERI)		Director PERI Ansar Kamal Sial	48, Civic Centre 2 Phase 1 Johar Town, Lahore
38	Punjab Rural Support Programme (PRSP)		CEO Abid Saeed	PRSP Complex 33 Civic Center, Hidayatullah Block Mustafa Town,Wahadat road Lahore
39	Punjab Engineering Academy		Principal Punjab Engineering Academy	Main Canal Rd, Thokar Niaz Baig, Lahore
40	Peshawar Development Authority		D G KHALID MEHMOOD	Phase 5 Hayatabad, Peshawar, Khyber Pakhtunkhwa
41	Forest Development Corporation Khyber Pakhtunkhwa		MD Muhammad Iqbal	Offices Enclave Phase 5 Hayatabad, Peshawar
42	NIBAF - National Institute of Banking & Finance		MD RAIZ NAZAR CHUNARA	Pitras Bukhari Road Sector H-8/1 Islamabad
43	Pakhtunkhwa Energy Development Organization		CEO PEDO RIAZ AHMAD JAN	Plot# 38, Sect B-2, Phase-5 Hayatabad Peshawar.
44	KPK HOUSING AUTHORITY		A D HR	ATI CAMPUS UNIVERSITY ROAD KPK
45	Quetta Development Authority		DG ASKAR KHAN	Saryab Road, Quetta
46	OGDCL		Chairman. Mr. Zafar Masud	OGDCL House, Plot No.3, Jinnah Avenue, Blue Area, Islamabad,
47	Pakistan Council of Scientific and Industrial Research (PCSIR)		Dr. Syed Hussain Abidi (SI), Chairman	01, Constitution Avenue, G-5/2, Islamabad,
48	Pakistan Science Foundation (PSF)		Secretary Dr Raja Razi Ul Hussnain	1 Constitution Ave, G-5/2 G-5, Islamabad, Islamabad Capital Territory
49	Pakistan Veterinary Medical Council (PVMC)		Secretary	House, G-10/4 G 10 Markaz G-10, Islamabad, Islamabad Capital Territoy

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	Research & Academia				
	List of Government Universities				
S.no	Universities	Head of Department	Mailing Adress	Contact #	E-mail Adress
1	HEC	Prof.Dr.Zia-ul-Qayyum(Executive Director)	Head Office, Sector H-9, East Service Road, Islamabad	051-90400150	Z.Qayyum@hec.gov.pk
2	Quaid-i-Azam University	Dr. Amanat Ali(Assistant Professor)	Quaid-i-Azam University, Islamabad	051 90643028	AmanatAli@qau.edu.pk
3	Bahria University	Dr Saleem Aslam(Director Research)	Shangrilla Road, Sector E-8 Islamabad	051-99263419	oric@bahria.edu.pk
4	NUST	Dr Muhammad Junaid Khan (Director Research)	National University of Sciences & Technology, H-12, Islamabad	051-9019100	dresearch@nust.edu.pk
5	International Islamic University, Islamabad	Prof.Dr Muhammad Amir(Director Oric)	Iqbal International Institute for Research & Dialogue, IIUI Faisal Mosque Old Campus, Islamabad	051-9258072	director.oric@iiu.edu.pk
6	Pakistan Institute of Development Economics (PIDE)	Dr. Faheem Jahangir(Economist)	Pakistan Institute of Development Economics (PIDE), Quaid-i-Azam University Campus, Islamabad	051-9248016	faheemjkhan@pide.org.pk
7	Air University		PAF Complex, Islamabad	051 9262557	info@au.edu.pk
8	Allama Iqbal Open University	Dr. Saima Nasir (Director ORIC)	Block no. 21, Office of Research, Innovation and Commercialization, Allama Iqbal Open University, Sector H-8, Islamabad	3345333414	saima.nasir@aiou.edu.pk
9	Federal Urdu University Islamabad Campus		G-7/1, Islamabad	051 9257988	info@fuuastisb.edu.pk
10	Pakistan Institute od Engineering and Applied sciences(PIEAS)	Dr. Naseem Irfan(Rector PIEAS)	PIEAS, Lehtrar Road, Islamabad, Pakistan	051-1111 74327	pso.rector@pieas.edu.pk
11	National University of Modern Languages	Dr. Syed Waqas Ali Kausar(Assistant Professor)	H-9 Islamabad ,Pakistan	051-9265070	registrar@numl.edu.pk
12	Capital University of Science and Technology	Prof. Dr. Nayyer Masood Dar (Dean ORIC)	Islamabad Expressway, Kahuta‹ Road Zone-V Sihala, Islamabad	051-111555666 ext 445 – 395	oric@cust.edu.pk
13	Fatima Jinnah Women University	Dr.Iram Gul(Director student affairs)	Fatima Jinnah Women University, The Mall Rawalpindi	051-9292900	iramgul@fjwu.edu.pk
14	National College of Arts (Rawalpindi Campus)	Muhammad Yasir Haneef (Administrator)	Liaquat Road, Near Liaquat Bagh, Rawalpindi	051-9334984	ORIC@nca.edu.pk
15	Pir Mehr Ali Shah Arid Agriculture University	Dr. Asim Gulzar(Associate Professor)	Shamasabad, Murree Road, Rawalpindi (Pakistan)	051-9292130	oric@uaar.edu.pk
16	Rawalpindi Women University	Huma Fawad (Director Student affairs)	Rawalpindi Women University, 6th Road Satellite Town, Rawalpindi	0300-5479995	huma.rauf@rwu.edu.pk

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			List of Government Universities at Provincial Level		
17	University of Balochistan	Dr. Muzmail Bukhari(Director Oric)	Sariab Rd, Quetta, Balochistan	0341-8096316	oric@um.uob.edu.pk ·
18	University of Peshawar	Saif-ullah Khan(Manager Research operation)	Old Jamrud Road, Peshawar.	042-9222095	oric@uop.edu.pk
19	Gomal University	Director Planning and Development	Dera Ismail Khan, Khyber Pakhtunkhwa	Contact: 9280830	Email: zahirshah1980@gmail.com
20	University of Agriculture, Peshawar	Dr. Naseem Irfan(Rector PIEAS)	POB 25130. Peshawar 25000 Khyber Pakhtunkhwa Pakistan	92 91 9221350, Ext: 3037, 3256	dasr@aup.edu.pk
21	University of Science and Technology Bannu	Dr Abdul Manan Director Oric	Main Campus, Township Bannu, Khyber Pakhtunkhwa,	2-928-633425	
22	University of the Punjab	Dr.Muhammad Ali(Director student affairs)	Office of Research Innovation & Commercialization (ORIC) Institute of Chemical Engineering & Technology 1st Floor, University of the Punjab,	0333-6200703	dsa@pu.edu.pk
23	University of Agriculture, Faisalabad	Dr Nadeem Abbas(Director)		041-9200645	dsauaf@gmail.com
24	The Islamia University of Bahawalpur	Prof. Muhammad Atif(Director oric)	Office of Research Innovation and Commercialization Tabish Alvari Building Baghdad ul Jadeed Campus The Islamia University of Bahawalpur	0346-9442288	oric@iub.edu.pk
25	Bahauddin Zakariya University	Muhammad Zubair Ahmed(Registrar)	Bahauddin Zakariya University,Bosan Road multan	061-9210097	registrar@bzu.edu.pk
26	University of Sargodha	Dr. Abubakar Naveed(Deputy Director Oric)	University Road Sargodha	048-9230783	Abubakar.nazeer@uos.edu.p
27	University of Sindh		University of Sindh,Allama I.I. Kazi Campus,Jamshoro-	92-22-9213-181 (90)	nfo@usindh.edu.pk
28	University of Karachi	Dr Syeda Hoor-ul-Ain(Director oric)	KU Circular Rd, Karachi, Karachi City, Sindh	021-99261359	hoorulain@uok.edu.pk
29	Sindh Agriculture University	Dr. Tanveer Fatima Miano(Director Oric)	Director, Office of Research, Innovation & Commercialization Sindh Agriculture University, Tando jam	0336-3304627	Tfmiano@sau.edu.pk
30	Pakistan Council for Science and Technology	Khalid Pervaiz Bhati	Shahrah-e-Jamhuriat, G-5/2 G-5, Islamabad, Islamabad	051-9201988	Hafizkhalidbhati@yahoo.com
31	National Science and Technology Park	Dr. Emmad Ahsan (Director)	Khyber Rd, H-12, Islamabad, Islamabad Capital Territory	051-90856401	Dir@nstp.pk
32	Pakistan Association of Scientists and Scientific Professionals		Salim-uz-Zaman Siddiqui Science Centre ST-4, Block-5, Gulshan-e-Iqbal, Karachi	92 21 34 98 94 15	info@passp.org.pk
33	National Institute of Biotechnology and Genetic Engineering	Dr.Kalsoon Akhtar (Director)	Jhang Rd, Faisalabad,	041-2651471	kalsoom1967@gmail.com
34	National Institute of Electronics (NIE)	Mr.Kamran Bhatti PRO/Director Technical Services and Coordination	Plot # 17, Street 6, Sector H-9/1 H 9/1 H-9, Islamabad, Islamabad	92-51-9265029	dtsc@nie.gov.pk

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S.no	Universities	Focal Person	Mailing Adress	Contact #	E-mail Adress
	List of Private Universities				
1	ROOTS International University	Ibrahim Mumtaz(Campus Manager)	80, Harley Street, Rawalpindi	051 520818082	Ibrahim.DHA2@rootsivy.edu.pk
2	FAST (National University of Computer and Emerging Sciences)	Zainullah Khattak,Assistant Manager (Career Services)	Sector G-9, Islamabad	051 111 128 128	zain.khattak@nu.edu.pk
3	Institute of Business Administration	Muhammad Kamran Waseem(Assistant Manager ORIC)	University Road, Karachi	0310-8080828	Wkamran@iba.edu.pk
4	Lahore University of Management Sciences	Muhammad Faisal(Lead Research grant Admin)	DHA, Lahore	4235608336	Muhammad.faisal@lums.edu.pk
5	COMSATS University Islamabad	Prof. Dr. Sajjad A. Madni (Registrar)	Chak Shahzad, Islamabad	051 90495307	registrar@comsats.edu.pk
6	Lahore School of Economics		104-C-2 Gulberg III , Lahore	4236560938	creb@lahoreschool.edu.pk
7	Riphah International University	Amir Imtiaz Khan(Manager Student Services)	Sector I-14, Islamabad	0322-5757986	Amir.imtiaz@riphah.edu.pk
8	Preston University	Dr. Muhammad Mursaleen(Director Qec)	Sector H-8/1, Islamabad	051-4939259	Muhammad.mursaleen@preston.edu.pk
9	University of Management and Technology		C-II, Johar Town, Lahore	042 35212801	info@umt.edu.pk

Private Sector

CONTACT DETAIL OF PRIVATE SECTOR

Sr. #	Sectors	Name	Designation	Department/Agency/Organization	Mailing Adress	Contact #	E-mail Adress
1	Private Association & Unions	Syed Nazar Ali	Secretary General	Employers Federation of Pakistan (EFP)	2nd Floor, State Life Building No. 2, Wallace Road, Off. 11.11 Chundri	(021) 32412708	info@efp.org.pk
2		Waqar Ahmed Memon	Secretary General	Pakistan Workers Federation (PWF)	Head Office: 105 Allama Iqbal Rd. Garhi Shahu, Lahore	0333-4333387	generalsecretary@pwf.org.pk
3		Shahid Sattar	Secretary General	All Pakistan Textile Mills Association (APTMA)	Office No. 504(b) APTMA, 5th Floor, Evacuee Trust Complex, F-5/1, Agha Khan Road, Adjacent Marriott Hotel, Islamabad	051 2827145	shahidmsattar@hotmail.com
4		Sarrell Menezes	Senior Coordinator	Pakistan Software Houses Association (P@SHA)	Daftarkhwan North, Street 7, I-10/3, Islamabad	051-8736624	sarrell@pasha.org.pk
5		Mr Mian Khalid Misbah	Chairman PPMA	Pakistan Pharmaceutical Manufacturer Association (PPMA)	House 474, Street 34, I-8/2, Islamabad	051-4435103-5	info@ppma.org.pk
6		Brig Iftikhar Opal	Secretary General	Federation of Pakistan Chambers of Commerce & Industry (FPCCI)	Federation House, Tariq Sayeed Complex, Main Clifton, Block 5, Abdullah Shah Gazi Road, Karachi	021-35873691-94	tariqjamil@fpcci.org.pk
7		Mr Raizat Ali Sahar	Vice chairman	Pakistan Bar Council	Pakistan Bar Council, Supreme Court Building, Islamabad	051-9206805	info@pakistanbarcouncil.org
8		Kashif Mirza	President APPSF	All Pakistan Private Schools Federation (APPSF)	93-K Gulberg 3, Lahore	0300 4001602	Info@pakistanprivateschools.com
9		Dr. Ayesha Zahid	Director Coordination	The Association of Private Sector Universities of Pakistan (APSUP)	1st Floor, Umer Sharif Plaza, Blue Area, Islamabad	0300-9840120	coordinator@apsup.org.pk
10		Ehsan Malik	CEO	The Pakistan Business Council	8th floor, Dawood Center, M. T. Khan Road, Karachi	021-35630528-29	ehsan.malik@pbc.org.pk
11		Masood Raza	Company Secretary	Pakistan Banks' Association	Ground floor, Islamic Chamber, of Commerce Building, Clifton Block 9. Karachi	021-3582 2986-87	pba@pakistanbanks.org.pk
12		Col Tauqeer ul Islam	Chairman	All Pakistan Security Agencies Association (APSAA)	1st Floor, 8-C, 24th Commercial Street, Phase-II, Ext. DHA, Karachi	021-3539304 1-42	apsaa.khi@gmail.com
13		Ms. Sophia William	Secretary General	Pakistan Cosmetics Manufacturers Association	511/512, 5th Floor, National Tower, Egerton Road, Lahore	92-423-630-0791	info@pcma.com.pk
14		Asif Sumsum	Chairman	Association of Builders And Developers of Pakistan	ABAD House, ST-1/D, Block-16, Gulistan-e-Jauhar, Karachi	111-11-ABAD (2223)	info@abad.com.pk
15		Muhammad Tajinal (CPD)	DH	State Life.	State Life Insurance Corporation Of Pakistan, Principal Office State Life Building No. 9 2nd floor, Dr. Ziauddin Ahmed Road, Karachi	021-99204521	dps@statelife.com.pk
16	Insurance Companies	Javaid Ahmed	MD	Jubilee Life Insurance.	74/1 -A, Lalazar, M.T. Khan Road, Karachi	(021) 38094200	info@jubileelife.com.
17		Zeeshan Asghar Shah	Branch Manager	EFU Life Insurance.	Office no 1. 1st Floor, North Star Plaza, Rehmanabad, Murree Rd. Rawa	0336 5444614	info@efulife.com
18		Ali Zaib	CEO	Adamjee Insurance.	Adamjee House.10th floor 80-A Block E-1 Main Boulevard Lahore	042-35772960-79	info@adamjeeinsurance.com
19		Mr. Reza Javaid	GM	Alfalah Insurance Company.	5-Saint Mary Park, Gulberg-Iii, Lahore	042 111-234-222	raza.javaid@alfalahinsurance.com
20		Zahid Mehmood Chaudhary	Head HR	Askari general insurance	3Rd Floor, Awt Plaza, The Mall, Rawalpindi	051-8848100-2	teamhr@agico.com.pk
21		Muhammad Hussain Hiji	Chairman IAP	Insurance Association of Pakistan (IAP)	Iap House, 5C Nishat Lane 1, Dha Phase Vi, Karachi 75500.	021-35171571-574	info@iap.net.pk
22	Assests Management Companies	Carrow Michael	HR	AKD Investment Management Limited	216-217, Continental Trade Centre, Block 8, Clifton, Karachi.	021-111-253-465	info@akdinvestment.com
23			(HR) Head Of the Department	Dawood Hercules Corporation Ltd	Dawood Centre, M.T. Khan Road, Karachi	+92 21 35686001	info@dawoodhercules.com
24		Faraz Younas Bandukta	CEO	Hilal Invest, JS Group. ...	Suites 406-407, 4Th Floor. Horizon Tower, Khayban-E-Saadi Block 3 Clifton, Karachi	0331-2544525	faraz@hilalinvest.com
25		Sameera Ali	Head of Marketeing	Lakson Investments Limited	Lakson Square, Building # 2, Sarwar Shaheed Road, Karachi	0321-8203184	sameera.ali@lii.com.pk
26				Fatima Gobi Ventures	Sau Arcade, Room 3, 2Nd Floor, Main Clifton Road, Karachi	NIL	info@fatimagobi.ve
27		Raheel Warraich	CEO HR	Sarmayacar	#1109, 11Th Floor, Haly Tower, Sector R Dha Phase 2, Lahore, Punjab 54792	(042) 32171844	connect@sarmayacar.com
28		Shahid Idrees	Manager Administration	Pakistan Credit Rating Agency (PACRA)	Fb1 Awami Complex, Usman Block, New Garden Town, Lahore	042 3586 9504-6	shahid@pacra.com
29		Mashmooma Zehra Majeed	CEO	Mutual Funds Association of Pakistan (MUFAP)	207-209, 2Nd Floor, Qasim Court, Block 5 Clifton, Karachi. 75600	(021) 35293136	rhouda.lobo@mufap.com.pk

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#	Category	Name	Designation	Company	Address	Phone	Email
30		Farhan Javaid	Group Director	Imarat Group of Companies	Beverly Centre, F 6/1 Blue Area, Islamabad	0307-8271859	farhan@graana.com
31	Construction Companies	Abdul Razzaq	CEO	Hardbone International PVT Limited	Office No. 09, 2Nd Floor, Mujahid Plaza, Jinnah Avenue, Blue Area 1, G 7/2 islamabad	0300-9886627	info@hardbonepk.com
32		Shahid Saleem	CEO	Habib Construction Services	15 A Block G-1 near Doctor Hospital Johar Town Lahore	042-35291006-9	hcs@lics.com.pk
33		UMER FAROOQ	Secretory	ZKB Engineers and Constructors	19/2 I-9, Islamabad PLOT NO 44 STREET NO 11 ZKB ISLAMABAD	51444555	nfo@zkb.com.pk
34		Muhammad Ali Tabba	Board Of Directors	Lucky Cement LimiteLucky	Address: 16th Floor, Islamabad Stock Exchange Tower, 55-B Jinnah Ave, F 7/4 Blue Area, Islamabad, Islamabad Capital Territory 44000	(051) 2895370	dm@lucky-cement.com
35	Cement Industry	MS SYDA BEENISH	CEO	Attock Cement Pakistan Limited	HOUSE NO D70 BLOCK NO 4 KEEKASHAN5 KILIFTON KARACHI	111-171-717	acpi@attockcement.com
36		Salman Sheikh	Head of Communications & CSR	Bestway Cement Limited	19-A Bestway Building, College Road, F-7 Markaz, Islamabad	051-2654856	salman.sheikh@bestway.com.pk
37			HR Manager	Dewan Cement Ltd	Plot no 6 Street 9, G-8/2 Islamabad	(051) 2266434	
38			CEO	Fauji Cement Company Limited	Fauji Tower 68 Tippu road Saddar Rawalpindi	051-5763321-4	
39			HOD HR	Maple Leaf Cement	Head Office: -42-Lawrence Road Lahore	042-36278905.	
40				Sapphire Textile Mills Limited	Defence road, Bhobtian chowk of Raiwind Road, opp UOL, Lahore	042-111738245	wecare@sapphireonline.pk
41		Umer Mansha	CEO	Nishat Mills Ltd Pvt Apparel Div	7, Main Gulberg, Lahore, Pakistan	042-35716351-59	nishat@nishatmills.com
42		Muhammad Azam	CFO	Fazal Cloth Mills Ltd	Qadirpur Rawan Bypass, Khanewal Road, Multan	061-4579001	info@fazalcloth.com
43		Naseer Ahmad Chaudhary	Secretary Finance	Crescent Textile Mills Ltd.	Sargodha Road,Faisalabad	041-111-105-105	crestex@ctm.com.pk
44			MANAGER ADMINSTRATION	Nishat Chunian Limited	31Q GULBARG2 LAHORE	042 35761730	
45	Textile Companies	Aamir Shahab	Exective	Indus Textiles	Plot No. P 1 S.I.T.E. Hyderabad	0223886281-4	aamir1@itmlivd.com
46		Javaid Tabba	CEO	Lucky Textile Mills	L-8, Block 21, Federal 'B' Area, Karachi-	021-36328957	contact@luckytextilemills.biz
47		Muhammad HassanTabba	CEO	Yunus Textile Mills	H-23/1, Landhi Industrial Area,Karachi	021-35081305	info.younis textile.com
48		Mr. kaleem aslam	CFO	Bannu Woollen Mills Limited	Bannu Woollen Mills Limited D.I.Khan Road, Bannu	0928-613151	bannuwoollen@yahoo.com
49		Muhammad Surfraz Gill	Head of Corporate HR & Communications	Masood Textile Mills Ltd	17/1, New Civil Lines Bilal Road, Faisalabad	041-2600176	gillsurfraz@masoodtextile.com
50		Mustafa Deewan	Director	Gatron (Industries)Limited	11th Floor. G&T Tower. #18 Beaumont Road. Civil Lines -10, Karachi	021-35659500-10	headoffice@gatron.com
51		Fareed Mughees Sheikh	CEO	Colony Textile Mills Ltd.	Lower Ground Floor Ismail Aiwan-e-Science Building 205 Ferozepur Road Lahore	042-3575-9231	info@colonytextiles.com
52		Khurram Inam	Director	N.P Cotton Mills Ltd	702 Unitower I.I. Chundrigarh Rd Karachi	021-32410663	npcm@npgroup.org
53		Humayun Javed Khan	GM Corporate Communication	Inter Loop Limited	7 KM Khurrianwala – Jaranwala Road, Khurrianwala, Faisalabad.	041-4360400	
54		Mobeen Chughtai	Group Head Corp.Communication & Corp.Social Responsibility	Soorty Denim	Plot 26, Sector 23, Korangi Industrial Area, Karachi	021-38709084	contactus@soorty.com
55		Zaid Yaseen	MD	Pakistan Beverage Ltd.	D-113, Manghopir Road,S.I.T.E., Karachi	02132569801-5	
56	Food and Beverages	Asfand Yar	Assistant Company Secretary	Fauji Foods Ltd	Fauji Foods Limited 42 CCA. Ex Park View. DHA Phase – VIII, Lahore.	042-972205933-34	asfandyar.rafique@faujifoods.com
57		Muhammad Imran Khan	CEO	Haidri Beverages Pvt Ltd	CDA Industrial Triangle Kahuta Road Islamabad	051-4490490	
58			CEO	Ismail Industries Limited	17, Banglore Town, MainSharah-e-Faisal, Karachi	021-34311174	info@ismailindustries.com
59		Aisha Sarwari	Senior Director Public Affairs, Communications & Sustainability	Coca Cola Beverages Pakistan Limited	27-Q, College Road, Gulberg 2, Lahore	042-35984375-7	info@coca-cola.com
60		Dr Zeelaf Munir	MD	English Biscuit Manufacturers Pvt	Plot No. 1-4, Sector 23, Korangi Industrial Area, Karachi	021-35063131-10	zeelaf.munir@ebm.com.pk
61			HR Department	Lotte Kolson (Pvt) Limited	L-14, Block 21, F.B. Area Industrial Area,Karachi	021-111-577-577	info@lottekolson.com

#	Category	Name	Designation	Company	Address	Phone	Email
61			HR Department	Lotte Kolson (Pvt) Limited	L-14, Block 21, F.B. Area Industrial Area Karachi	021-111-577-577	info@lottekolson.com
62				Bosch Pharmaceuticals (Pvt) Ltd.	209, 221, Bosch House, Sector-23,Korangi Industrial Area, Karachi	021-35053103	hr@boschpharma.com
63		Arslan Jalil	CEO	Werrick Pharmaceutical	Plot # 3 Main civic Center G-6 Markaz Islamabad	051-2603584	werrick1@dsl.net.pk
64			Head of Supply Chain	Qarshi Industries	Plot No. 56,56/1,56/2,56/3 ,Industrial Estate Hattar (Phase-I&II)	099-5617273	
65		Asghar Ali	Deputy Manager HR & Admin	Herbion Pakistan Pvt Ltd	Plot - 553 Sundar Industrial Estat Lahore	042-35297657	asghar.ali@herbion.com
66		Mr. Murad		Searle Pakistan	One IBL Centre, 2nd Floor, Plot # 1, Block 7 & 8, D.M.C.H.S, Tipu Sultan Road. Off Shahra-e-Faisal. Karachi	021-37170200	info@searlepakistan.com
67	Pharmaceutical Companies	USMAN KHALID WAHEED	CEO	Ferozsons Laboratories Ltd	5-KM Sundar Raiwind Road, Raiwind,	042-36026700	info@ferozsons-labs.com
68			CEO	Abbott Laboratories (Pak) Ltd.	8th Floor, Faysal House, ST-02, Sharah-e-Faisal. Karachi	021 111-222-688.	
69		Fida Hussain	Managing Director	Pfizer Pakistan Limited	24th Floor, Sky Tower East Wing, Dolmen City, HC-3, Block-4, Scheme-5, Clifton, Karachi	021-32570621-5	pakistan.info@pfizer.com
70		Ms. Irum Shakir Raheem	MD	GlaxosmithKline (GSK) Pakistan	35, Dockyard Road, West Wharf, Karachi	021 111-475-725	pk.medinfo@gsk.com
71			CEO	Sami Pharmaceutical Company Ltd	34-C, Block-6, P.E.C.H.S, Karachi	21-34527490-92	samiho@samikhi.com
72			CEO	My Vitamin Store	101-B/III MM Alam Rd, Block B3 Block B 3 Gulberg III, Lahore	042-35759048	contact@myvitaminstore.pk
73		Nadeem Panjatan	CEO	Global Phrma	Plot 22-23, Industrial triangle, Kahuta Road, Islamabad	0300-5805809	info@globalpharmaceuticalspk.co
74		Anan Sheikh	CEO	Davis Pharmaceutical Laboratories	121, Industrial Triangle Area, Kahuta Road Islamabad	051-4491851-2	davispharma@gmail.com
75		MR FAWAD	SENIOR MANAGER	Hilton Pharma company Ltd.	Progressive Plaza, 8-9th floor. Beaumont Road, Near P.I.D.C House, Karachi	021 111-123-000	hilton@hiltonpharma.com
76		Mr Muhammad Adil Khattak	CEO ARL	Attock Refinery Ltd.,	ARL Morgah, Rawalpindi	051-5487041	
77		Amir Abbasi	CEO	Byco Petroleum Pakistan Ltd	Dolmen City, Harbour Front, 9th & 10th Floor, Hc 3 block 4 Clifton,	021-111 -222- 081	
78	Petrolium Industry	Famima Naseem	Head of Communication Department	Pakistan Refinery Ltd	P O Box Korangi Creek Road Karachi	021-35122131	fatima.naseem@prl.com.pk
79		USMAN ELAHI MALIK	CEO	Punjab Oil Mills Limited	Plot No. 26-27-28, Industrial Triangle Kahuta Road,.Islamabad	051-4490017-20	info@punjaboilmills.com
80		Zabeer ud Din	Senior Manager HR	National Refinery Ltd	7-B, Korangi Industrial Area, Karachi-	021-350649777-79	smgr-hr@nrl.pak.com
81		FAYYAZ ALI	GM	Faisalabad Oil Refinery (Pvt) Ltd	Plot No.A-28/1-2,North Western Industrial Zone, Port Qasim Authority, Karachi	02134750661-5	forkisan@gmail.com
82		AHMAD GUL KHAN	CEO	Chaudhara Nissan Limited	F3 HUB CHOKI ROAD SITE KARACHI	212355690l	
83	Automobile Industry	Ali Asghar Jamali	CEO	Indus Motor Co Ltd	Plot No .N.W Z/1/P-1 Port Qasim Authority Karachi	021-34721100	ali.jamali@toyota-indus.com
84		Awais Ibrahim	HR Manager	Hino Pak Motor Ltd	D-2, S.I.T.E Mangopir Road Karachi	021-32563510-8	owais.ibrahim@hinopak.com
85		Najam_Ul_Hassan	Admin Manager	Unilever Pakistan Ltd	plot # 12-A, 2nd floor, CBC Centre, G-8 Markaz G 8 Markaz G-8, Isla	(051) 2826457	raabia.upl@unilever.com
86	Multinational Caompanies	Zulfiqar Ali Lakhani	CEO	Colgate Palmolive Pakistan Ltd	Lakson Square- building # 2 Sarwar Shaheed Rd.Opposite Karachi	P-21 38400000.	
87				Nestle Pakistan Ltd	we can send only email told by their staff not willing to provide any information except email	0800-62282	naata@pk.nestle.com
88		Mian Fawad Ahmed	CEO	Fatima Fertilizer Company	E-110 Khayaban-e-Jinnah,main Boulevard Road, Lahore, Punjab	042-111-328-462	
89	Fertilizers Companies		Deputy Manager	Fauji Fertilizer Company Limited	B-35, KDA Scheme No. 1,Karsaz Karachi.	(021) 34390115	
90		Muhammad Faisal Muzzmil	CEO	Agritech Ltd	2nd Floor, Asia Centre, 8-Babar Block New Garden Town, LHR.	042 35860341-44	corporate@agritech.com.pk
91		ABDUL SAMI	STORE MANAGER	Metro Islamabad	Plot 1-A, I-11/4 adjacent Railway Carriage Factory, Islamabad	051-4020073	Feedback@metro.pk
92	Departmental Stores	SHEIKH ANIS IQBAL	CEO	Al-Fatah	Al-Fatah Head Office, 52B, Block E1, Adjacent Shapes Gym, Gulberg 3, Lahore	4238101619	info@alfatah.pk
93				Imtiaz Super Market	7th Floor, Prestige Trade Center, Main Shaheed-e-Millat Road, Karachi	021-111-468-429	hello@imtiaz.com.pk
94		ZAIN ARSHAD	HR Coordination	Carrefour	Inside Gigal Mall, World Trade Center DHA 2A, Sector F DHA Phase II, Islamabad	051-7080800	

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#	Category	Name	Position	Bank Name	Address	Phone	Email
95		Mr. Farrukh Iqbal Khan	President	First Women Bank Limited	Dr. Syedna Tahir Saifuddin Memorial Foundation Building, CL-10/20/2, Beaumont Road, Civil Lines, Karachi	021-35622816	complaint.management@fwbl.com.pk
96		Rehmat Ali Hasnie	President/CEO	National Bank of Pakistan	I.I. Chundrigar Road, Karachi	021-111-627-627	cmw.sqd@nbp.com.pk
97		Irfan Saleem Awan	Managing Director/CEO	The Bank of Khyber	24-The Mall, HO Tower, Head Office, Peshawar Cantt	091-7227003 & 7227009	
98		Mr. Zafar Masud	President	The Bank of Punjab	Head Office, BOP TOWER, 10-B, Block E-11, Main Boulevard Gulberg-III, Lahore	042-35783700-10	
99		Mr. Muhammad Anwaar	President/CEO	Sindh Bank Limited	Head Office 3rd Floor, Federation House, Abdullah Shah Ghazi Road, Clifton, Karachi	021-35290274	info@sindhbankltd.com
100		Mr. Tahir Yaqoob Bhatti	President/CEO	Zarai Tarqiati Bank Limited	Head Office, 1-Faisal Avenue, , Zero Point, Islamabad.	051-9257217	insp.comp@ztbl.com.pk
101		Mr. Qasim Nawaz	President/CEO	SME Bank Limited	56-F, Nazim-ud-Din Road, F-6/1, Blue Area, Islamabad.	051-9214296	info@smebank.org
102				Punjab Provincial Cooperative Bank Limited	Bank Square, Shahrah-e-Quaid-e-Azam The Mall, Lahore	042-99211437	ask.us@ppcbl.com.pk
103		Mr. Muhammad Nassir Salim	President/CEO	Habib Bank Limited	22-Habib Bank Plaza, I.I. Chundrigar Road, Karachi	021 - 37182201	
104		Mr. Muhammad Jawaid Iqbal	President/Chief Executive Officer	United Bank Limited	21st Floor, UBL Head Office, I.I. Chundrigar Road, Karachi	021-32417021-2	customer.services@ubl.com.pk
105		Mr. Shoaib Mumtaz	President/CEO	MCB Bank Limited	22nd Floor, MCB Tower, I.I. Chundrigar Road,Karachi	021-32270075-76	info@mcb.com.pk
106		Mr. Aizid Razzaq Gill	CEO /President	Allied Bank limited	Head Office and Registered Office, 3 Tipu Block, Main Boulevard, New Garden Town, Lahore	042-35880043	
107		Mr. Atif Aslam Bajwa	President	Bank Al-Falah Limited	2nd Floor, B.A. Building, I.I. Chundrigar Road, Karachi	021-32416966	info@bankalfalah.com
108		Mr. Mansoor Ali Khan	President	Bank Al-Habib Limited	Mackinnons Building, I.I. Chundrigar Road, Karachi	021-32401174	info@bankalhabib.com
109		Mr. Khurram Shahzad Khan	President/CEO	Habib Metropolitan Bank Limited	Spencer building,Mezzanine floor, I.I. Chundrigar Road, Karachi	021-32644671	complaints@habibmetro.com
110		Basir Shamsie	President	JS Bank Limited	1st Floor, Shaheen Commercial Complex, Dr. Ziauddin Ahmed Road, Karachi	021-111-572-265	pru.helpdesk@jsbl.com
111		Mr. Ahmad Tariq Azam	President/CEO	Samba Bank Limited	Ground Floor, Arif Habib Centre, 23 Maulvi Tamizuddin Khan, (M.T. Khan) Road, Karachi	021-38136300	SambaCare@samba.com.pk
112		Mr. Saleem Anwar	Acting President/CEO	Askari Bank Limited	3rd Floor, Plot No.18, NPT Building, F-8 Markaz, Islamabad	051-2253666	support@askaribank.com.pk
113		Mr. Rehan Sheikh	President/CEO	Standard Chartered Bank (Pakistan) Limited	3rd Floor, Main Building, P. O. Box No. 5556, I.I. Chundrigar Road, Karachi	021-32450288-89	ask.us@sc.com
114	Private Banks	Mr. Muhtashim Ahmad Ashai	President	Soneri Bank Limited	entral Office, 10th floor, PNSC Building, M.T.Khan Road, Karachi	021-32439582	
115		Mr. Shahram Raza Balakhtiari	President & CEO	SILKBANK Limited	Ground Floor, Com-3 Mall, Block-6, KDA Scheme No.5, Clifton, Karachi	042-99211437	info@silkbank.com.pk
116		Jawad Majid Khan	President & CEO	Bank Makramah Limited (BML)	Plot No. G-2, Block 2, Scheme #5, Clifton, Karachi	021-111-124-365	Info@bankmakramah.com
117		Mr. Irfan Siddiqui	President	Meezan Bank Limited	Meezan House, C-25, State Avenue, SITE, Karachi	021-38103501	info@meezanbank.com
118		Mr. Muhammad Atif Hanif	President & CEO	Al-Baraka Bank (Pakistan) Limited	4th floor, 162, Bangalore Town, Main Shahrah-e-Faisal, Karachi	021-34307000	info@albaraka.com.pk
119		Mr. Rizwan Ata	President & CEO	Bank Islami Pakistan Limited	11th Floor, Executive Tower, Dolmen City Marine Drive, Block-4, Clifton, Karachi	021-111-247-111	contact.center@bankislami.com.pk
120		Mr. Zargham Khan Durrani	President	MCB Islamic Bank Limited	59-T Commercial, Phase II DHA, Lahore	042-34501000	info@mcbislamicbank.com
121		Mr. Junaid Ahmed	President	Dubai Islamic Bank Pakistan	Hassan Chambers, 3rd Floor, Plot DC-7, Block-7, Kehkashan Clifton, Karachi	021-35368786	contact.center@bankislami.com.pk
122		Mr. Yousaf Hussain	President	Faysal Bank Limited	Faysal House, 4th Floor, St-02, Commercial Lane, Main Shahrah-e-Faisal, Karachi	021-32795300	customercare@faysalbank.com
123		Mr. Ahmed Khan Bozai Country Head/President	Country Head /President	Citi Bank N.A	1st Floor, AWT Plaza, I.I. Chundrigar Road, Karachi	021-32638222	
124		Country Head/President	Country Head /President	Deutsche Bank AG	15th and 16th Floor, Sky Tower, West Wing, Dolmen City, Block 4, Marine Drive Clifton, Karachi	021-35207300	
125		Mr. Zhou Bo	Country Head /President	Industrial & Commercial Bank of China	16th Floor, Ocean Tower,G-3 Block 9, Scheme No 5,Main Clifton Road, Karachi	021-35208900	service@pk.icbc.com.cn
126		Mr. Wang Jie	Country Head /President	Bank of China Limited	5th Floor, Corporate Office Block Dolmen City, HC-3, Block 4 Scheme 5, Clifton Karachi.	021-35301666	abdul.sami@bankofchina.com
127				Finca Microfinance Bank Ltd.	36-B, Khayaban-E-Iqbal, Xx Block Dha Phase-Iii, Lahore, Pakistan	051-300-8487161 / 042-111-111-562	
128				U Microfinance Bank Ltd.	2Nd Floor, 13-B, Jinnah Super Market, F-7, Islamabad.	051 111-182-265	
129		ATIF AZIZ	Chief InformatianTecnology	Khushhali Bank Ltd.	Plot No. 87-88, Civic Centre, Executive Block, Gulburg Greens, Islamabad	051 - 111 092 092	atif.aziz@kn.com.pk
130		Miss Samiha Zahid	Head of HR	Advance Pakistan Microfinance Bank Ltd.	3Rd Floor, Building # 3, Islamic Chamber Of Commerce Building, Plot # St 2A, Block 9, Kda Scheme 5, Clifton, Karachi.	021-111-238-267	customerservices@advanspakistan.com
131		Fahad Zaman Khan	HR & Operations	Pakistan Microfinance Network (PMN)	1St Floor, 85-East, Kamran Centre, Jinnah Avenue, Blue Area, Islamabad, Pakistan	051 215 01 73 – 78	info @ pmn.org.pk

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#		Name	Designation	Company	Email	Phone	Address
132		Ms Madeeha Chaudary	Secretary	Pakistan Tobacco Co. Ltd.	madeeha-chaudary@bat.com		
133		Mr. Hassan Sherwani	Marketing Manager	PEL Pak Elektron Ltd.	ecom.orders@pel.com.pk		
134		Mr. Umar Ahsan Khan	CEO	Dawlance	customer.service@dawlance.com.pk		
135		Mr. Waqar ul Hassan	CEO	Karandaaz Pakistan	info@karandaaz.com.pk		
136		Mr. Sheraz Butt	CEO	MS Builders & Marketing Pvt. Ltd			
137		Mr. Shahzad Asif Zawaid	Executive Director	Uddan Marketing Pvt. Ltd.			
138		Mr. Abdul Qadir	CEO	Metracon Construction Inc.			
139		Mr. Imamuddin Shouq	CEO	Popular Group of Industries			
140	Miscellaneous	Adv. Shehzad Shoqwat	President	Supreme Court Bar Association of Pakistan			
141		Syed Ali Imran Jaffery	Secretary	Supreme Court Bar Association of Pakistan			
142		Mr. Rafaqat Islam	Finance Secretary	Supreme Court Bar Association of Pakistan			
143		Mr. Sufiyan Abbasi	Executive Director	Sky Gardens			
144		Adv. Shafqat Abbas Tare	General Secretary	Islamabad High Court Bar Association			
145		Adv. Rizwaad Ali	President	Islamabad High Court Bar Association			
146		Raja Muhammad Shafiq	Former Judge	Lahore High Court			
147			CEO (Gabten)	Novatex Limited		021-35659500-14	10th Floor, G & T Tower # 8, Beaumont Road, Civil Lines - 10,	marketing@extranova.com
148		Amer Bashirat	Manager	Rana Gaum		0335-5557774	Mall O Plazaa, G-9 Markaz, Islamabad	commercial@gmail.com

S.no	Name	Designation	Department/Agency/Organization	Adress	Contact #	E-mail Adress
			NGO & Civil Societies			
1	Mr. Akhtar Iqbal	CEO	Aga Khan Foundation Pakistan	Khayaban-e-Suhrwardy Rd, G-5/1 G-5, Islamabad, Islamabad Capital Territory	051-111-253-254 Ms. Anum 0306-3695353	akf.pk@akdn.org
2	Ms. Moqsooda Solangi	Project Manager	Aurat Foundation	Head Office, Islamabad Plot No.5, Street No. 26, Said pur Market, C-III Shopping centre, Sector G-7/1, Islamabad	051-2609596 0333-55779711 (Moqsooda Solangi)	headoffice@af.org.pk Moqsooda@af.org.pk
3	Dr. Abid Qaiyum	Excutive Director	Sustainable Development Policy Institute (SDPI)	Plot # 10, Taimur Chambers, D-WEST, Fazl-ul-Haq Road, G 6/2 Blue Area, Islamabad	0300-8568096	abid@sdpi.org
4	Hazrat Bilal	Project Coordinator	Pak-Institude For Peace Studies	Flat # 512, 4th Floor, park avenue appartments,F-11/1 Islamabad	92-51-8359475-6 0334-9147073	pips@pakpips.com bilal@pakpips.com
5	Dr. Sheikh Tanveer Ahmed		Hands	Plot # 158, Off M-9 (Karachi-Hyderabad) Motorway Gadap Road, Karachi	021-32120400 111-666-333 0301-3916037	info@hands.org.pk
6	Mr. Ahmed Bilal Mehboob	President	Pakistan Institute of Legislative Development and Transparency(PILDAT)	Plaza # 92, CCA Phase 8, Ex-parkview DHA, Lahore	92-42-111-123-345	info@pildat.org president@pildat.org
7	Harris Khalique	Secretary-General/CEO	Human Rights Commission of Pakistan (HRCP)	office 1-B second floor, block D-12 above faisal bank,G-8 markaz Islamabad	Region coordinator M.Asif 0333-5616190	hrcp@hrcp-web.org cddhrcp@gmail.com nasreenazhar3@gamil.com
8	Raheel Abbas	Director of Operations	Transparent Hands	605A - Block C, Faisal Town, Lahore	+92 (42) 3520 1124-25	info@transparenthands.org
9	Syeda Munaza Gillani	Country Director	Sightsavers	Office No 3-A Street No 7 Rabbani Market, G-10/2 Islamabad, Pakistan	92 (0)51 215 7010 0308-5201306 Syeda Munaza Gillani	mgillani@sightsavers.org Must CC to (sfayaz@sightsavers.org)
10	Ms. Sadiqa Saluddin	Excutive Director	Indus Resource Centre (IRC)	House No. D-42/B, Block 1, KDA Scheme No. 05, Near Ziauddin Hospital, Clifton, Karachi.	021 - 3582 2239	info@irc-pakistan.org sadiqasakuddin@gmail.com
11	Mr. Maqsood Sadiq	Sinor Reasercher	Population Council	3rd Floor, NTC Building (North), F-5/1 F-5, Islamabad, Islamabad Capital Territory	051-9205566 0345-5152961	pubinfo@popcouncil.org Msaqid@popcouncil.org
12	Noor-ul-Amin	Admin Coordinator	Save the Children	First Floor, National Telecommunication Corporation Headquarters, North Wing, Sector G-5/2, 44000 Islamabad, Pakistan	92 51 921 8458-61	media.pakistan@savethechildren.org
13	Asif Jhanzaib,	Program Officer Operation	Rural Support Programmes Network (RSPN)	IRM Complex RSPN, 3rd Floor Plot 7, Chakshahzad, Islamabad.	51-849-1270-3	info@rspn.org
14	Maroof Ali Syed	CEO	Center for Economic Research in Pakistan (CERP)	29-P Mushtaq Ahmed Gurmani Rd, Block P Gulberg 2, Lahore, Punjab 54000	4235777844	maroof.syed@cerp.org.pk
15	Dr. Muhammad Sarwat Mirza	National Coordinator	Community Based Inclusive Development Network (CBIDN)	House # 250-B, Sunset Streeat # 2, Green Avenue, Park road, Islamabad	051-2616744 0346-1117788	alone7.ngo@gmail.com muhammad.mirza@hands.org.pk

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16	Dr. Mubina Agboatwala	**Chairman HOPE**	**HOPE (Health Oriented Preventive Education)**	HOPE hospital,street # 28, sector 32-A, Zia colony corangi industial area karachi	21-35069450 021-35071423	info@hope.org.pk agboat@hope-ngo.com
17	Ms. Amina Mazhar	**CEO**	**Zindagi Trust**	block 7/8, House # 8A, 3rd Street, near Amir Khusro Road, Block B Al Hamra Society, Karachi, Sindh	21111111439 0345-0016464	info@zindagitrust.org
18	Asfand Yar Anyat	**VP**	**The Citizens Foundation (TCF)**	Plot No. 20, Sector 14, Near Brookes Chowrangi,Korangi Industrial Area, Karachi, Pakistan.	21-111-823-823	info@tcf.org.pk
19	Baela Jameel	**CEO**	**Idara-e-Taleem-o-Aagahi (ITA)**	1/A, Canal Park, Gulberg II, Lahore, Pakistan	(+92) (42) 35711107-9	info@itacec.org
20	Mr Malik Shahbaz Ahmed	**Excutive Director**	**Sungi Development Foundation**	Plot No. 2-C, Al-Fateh Market, Street 3 G-9/3, Islamabad	051-8433771	info@sungi.org malick.shahbaz@sungi.org
21	Hamid Ather Malik	**President ISB**	**Al-Khidmat Foundation**	office # 4, First Floor, Khyber Plaza, Fazle-Haq Road, Blue Area Isb	051-2611911 0300-8561492	info@alkhidmat.org hamidather@gmail.com
22	Sabeeha Shaheen	**E.D**	**BARGAD - Organization for Youth Development**	17/18, Block-N, Gulberg-II, Lahore	042-35779030-31	info.bargad@gmail.com sabeeha.bargad@gmail.com
23	Ms. Fareena Yasin	**HRM**	**Digital Rights Foundation (DRF)**	192/5, 10 cavilary Ground Lhore	92-42-35852180	info@digitalrightsfoundation.pk
24	Mr. Nazeer ullah Baig	**Procurment Officer**	**Institute of Social and Policy Sciences(I-SAPS)**	12-Mouve area, G-8/1, ISAPS, Islamabad	051-111-739-739	info@i-saps.org procurements@i-saps.org
25	Mr Hazrat Bilal	**Project Coordinator**	**Pak Institute for Peace Studies (PIPS)**	Flat # 512, 4th Floor, park avenue appartments,F-11/1 Islamabad	92-51-8359475-6 0334-9147073	bilal@pakpips.com
26	Dr. Naushin Mehmood	**Research Head**	**Pakistan Center for Philanthropy (PCP)**	31, Mauve Area, RDF Centre, G-9/1 Islamabad.	051-2286528	info@pcp.org.pk naushin@pcp.org.pk
27	Mr Arshad Ali	**Executive Director**	**Reacherch and Development Foundation**	house # A.50, Sindhi Muslim Cooperative Housing Society Qasimabad, Hyderabad	92-22-2102702 0313-3458614	info@rdfoundation.org.pk adanwar@rdfoundation.org.pk
28	Dr. Samea K.Ahmad,	**Chairperson**	**Tameer-e-Millat Foundation**	TAMEER-E-MILLAT FOUNDATION Sector H-8/4, Islamabad,	2-51-4863198, 846318	info@tmfpakistan.org
29	Mr Khalid Rahman	**Chairman**	**Institute Of Policiy Studies**	Nasr Chambers, 1, MPCHS Commercial E-11/3, Islamabad Pakistan	92 51 843 8391-3	info@ips.net.pk kr@ips.net.pk
30	Mr Muzaffar Ud Din	**Country Representative, Pakistan**	**The Asia Foundation**	The Asia Foundation – Pakistan P.O. Box 1165 Islamabad, Pakistan	**+92 (51) 235-6007**	pakistan.general@asiafoundation.org

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IT & TELCO'S

S#	Name	Mobile	Email	Company Name
1	Zohaib	518736624	secretariat@pasha.org.pk	Pasha industry
2	Faizan Razzaq	3128561176		Zong
3	Fawad Niazi	3335573333		Ufone
4	Muhammad Zohaib Shaheen	3334341806	Saba.Jaleel@veripark.com	Veripark Software Solutions (Pvt) Ltd
5	Mazhar	3028768717		Ignite
6				Daraz
7	Syed Sarocsh Ahmed	03332434849	sarocsh.ahmed@symmetrygroup.biz	Symmetry Group Limited
8	HUMZA KHAN	03132176867	aamir.iqbal@technovoconsulting.com	TECHNOVO CONSULTING (PRIVATE) LIMITED
9	TANZIL UR REHMAN	03212727722	tanzilacjl@gmail.com	AC TECHNOLOGIES
10	Noman Khalid	3333135319	noman@lovefordata.com	
11	Muhammad Nauman	3010067565	naumansohail@gmail.com	Bret Solutions
12	Syed Zia Ul Qamar	3318551819	write2zq@gmail.com	HK interior
13	Muhammad Saghir Khan	03008447641	msaghir@macrosoftinc.com	Macrosoft Pakistan (SMC-Pvt) Ltd
14	Dr Fauzia Khan	92333474277	fauzia.khan.soliton@gmail.com	Soliton Technologies (Pvt) Ltd
15	Zohad Shah	3333304498	zohad.shah@inseyab.com	Tradeforesight
16	Qasim Yar Muhamamad	3481909141	qasim.yar.muhammad@pwc.com	
17	Asif Ali Khan	3369154544	asif1605@yahoo.com	Kapl Bazaar
18	Rida Sarwar	3071577079	ridasarwar4@gmail.com	Mobilink Bank
19	Ahtsham Umer	3458646876	ahtsham700@gmail.com	
20	Aimal Khan	3469099955	khyberpass.10@gmail.com	
21	S Saadat Abbas	3219573614	sr0041438@gmail.com	
22	Muhammad Waqar Baig	3422987914	waqarbaig1992@gmail.com	
23	MUHAMMAD DANISH KHAN MANDOZAI	3209209269	danishmandozai@gmail.com	
24	Burhan Ud Din	92333495208	burhan.ud.din81@gmail.com	2B VISION TECHNOLOGIE
25	Mohsin Nawaz	03219493201	m.nawaz@e-telequote.com	Etelequote (Pvt) Ltd
26	Salman Muhammad Khan	03453500453	salman.khan@smallworldfs.com	SW Business Partners Pakistan (Pvt) Limited
27	Akbar Ali Sharif	03452396460	akbarali@edevtech.com	Edev Technologies
28	Mohammed Itratullah	3002178083	mohammed.itratullah@360training.com	Softech Corporation (Pvt) Ltd
29	Noman Faisal	3216771677	nf@soloinsight.com	Soloinsight Pvt Ltd
30	Faisal Saeed	3214698893	fsaeed@xavor.com	Xavor Pakistan Private Limited
31	Muhammad Asif Peer	3004240526	asif.peer@systemsltd.com	Systems Limited
32	Mujeebullah Zahur	3218585006		S&P Global Pakistan (Pvt) Ltd
33	Bilal Hashmat Khan	3008488977	bill.hashmat@curemd.com	CureMD Pakistan (Pvt) Ltd
34	Asad Jamil	3330955150	asad.jamil@confiz.com	Confiz Limited
35	Muhammad Hanif	3008908080	abs@abslabspk.com	ABSLabs Pvt Ltd
36	Irfan Ghazenfar Virk	3008413830	irfan@cprods.com	Northbay Solutions (Pvt) Ltd
37	Ali Zia	3235588258	ali.zia@edgeonlie.co	EDGE SERVICES & SOLUTIONS (SMC PRIVATE) LIMITED
38	Ather Imran Nawaz	3005203303	ather.imran@sybrid.com	Sybrid (Pvt) Ltd
39	Humaira Siddiqui	3212626872	accounts@conexion.com.pk	Conexion (SMC-Pvt) Ltd
40	SYED ALI ABBAS ZAIDI	3145465457	ali@phisaas.com	PHI IT CONSULTING (SMC PRIVATE) LIMITED
41	Ali Hussain	3008253232	alihussain9208@rex-d.com	REX D (PRIVATE) LIMITED
42	Atif Azim	3312908208	atif@venturedive.com	VENTURE DIVE TECHNOLOGY SERVICES LIMITED
43	Khalid Yaqub	3008426068	khalid_yaqub@global.komatsu	Komatsu Pakistan Soft (Pvt) Ltd
44	Muhammad Soban Khan	3332316001	muhammadsoban.khan@gfk.com	GFK Etilize (Pvt) Ltd
45	Ather Saleem	3235145600	ather.saleem@stringary.com	Stingray Technologies
46	Iftikhar Ahmad	3234231197	admin@activekeysolutions.com	Activekey Solutions (Pvt) Ltd
47	Waqas Butt	3004437379	waqas@joblogic.com	JOBLOGIC PAKISTAN (PRIVATE) LIMITED
48	Salman Nayyar	3335240567	s.nayyar@gms-worldwide.com	Global Message Services (Pakistan) (Private) Ltd.
49	Salman Ghiyas	3331000818	onetentechnologies1556@gmail.com	ONETEN TECHNOLOGIES
50	TANWEER SIDDIQI	3018477433	tanweer.siddiqi@bssuniversal.com	BUSINESS SOLUTIONS & SERVICES
51	Syed Abdul Munem	3212313234	syed.munem@gettectonic.com	Pak Tectonic Services (Pvt) Ltd
52	Emad Shakir	3324778889	eaxzer@gmail.com	Keynote Presentation
53	Sadya Siddiqui	3002408612	sadyasiddiqui@gmail.com	Participation
54	MUHAMMAD ALI	3065164728	muhammadali.ipsos@gmail.com	Participation
55	MUHAMMAD ALI	3065164728	muhammadali.ipsos@gmail.com	Participation
56	Pace Technologies (private) Limited	3335157584	sohail@pacetec.net	Data Product Demonstration
57	Pace Technologies	3225402775	sohail@pace-tech.com	Exhibition/Stall

58	Zulqarnain Ahmad	3007811574	sarimsial70@gmail.com	Workshop
59	Muhammad Mata ur Rahman	9.23146E+11	mata@pace-tech.com	Data Product Demonstration
60	Syed nadeem Hussain Shah	3142108041	nadeem.shah1993@gmail.com	Al Karam textile
61	Mutaher Khan	3002320144	m.mutaherkhan@gmail.com	Individual
62	Kashif Hafeez	3212032757	kashifhaf@gmail.com	Pulse Consultant
63	Waqar Aslam	3009494115	waqar.aslam@gmail.com	Individual
64	Ahmad Hassan Nazeer	3081410425	ahmadhassannazeer@gmail.com	Come & Go
65	Ashraf	3360207603	mashraf500@gmail.com	Zia Group of Companies
66	Muneeb Khan	3325565851	imuneeb33@gmail.com	Mayail Co
67	Syed Muhammad Baqar Shah	3016473434		XCO Technologies
68	Waqar Khan	3332193176	waqar.khan@maanz-ai.com	Maanz-AI Pvt. Ltd
69	Bilal	3028554656	bilal.ijaz.gilani@gmail.com	Gallup
70	muneeza	3173437825		
71	Sohail Mahmood	03054700031	sohailmahmood@gmail.com	Big Immersive (Pvt) Ltd
72	MUHAMMAD BILAL SHARIF	03008608227	diamondsolutionslhr@gmail.com	DIAMOND SOLUTIONS
73	Tahir Iqbal	03214461292	tahir@devigital.com	Devigital Systems
74	Mian Fahim Ul Haq	03005353573	fahim@educative.io	Educative Axis SMC Private Limited
75	Usman Akbar	03214455924	usman.akbar@purelogics.net	Pure Logics
76	Kazim Raza	97155928651	info@koderlabs.com	Koder Labs
77	Fraz Hussain	03234670101	fraz.hussain@sagefreight.com	Sage Freight Pak (SMC-PVT) Ltd.
78	Jawwad Mirza	3316333301	jawwadm@theentertainerasia.com	The Entertainer Software Engineering Services (SMC-Private) Limited
79	Muhammad Tayyab Ali	0305-5506757	tali@alphabold.com	AlphaBOLD Pakistan Private Limited Company
80	Mian Mohammad Omer	3008495008	miyan.studio@benchmarkstudio.biz	Benchmark
81	Syed Ali	3006057575	syed.ali@7vals.com	7 Vals
82	Shakil Ahmad	4232560573	shakil@primasystems.net	Digital Prima (Private) Limited
83	Syed Bilal Mahmood	3008271006	bmahmood@constellationhb.com	Contour Software (Pvt) Ltd
84	Nadeem	3469555501	nadeem.elahi@ibexglobal.com	Ibex Global Solutions (Pvt) Ltd
85	Shahab Ashraf	3008471302	sashraf@ssidecisions.com	Strategic Systems International
86	Zeeshan Aftab	3202002137	zeeshan.aftab@10pearls.com	TenPearls (Pvt) Ltd
87	Umair Javed	3009470838	umair@tkxel.com	TKXEL
88	Syed Shahab Balkhi	3219297123	pseb@globalnorthstar.com	SibiSoft (Pvt) Ltd
89	Anwaar Ahmad Farooqi	3032514562	PKRAPIDFINANCE@PK.ey.com	Rapid Innovation (Private) Limited
90	Jawad Firdous	3459579165	jawad.firdous@devsinc.com	DEVSINC (PRIVATE) LIMITED
91	Muhammad Aaqib Gadit	3222701742	aaqib@cloudways.com	CLOUDWAYS PLATFORM (PRIVATE) LIMITED
92	Noman Raza	3345100529	rainomanraza@gmail.com	Easy Leads
93	Amin Uddin Ansari	3028402324	amin.ansari@stewart.com	Stewart Pakistan Pvt Ltd
94	Juzer Shuja Uddin	3003393858	juzer@cloudventure.com.pk	Cloud Venture (Pvt) Ltd
95	Aamir Khurshid	3345514969	akhurshid@payactiv.com	SDS IT Pvt Ltd
96	Salman Anis Ghaznavi	3002213991	salman@salsoft.net	Salsoft Technologies (Private) Limited
97	Hasan Akbar	3334557659	accounts@powersoft19.com	Powersoft Nineteen (Pvt) Ltd
98	Amsil Sarim	3216905446	amsil@paperless.center	CodingCops
99	Kashif Malik	3000020881	hassan.bokhari@descon.com	Descon Engineering Services & Technology (Pvt) Ltd Formerly Descon Integrated Projects (Pvt) Ltd
100	Hussain Nasir	3218406926	hussain@rolustech.com	Rolustech
101	Imran Ashraf	3458501942	imran.ashraf@telenor.com.pk	Telenor Global Shared Services Pakistan (Pvt) Ltd.
102	Muhammad Ali Sajid	3312497294	sybexlabsoft@gmail.com	SYBEXLAB (PRIVATE) LIMITED
103	Syed Tahir Ali Shah	3018294359	info@icmjapan.net	ICM Japan (SMC-Pvt) Ltd
104	Usman Akbar	3214455924	usman.akbar@purelogics.info	PureLogics (Pvt) Ltd
105	Shehzad Islam	3334692630	sislam@cinnova.com	Cinnova International
106	Azneem Bilwani	3071555688	azneemb@hotmail.com	Abtach Limited
107	Muhammad Roman Siddiqui	3218700576	roman@inoviotech.com	INOVIOTECH (PRIVATE) LIMITED
108	Asad Ullah Khan	3008255449	akhan@eplanetcom.com	Eplanet Communications (Pvt) Ltd
109	Malik Tahir Javed Awan	3455189637	mmillar@dinCloud.com	dinCloud Pakistan (Private) Limited
110	Muhammad Zohaib Shaheen	3334341806	Saba.Jaleel@veripark.com	Veripark Software Solutions (Pvt) Ltd
111	Tarek	3335157410	tarek_harry@elixir.com	Elixir Technologies Pakistan (Pvt) Ltd
112	Nadeem Elahi	3469555501	nadeem.elahi@ibexglobal.com	Virtual World (Pvt) Ltd
113	Rizwan Mazhar	3009470892	rizwan.mazhar@eworxintl.com	eWorx International (Pvt) Ltd
114	Attiazaz Munawwarud Din	3005001760	bob@khazanapk.com	Dinco Pakistan (Private) Limited

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L15	Pervaiz Ahmed	19174156166	njamil@pmtac.com	PMTAC (Pvt) Ltd
L16	Jazib Siraj Qureshi	3343562114	jazib.siraj@jumppace.com	Jump Pace (Private) Limited
L17	Muhammad Hamza Riaz	3095255930	soulofshadow5000@gmail.com	Stellar Communications
L18	Bashir Ullah Khan	3238009992	bkhan@tcpsoftware.com	TCP Software PK (SMC-Private) Limited
L19	Faisal Saeed	3214698893	fsaeed@xavor.com	Xavor Pakistan (Pvt) Ltd
L20	Asif Waheed	3365363830	maherasif27@gmail.com	Amigos BPO
L21	waqar Mehboob Khan	3332193176	waqar.khan@incline-ai.com	MAANZ AI (Pvt) Ltd
L22	Kishwer Shabbir	2134324434	admin@kshsol.com	KSH Solution
L23	Naeem Abbas	3478350557	naeemabbaskhan1@gmail.com	Twenty Four Seven Consultancy (SMC) Pvt. Ltd
L24	Salman Kassim Mohammady	3218289700	skassim@nisum.com	Nisum Pakistan (Pvt) Ltd
L25	Abdul Rafey Gadit	3222701735	a.rafay@disrupt.com	Gaditek Associates
L26	Kashif hussain Shah	3188601992	kashifprob@gmail.com	PROBYTE (PRIVATE) LIMITED
L27	Anam Hayat	3004149090	anam@vfairs.com	Digital First (Private) Limited
L28	Ali Raza	3218225337	ali.zaidi@cloudprimero.com	Cloud Primero Pakistan Pvt Ltd
L29	Sameer Ahmed Sheikh	3333415669	sameer.sheikh@logicielservice.com	Logiciel (Private) Limited
L30	Mohammed Itratullah	3002178083	mohammed.itratullah@360training.com	Softech Corporation (Pvt) Ltd
L31	Abdullah Khan	3365992121	Abdullah.Khan19@hotmail.com	DigiKick Solutions
L32	Saad Sohail	3345588788	izocsolutions@gmail.com	Izoc Solutions (Pvt) Ltd
L33	Mian Mohammad Omer	3008495008	miyan.studio@benchmarkstudio.biz	Benchmark
L34	Dr. Suleman Ashraf	3218540325	drsulemanashraf@gmail.com	SATUMA (PRIVATE) LIMITED
L35	Sarmad Ali Khan	3224522424	skhan@cedarfinancial.com	Cedar Financial
L36	Adam Bawany	3453152699	adam@codup.co	Bawany Bros
L37	Hafiz Muhammad Umer Nisar	0322-3333409	umpservicez@gmail.com	Universal Medical Professionals
L38	Salim Ghauri	(042)111448800	info@netsolpk.	NETSOL
L39	Jamal Khan	021-35250742-6	sales@arpatech.com	Arpatech
L40	Yasser Bashir	(042) 37498533	Kontakt@arbisoft.com	Arbisoft
L41	Ahsan Memon	0341 3553524	ahsan@ekkel.ai	EKKEL AI
L42	Hammad Siraj	021-38894542	contact@kodexolabs.com	Kodexo Labs
L43	Ali Mojiz	0311 5566026	info@data-pilot.com	DataPilot
L44	Irfan Malik	0306-4778607	info@xevensolutions.com	Xeven
L45	Talal Ahmed Khan	3362124915	talalahmed_09@hotmail.com	Data Product Demonstration
L46	Mohiuddin Ahmed	3340397389	mohiuddin.ahmed2004@gmail.com	Data Product Demonstration
L47	Saif Ur Rehman	3018598335	saif.rehman@jazz.com.pk	Keynote Presentation
L48	ideo versity	3041114840	ideoversity6@gmail.com	Participation
L49	Muhammad Shahzad Nasir	3002409120	msnramay@gmail.com	Keynote Presentation
L50	Muhammad Arif	3320808242	awaysians@gmail.com	Data Product Demonstration
L51	Sohaib Malik	03006262 142	MSOHAIBRASUL@GMAIL.COM	Participation
L52				Pakwheel
L53		3008494639		Zameen
L54	Amna Javed	3458214677		Telenor

Concept Note

PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

A Concept Note for

DATA-FEST
2024

Pak-China Friendship Centre, Islamabad, Pakistan

Date: 21st & 22nd October

By: Pakistan Bureau of Statistics (PBS)

1. Background

The National Data Fest is a key event for sharing knowledge, developing skills, fostering innovation, and encouraging collaboration in the field of data. As data becomes more crucial in our lives, this fest highlights its importance. It's a place for professionals, researchers, and enthusiasts to come together, celebrate, and innovate. Beyond just skills and technology, the fest aims to build connections, boost economic growth, and push our nation towards data-driven progress.

Data-fest 2024 is more than just an event; it's a celebration of how data can drive decision-making, spark creativity, and lead us to a future of knowledge and collaboration. This festival focuses on the vital role of data in improving life and starts a series of projects aimed at using data for societal good.

2. PBS Introduction

The Pakistan Bureau of Statistics (PBS) is the prime national agency mandated to collect, compile, and disseminate statistical data essential for informed decision-making, policy formulation, and national planning. As the key institution responsible for conducting comprehensive censuses and surveys, PBS recently completed the country's first-ever digital census, marking a significant milestone in data collection innovation. Currently, PBS is preparing to conduct the Agriculture Census, a crucial step in understanding and improving the agricultural sector.

In addition to these major activities, PBS regularly conducts a variety of other surveys, including the Labor Force Survey (LFS), Household Integrated Economic Survey (HIES), and Pakistan Demographic Survey (PDS). The organization is also mandated to the formulation of GDP and national accounts, ensuring that economic planning is based on robust data. Moreover, PBS plays a pivotal role in monitoring six Sustainable Development Goal (SDG) indicators, underscoring its commitment to contributing to global development objectives through accurate and comprehensive statistical analysis.

3. The Digital Paradigm Shift

PBS is transforming how data is accessed and used, in line with global digital trends. PBS is creating interactive dashboards and customized tools to give policymakers, researchers, and stakeholders timely insights. This helps with effective governance and socio-economic development.

PBS has developed the "Decision Support System for Inflation," approved by the Prime Minister, for price control decisions. During the COVID-19 pandemic, PBS's heat maps and line listings helped manage smart lockdowns. PBS is also working on decision support systems for education, health, housing, and more, using GIS technology and advanced data analysis.

4. National Strategy for Statistical System Development

Although there is a lot of data available, limited awareness and technical expertise among users prevent its optimal use. PBS aims to address these gaps with initiatives like Data-fest 2024, promoting data literacy and encouraging data-driven decision-making. This will make the National Statistical System more accessible and inclusive.

5. Event Details

The Pakistan Bureau of Statistics (PBS) is excited to present the inaugural Data Fest-2024, a pioneering two-day event at the Pak-China Friendship Centre in Islamabad from 21st & 22nd October 2024. This first-of-its-kind festival in Pakistan aims to promote statistical literacy and raise awareness about data's crucial role. Open to a diverse audience, including government officials, policymakers, students, researchers, and the general public, Data Fest-2024 will demystify data science and demonstrate its practical applications.

6. Objectives of Data-fest 2024

Data-fest 2024 aims to:

- **Promote Data Literacy:** Enhance understanding and skills in data science among participants.
- **Directly Engage Data Producers with Data Users:** Facilitate interactions to bridge the gap between data creators and users.
- **Showcase Benefits of Data Integration and Sharing:** Highlight how data amalgamation can generate holistic insights for informed decision-making.
- **Create a Marketplace for Data Exchange:** Foster an environment where data can be traded, accessed, and utilized effectively.
- **Promote Data-Driven Innovation:** Encourage new ideas and solutions through panel discussions featuring thought leaders.
- **Foster Data Literacy and Visualization Skills:** Provide training on data analysis and visualization to empower participants.

7. Thematic Areas

Data Fest 2024 activities will be centered around these themes:

- **Data for Life and Equity:** Healthcare access, social equity, education equality, and poverty alleviation
- **Data for Governance and Growth:** Price regulation, social service delivery, law enforcement, and public administration
- **Harnessing Data for Fiscal Resilience:** Revenue generation, expenditure optimization, budget transparency, and financial accountability
- **Climate Change, Adaptation, and Disaster Risk Management:** Climate resilience strategies, disaster preparedness, risk assessment, and mitigation measures
- **Data Integration and Visualization for Development:** Interdisciplinary data integration, visual analytics, data-driven decision-making, and sustainable development goals.

7. Proposed Activities

The event will include:

- **Keynote Speeches:** Talks by international and regional experts on the role of data in various sectors.
- **Workshops and Training:** Sessions on diverse data topics, giving participants practical skills.
- **Data Product Exhibitions:** Interactive exhibits of cutting-edge data products and tools.
- **Panel Discussions:** Discussions on critical topics like data for governance, economic growth, climate resilience, and public health.
- **Networking Events:** Opportunities for data enthusiasts and professionals to connect.
- **Specialized Seminars:** Focused sessions on topics like statistics for non-statisticians, data for governance, and more.
- **Family Fun Day:** Live performance, Food and Beverages.

8. Expected Outcomes

Data-fest 2024 expects to:

- **Increase Data Utilization:** Raise awareness and use of available datasets, leading to better decision-making.
- **Enhance Collaboration:** Strengthen partnerships between government agencies, private sector, academia, and civil society.
- **Drive Innovation:** Introduce new solutions and practices in data analytics and visualization.
- **Build Capacity:** Improve skills in data literacy and analytics among participants.

9. Potential Sponsors and Stakeholders

Key stakeholders and sponsors include:

- **Government Agencies:** Ministries of Planning, Finance, Health, Education, etc.
- **Semi Government and Autonomous Bodies:** Regulatory Bodies and Autonomous Institutions like NADRA, SECP, etc.
- **Private Sector:** Corporations, Financial Institutions, Tech Firms, Data Companies, and Banks.
- **Academic and Research Institutions:** Universities, Think Tanks, and Research Organizations.
- **International Organizations:** UN agencies, International Development Banks, and Foreign Embassies.
- **NGOs & Civil Society:** NGOs, CBOs, and Advocacy Groups focused on data-driven policy.
- **Media Houses:** Media organizations for coverage and visibility.
- **Associations and Unions:** Associations Like APTA, P@SHA etc.

10. Sponsorship Tiers:

- **Platinum (10 Million PKR):**
  - Exclusive naming rights, full-page ad, prominent logo placement, speaking slots, VIP passes.
- **Diamond (5 Million PKR):**
  - High-visibility logo placement, half-page ad, prominent booth space, VIP passes.
- **Gold (2.5 Million PKR):**
  - Logo placement, quarter-page ad, exhibition space.
- **Silver (1 Million PKR):**
  - Logo placement, mention in program, exhibition space.
- **Bronze (0.5 Million PKR):**
  - Logo placement, mention in program.

Additional Sponsorships:

- **Session Sponsor:** Naming rights, speaking opportunity, logo placement.
- **Workshop Sponsor:** Naming rights, logo placement, opportunity to deliver workshop remarks.

11. Media Coverage

Pre-Event Coverage (2-3 Months before):

- Press Release
- Social Media Teasers
- Blog Posts and Articles on PBS website and social media

During the Event:

- Live Social Media Coverage
- Interviews with keynote speakers, organizers, and participants
- Live Streaming

Post-Event Coverage:

- Event Recap Blog Post: Summary of highlights
- Press Coverage and Media Thank-You: Sharing media coverage links and thanking media outlets
- Participant Recommendations: Sharing feedback and experiences on PBS website and social media

Introductory Booklet

DataFest-2024

DATA FESTIVAL 2024

SPONSORSHIP AND EXHIBITON OPPORTUNITIES

21st & 22nd OCTOBER 2024

Pak china Friendship Centre, Garden Avenue,

Shakarparian Rd, Islamabad

About the Festival

National Data Fest 2024 is a crucial event where experts, researchers, and enthusiasts gather to share knowledge and skills about data. This festival is important because it promotes learning, new ideas, and teamwork in using data to solve problems and make decisions. It's not just about learning new skills or showing off new technology. It's about connecting people from different fields, boosting our economy, and leading our country in using data to create new ideas and improve our lives.

At "The Data Fest-2024," we're celebrating how important data is for making decisions, being creative, and planning for our future. This festival is more than just a party. It's the start of many projects to use data to make life better for everyone.

Come join us at National Data Fest 2024! We're celebrating how powerful data can be and working together to make sure data helps us all move forward together.

2| # PBSDataFest2024

Join Us

Join us at the Data Festival 2024, organized by the Pakistan Bureau of Statistics, where cutting-edge insights and innovation converge! From October 21st &22nd, 2024, at the Pak China Friendship Centre in Islamabad, immerse yourself in a dynamic atmosphere buzzing with data-driven discussions, workshops, and networking opportunities. Explore the forefront of data science, analytics, and technology advancements amidst the scenic surroundings of Garden Avenue, Shakarparian Rd. Don't miss this chance to be part of shaping the future of data! Mark your calendars and join us for an enlightening experience at the Data Festival.

About the Organizers

Pakistan Bureau of Statistics (PBS) is the prime official agency of Pakistan, responsible for collection, compilation and dissemination of reliable and timely statistical information to the policy makers, planners and researchers. It publishes a variety of reports, based on primary and secondary data, especially on economics and social aspects of the country. After independence of Pakistan, Central Statistical Office (CSO) was setup by the Government of Pakistan in 1950 as an attached department of Economic Affairs Division. Since then statistical system was reviewed from time to time by both local and foreign consultants. In 1972, on the recommendation of IBRD Mission, Central Statistical Office (CSO) was upgraded to a full-fledged Statistics Division. The Division was re-organized in 1981 and its technical wing (the then CSO) was converted into Federal Bureau of Statistics (FBS) as one of its attached departments. As a step forward Government of Pakistan has established Pakistan Bureau of Statistics, by merging Federal Bureau of Statistics, the Population Census Organization, The Agriculture Census Organization and the Technical wing of Statistics Division.

The event is organized by the **Pakistan Bureau of Statistic**

www.pbs.gov.pk   datafest@pbs.gov.pk

About the Location

The Data Festival will take place in **Pak china Friendship Centre, Garden Avenue, Shakarparian Rd, Islamabad.** The Pakistan government is a hosting three days' data festival.

Sessions will take place on 21ˢᵗ & 22ⁿᵈ October 2024.

Welcome Note

Dear Participants and Guests,

As the Minister for Planning, Development and Special Initiatives, I am delighted to announce Data-Fest 2024, a groundbreaking event that underscores Pakistan's commitment to data-driven progress and innovation.

In this digital age, data has become the cornerstone of informed decision-making and sustainable development. Data-Fest 2024 represents a significant milestone in our journey towards a more data-literate and technologically advanced Pakistan. This event will bring together experts, policymakers, researchers, and enthusiasts to explore the transformative power of data in shaping our nation's future.

The recent success of our first-ever Digital Census demonstrates Pakistan's capability to harness technology for national development. Now, with Data-Fest 2024, we aim to further this momentum, fostering a culture of data-driven innovation across all sectors of our society.

I extend my heartfelt invitation to all stakeholders - from government agencies and private sector leaders to academics and civil society - to participate in this landmark event. Together, let us unlock the potential of data to drive economic growth, enhance social well-being, and propel Pakistan towards a prosperous future.

Data-Fest 2024 is a movement towards a more informed, efficient, and progressive Pakistan. I look forward to your active participation and contribution to this vital national initiative.

Warm regards,
Professor Ahsan Iqbal,
Ministry of Planning
Development & Special Initiatives,
Islamabad

Stakeholders for Coordination and Engagement

Government Sector:	Private Sector:	NGOs and Civil Society:
• Federal Government Agencies	• Large Corporations	• Human Rights Organizations
• Provincial Government Departments	• Small and Medium Enterprises	• Community-Based Organizations
• Local Government Bodies	• Financial Institutions	• Development NGOs
• Regulatory Authorities	• Private Healthcare Providers	• Environmental NGOs
	• Education Providers	

Academia and Research Institutions:	International Organizations:	Semi Government Organizations:
• Universities and Higher Education Institutions	• United Nations Agencies	• Public-Private Partnerships
• Research and Development Organizations	• International Development Agencies	• Industry Associations
	• International Non-Governmental	• Development Authorities

Potential IT and Data Organizations
- Tech Companies
- Data Analytics Firms
- Startups and Innovators

Private Associations and Unions:
- Pakistan Software Houses Association (**P@SHA**)
- All Pakistan Trade Union Federation (**APTUF**)
- Pakistan Pharmaceutical Manufacturers' Association (**PPMA**)
- All Pakistan Textile Mills Association(**APTMA**)
- Federation of Pakistan Chambers of Commerce & Industry (**FPCCI**)

3|# PBSDataFest2024

Data Festival Key Features

Over three days, 300 people from different groups like businesses, universities, governments, and organizations that work on research and development will meet. They include data experts and offices that collect statistics. Together, they will talk about and plan how to use data. This event will bring together people who need data with people who collect and analyze it. They'll work together to come up with new ideas and plans to make sure data helps make our world better.

Themes

Data for Life and Equity
Healthcare access, social equity, education equality, and poverty alleviation

Data for Governance and Growth
Price regulation, social service delivery, law enforcement, and public administration

Harnessing Data for Fiscal Resilience
Revenue generation, expenditure optimization, budget transparency, and financial accountability.

Climate Change, Adaptation, and Disaster Risk Management
Climate resilience strategies, disaster preparedness, risk assessment, and mitigation measures.

Data Integration and Visualization for Development
Interdisciplinary data integration, visual analytics, data-driven decision-making, and sustainable development goals.

Formats

- Keynote Presentation
- Panel Discussion
- Workshop
- Exhibition/Stall
- Networking
- Data Product Demonstration

4| # PBSDataFest2024

Program

1. Data for Life and Equity

2. Data for Governance and Growth

3. Harnessing Data for Fiscal Resilience

4. Climate Change, Adaptation, and Disaster

5. Data Integration and Visualization for Development

DAY1		
	Hall-1	**Hall-2**
9:00 am	**Registration**	
9:30 am	**Inauguration Ceremony:** • Welcome speech by the Professor Ahs • Keynote address by a prominent data scientist or statistician. • Overview of the event and objectives.	
10:30 am	**Tea Break**	
11:00 am	**Panel Discussion/Keynote Presentation** **Topic:** "Data for Life and Equity" **Panelists:** Academics, industry experts, Data Scientists and Analysts government officials.	**Workshop** **Topic:** ------- • Exhibition/stalls • Networking • Data-Vis-Competition
12:30 pm	**Lunch Break**	
2:00 pm	**Panel Discussion/Keynote Presentation** **Topic:** "Data for Governance and Growth" **Panelists:** Government Officials and Policymakers, Academics, Business Leaders, Economists, Data Scientists and Analysts government officials.	**Workshop** **Topic:** ------- • Exhibition/Stalls • Networking • Data-Vis-Competition
3:30 pm	**Tea Break**	
4:00 pm	• Informal meet and greet. • Opportunity for participants to interact with experts and each other.	

DAY2		
	Hall-1	**Hall-2**
9:00 am	**Registration**	
9:30 am	**Panel Discussion/Keynote Presentation** **Topic:** " Harnessing Data for Fiscal Resilience" **Panelists:** Financial Analysts, Data Scientists and Analysts, Technology Experts, government officials.	**Workshop** **Topic:** ------- • Exhibition/Stalls • Networking • Data-Vis-Competition
11:00 am	**Tea Break**	
11:30 am	**Panel Discussion/Keynote Presentation** **Topic:** Data Integration and Visualization for Development **Panelists:** Data Scientists/Analysts, Development Practitioners, Government Representatives, Non-Profit Sector Leaders, Technology Experts, Academics and Researchers, Community Representatives.	**Workshop** **Topic:** ------- • Exhibition/Stalls • Networking • Data-Vis-Competition
1:30 pm	**Lunch Break**	
2:30 pm	**Panel Discussion//Keynote Presentation** **Topic:** Climate Change, Adaptation, and Disaster Risk Management **Panelists:** Climate Scientists, Environmental Policy Makers, Disaster Risk Management Specialists, Urban Planners and Engineers, Academics and Researchers, Industry Representatives.	**Workshop** **Topic:** ------- • Exhibition/Stalls • Networking • Data-Vis-Competition
4:00 pm	**Family Fun day**	
6:00 pm	• Live Performances 3. Games and Contests/Kids Entertainment • Food and Beverage 4. Interactive Activities	

DataFest-2024

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Sponsorship Tiers and Benefits for Data Fest

Platinum
10 Million

- Naming rights as the Premium Sponsor of the event.
- Prominent logo placement on all event materials, including banners, standees, and marketing materials.
- Feature on the main stage backdrop and opening slide of all presentations.
- Dedicated speaking slot during the opening ceremony.
- Exclusive booth space in the prime location of the exhibition area.
- Mention in all press releases and media coverage.
- Full-page advertisement in the event program.
- VIP passes for company representatives.
- Recognition and logo on the event website and social media channels.
- Opportunity to host a sideline event on a specific topic.
- Special recognition at stalls offering information and food.

Diamond
5 Million

- High-visibility logo placement on event materials and signage.
- Speaking opportunity in a key session or panel discussion.
- Prominent booth space in the exhibition area.
- Half-page advertisement in the event program.
- Inclusion in press releases and media coverage.
- VIP passes for company representatives.
- Recognition and logo on the event website and social media channels.
- Opportunity to host a sideline event on a specific topic.

Gold
2.5 Million

- Logo placement on event materials and signage.
- Booth space in the exhibition area.
- Quarter-page advertisement in the event program.
- Inclusion in press releases.
- VIP passes for company representatives.
- Recognition and logo on the event website and social media channels.

Silver
1 Million

- Logo placement on event materials and signage.
- Booth space in the exhibition area.
- Mention in the event program.
- Recognition and logo on the event website and social media channels.
- Sponsorship of university student volunteers for event management.

Bronze
0.5 Million

- Logo placement on event materials and signage.
- Mention in the event program.
- Recognition and logo on the event website and social media channels.

Other Sponsorship Opportunities

Qty and Description	Tentative Cost
8 x Workshop Areas Includes: Workshop Table & Chairs Backdrop, Rollups, Charts on easels	550,000
11 x High visibility Open Stalls (20' ×8')	850,000
24 x Medium (18'×9')	300,000
14 x Regular Stalls (18'×9')	250,000
43 x Basic Stalls (9'×9')	120,000

* Stalls Setup - Design and Construction Furniture: Tables, Chairs Electrical Setup: Power Sockets, Cables, Lighting and Signage, Booth Accessories

6| # DataFest2024

DataFest–2024

Sponsorship Level

Benefits / Packages	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Exclusive naming rights	●				
Feature on main stage	●	●			
Dedicated speaking slot	●	●			
Mention in press releases	●	●			
Special recognition	●	●			
VIP passes	●	●	●		
Sideline event hosting	●	●	●		
Exclusive stall space	●	●	●	●	
Prominent logo placement	●	●	●	●	●
Recognition on event website/social media posts	●	●	●	●	●
Full-page ad in program	●				
Half-page ad in program		●			
Quarter-page ad in program			●	●	
Mention in program			●	●	●

Platinum: 10 Million
Diamond: 5 Million
Gold: 2.5 Million
Silver: 1 Million
Bronze: 0.5 Million

7| # PBSDataFest2024

DataFest–2024

www.pbs.gov.pk

Registration Information

Participants are Invited to join two days of immersive exploration into the latest in data science and innovation, taking place from October 21st & 22nd at the Pak China Friendship Centre in Islamabad. Please register online through following link.
https://www.pbs.gov.pk/pbs-datafest-2024

Data Fest Secretariat

Mr. Muhammad Sarwar Godal (SI),
Member (SS/RM),
Pakistan Bureau of Statistics, Islamabad.
Contact Number: 051-9106652
E-mail Address: member_ss@pbs.gov.pk

Mr. Muhammad. Sarfraz,
Chief Statistical Officer,
Pakistan Bureau of Statistics, Islamabad.
Contact Number: 051-9106651
E-mail Address: ddss@pbs.gov.pk

Ms. Rabia Awan,
Deputy Director General,
Pakistan Bureau of Statistics, Islamabad.
Contact Number: 051-9106581
E-mail Address: rabia.awan@pbs.gov.pk

Mr. Sabahat Nadeem,
Data Processing Officer,
Pakistan Bureau of Statistics, Islamabad.
Contact Number: 051-9106503
E-mail Address: datafest.pbs@gmail.com

Pakistan Bureau of Statistics
21, Mauve Area, G-9/1, Islamabad
www.pbs.gov.pk

@Pbsofficialpak

International Organization Sponsored

Organization	Amount (PKR)	(Million PKR)
UNFPA	13,392,000	13.39
UNICEF	17,170,000	17.17
WB	5,000,000	5.00
UNHCR	1,000,000	1.00
FAO	850,000	0.85
ADB	500,000	0.50
ILO	555,836	0.56
PHC / STALLS	2,640,388	2.64
Total	**41,108,224**	**41.11**

DataFest-2024

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No.PBS.DD&SS.D.FEST(01)/2023 – 235
Government of Pakistan
M/o Planning Development & Special Initiatives
Pakistan Bureau of Statistics
Islamabad
****

Subject: **Nominations of Focal Persons for Stakeholder Coordination for "Data Fest 2024"**

Pakistan Bureau of Statistics (PBS) will be organizing the inaugural Data Fest from October 18th to 20th, 2024, at the Pak-China Friendship Centre in Islamabad. This pioneering event, the first of its kind in Pakistan, aims to bring together stakeholders from various sectors to exchange ideas, explore opportunities for leveraging data-driven solutions, promote statistical literacy, and raise awareness about the pivotal role of data in driving prosperity and development.

2. To ensure the success of the Data Fest, a dedicated Data Secretariat has been established. The existing team has finalized the preparation of the **concept note, financial packages, data themes, introductory brochure**, and **participation proforma**, all of which have received approval. The team at the Data Fest Secretariat has not only identified undermentioned Sectors and possible stakeholders from these sectors but also meticulously verified the details of the stakeholders, including **names and designations** of key contacts, **postal addresses, phone numbers**, and **email addresses**. The invitation letter has also been approved and the despatch process has been initiated.

3. In order to streamline the future coordination with the stakeholders the following focal persons are nominated to execute the mentioned activities along with their team members.

S. No	Name	Sector	Responsibilities
1	• Mr. Imran Saleem Director (CP&L) • Ms. Rabia Gillani, S.A (Data Fest) • Ms. Hina Zafar, S.A (Data Fest)	Government/Semi Government Sector	• Liaise with all identified stakeholders to arrange meetings • Handle communications and correspondence with stakeholders to encourage their participation. • Create a WhatsApp group for focal persons from various stakeholders. • Compile the returned filled proforma and Ensure the compilation is accurate and complete. • Estimate the number of stalls and participants in the panel discussion for each group. • All communication and correspondence will be made through the Data Fest Secretariat.
2	• Mr. Muhammad Ehtesham, Director (DP-I) • Ms. Hina Javed , S.A (Data Fest)	Potential IT and Telco Organizations	
3	• Mr. Muhammad Sarfraz, CSO, (DD&SS) • Mr. Muhammad Hanan, S.A (Data Fest)	Private Sector	
4	• Dr. Arshad, CSO, (CP&C) • Ms. Ehsana Anum Syed, SO (CPMU) • Ms. Rabail Azeem, S.A, (Data Fest)	(NGOs) and Civil Society	
5	• Ms. Rabia Awan, DDG (CP&C/PSLM) • Ms. Hina Javed, S.A (Data Fest)	International Organizations Funding and Sponsorship Prospects	
6	• Ms. Ayesha Sajid, Instructor, (Training Wing) • Ms. Hafza Batool, S.A (Media Cell)	Academia and Research Institutions	
7	• Ms. Ayesha Sajid, Instructor, (Training Wing) **(Due to her previous experience, she will work with Ms. Sana.)** • Ms. Sana Habib Ch., SO (Media Cell)	Media	

4. This issues with approval of Member (SS/RM), PBS.

(Rabia Awan) 02/08/24
DDG (PSLM/Data Fest)

Distribution: -
• All Concerned mentioned above.

Copy for Information: -

1. APS to Chief Statistician, PBS, Islamabad
2. APS to Member (SS/RM), PBS, Islamabad
3. Office Copy

GOVERNMENT OF PAKISTAN
M/o Planning, Development & Special Initiatives
Pakistan Bureau of Statistics
****

No.PBS.RS4 (14)/2023-*179*   Islamabad, the 6th September, 2024

OFFICE ORDER

With the approval of Chief Statistician, the following newly appointed Statistical Officers (BS-17) are hereby attached with Data Fest-2024 Secretariat under the supervision of officers mentioned against each, with immediate effect and until the completion of Data Fest activities i.e. 25-10-2024.

S. No	Sector	Name of Focal Person	Name of Statistical Officer
1.	Data Fest Secretariat	Ms. Rabia Awan, DDG	Uswa Batool
2.			Nazia Shahnaz
3.			Safia Akram
4.		Syed Hassan Raza, CSO	Bilal Ahmed
5.			Abdul Qadir
6.	Government Sector	Mr. Imran Saleem, Director (CP&L)	Neelum Younis
7.			Muhammad Shafeeq ul Rehman Khan
8.			Irfan Raza
9.			Haseen Shah
10.	Private Sector	Mr. Muhammad Sarfraz, CSO (DD&SS)	Hafiz Muhammad Zahid
11.			Asia Bibi
12.			Neelum Bibi
13.	IT Companies	Mr. Ehtsham, Director (DP)	Sunila Saadat
14.			Syed Dawood Shah
15.			Muhammad Asim
16.			Faiza Shahid
17.	Academia	Ms. Ayesha Sajid, Instructor (TW)	Ameer Khan
18.			Aqsa Shaukat
19.			Tauseef Younas
20.			Noor Jahan
21.	NGOs and Civil Society	Dr. Arshad Mehmood, CSO (CP&C)	Nasreen Bibi
22.			Kulsoom Begum
23.			Naila Altaf
24.	Media Organizations	Ms. Sana Habib, S.O (Data Fest)	Hina Basharat
25.			Sadia Iqbal
26.			Khadija Arshad

(QAZI SAEED UL HASSAN)
Deputy Director (Admn)

Distribution: -

1. All concerned officers.

Copy for information to: -

1. APS to Chief Statistician, PBS HQ, Islamabad.
2. APS to Member (SS/RM), PBS HQ, Islamabad.
3. PS to Director General (Admn), PBS HQ, Islamabad.
4. APS to DDG (Data Fest.), PBS HQ, Islamabad.
5. Office copy/ Master File.

PARTICIPATION PROFORMA IN DATA FEST
to be organized by
PAKISTAN BUREAU OF STATISTICS FROM 21st TO 22nd OCTOBER, 2024
at
PAK-CHINA FRIENDSHIP CENTER, ISLAMABAD
****

1. Name of participating Organization/Department/Ministry: _____

2. Name of Focal Person: _____

3. Contact of Focal Person: Landline#:_____ Cell#: _____Email:_____

4. **No. of participants** nominated for Data Fest: _____ List of Officers (may be attached) _____

5. A brief details of **Data Sets available/compiled** by your organization, their disaggregation and frequency etc.:

Sr.#	Name of Indicator/Data Sets	Frequency	Disaggregation level	Remarks

6. What is your plan to exhibit/showcase of the Stall (Plz given brief details what to display on stall like: data product, application, visualization, presentation, audio-video, your organization key initiatives and other products etc.)

   _____

   _____

7. **Panel Discussion on Thematic Areas** (1. Data for Life and Equity 2. Data for Governance and Growth 3. Data Integration and Visualization for

8. Development 4. Harnessing Data for Fiscal Resilience, and Climate Change 5. Adaptation, and Disaster Risk Management 6. Other (specify)) Please specify thematic areas of interest, CV of the expert(s) nominated and one to two pages concept note outlining aspects of discussion and data sets to augment effective policy-planning in the said area)

   _____

   _____

9. **Presentation in Workstation Areas** (in sidelines of the main conference): Topic and Outline of the presentation may be shared

   _____

Please **send back this form duly filled and signed** at the earliest through email at datafest@pbs.gov.pk, imransaleem.pbs@gmail.com and concept note may be subsequently sent within one week. In case of any query and clarification feel free to contact us through email as well as telephonically/WhatsApp on 0322-4509845. More information can be downloaded from the link; https://www.pbs.gov.pk/index.php/pbs-datafest-2024

Participation Proforma

Dear Sir/Madam

Thank you for considering participation in Data-fest. In order to tailor the event to meet the stakeholders needs and maximize its value, we kindly request you to fill out the following form. Your input will help us to understand how you can contribute to and benefit from Data-fest.

1. **Contact Information**

Organization Name: _____
Contact Person: _____
Title/Position _____
Email Address: _____
Phone Number: _____
Website: _____

2. **Participation Format for Senior Management of Organization** How would you like to participate in the Data-fest? (Select all that apply)

☐ Keynote Presentation (30 minutes)   ☐ Data Storytelling (30 minutes)

☐ Workshop/Tutorial (60 minutes)   ☐ Panel Discussion (60 minutes)

☐ Poster Presentation (30 minutes)   ☐ Exhibition(ongoing)

☐ Conduct a Workshop (60 minutes)   ☐ Other (Please specify): _____

3. **Proposal Title** (If you are presenting or conducting a workshop, please provide the title of your proposal)

_____
_____

4. **Proposal Description** (Provide the main description of your proposal as it relates to the selected topic (500 characters)

DataFest-2024

www.pbs.gov.pk

5. **Relevance to Data-fest Themes**

Select the thematic area(s) your proposal addresses (Select all that apply)

☐ Data for Life and Equity

☐ Data for Governance and Growth

☐ Data Integration and Visualization for Development

☐ Harnessing Data for Fiscal Resilience

☐ Climate Change, Adaptation, and Disaster Risk Management

☐ Other (Please specify):

_____

6. **Participation Opportunities for Organization's Staff Members**

a. Choose the format in which you will conduct your proposal (Select only ONE that best applies)

☐ Volunteering

☐ Connections Building

☐ Career Development

☐ Networking

☐ Access to Data

☐ Dynamic Competitions

☐ Other (Please specify):

_____

7. **Expected Contribution**

a. What specific benefits do you hope to gain from participating in Data-fest?

☐ Promote data Literacy

☐ Networking Opportunities

☐ Support Education and Research

☐ Collaboration Opportunities

☐ Foster Innovation

☐ Other (Please specify):

_____

b. Describe the key message or expected outcome of your participation (500 characters)

8. Speaker Information

If applicable, list the speakers involved in your session (up to 5):

Full Name	Role (Moderator/Speaker)	Email

9. Sponsorship Tiers:

☐ **Platinum (10 Million PKR):**
Exclusive naming rights, full-page ad, prominent logo placement, speaking slots, VIP passes.

☐ **Diamond (5 Million PKR):**
High-visibility logo placement, half-page ad, prominent booth space, VIP passes.

☐ **Gold (2.5 Million PKR):**
Logo placement, quarter-page ad, exhibition space.

☐ **Silver (1 Million PKR):**
Logo placement, mention in program, exhibition space.

☐ **Bronze (0.5 Million PKR):**
Logo placement, mention in program.

10. Additional Sponsorships:

☐ **Session Sponsor (0.1 Million PKR):**
Naming rights, speaking opportunity, logo placement.

☐ **Workshop Sponsor (0.2 Million PKR):**
Naming rights, logo placement, opportunity to deliver workshop remarks.

11. Stalls: The cost and specifications of stalls for two days:

Premium Pavilion – High Visibility Stall
- Total Expenditure Rs.850k
- Size 20x10ft with raised platform
- Unique design for each Premium stall
- Fabricated and branded with premium designs
- Digital display for videos
- Table/shelves for IEC display
- 6 chairs
- Backlit display of logo

Essential stall (Important location)
- Total Expenditure Rs. 300k
- Includes:
- Octonorm structure 9x18ft
- Four chairs
- Two table with branding option
- Backdrop and left right walls branding option
- Top facsia branding
- TV screen with stand
- Two Electric extension board

Medium stalls
- Total Expenditure: Rs. 250k
- Includes:
- Octonorm structure 9x18ft
- Four chairs
- Two table with branding option
- Backdrop and left right walls branding option
- Top facsia branding
- TV screen with stand
- Two Electric extension board

Basic stall
- Total Expenditure Rs. 120k
- Includes:
- Octonorm structure 9x9ft
- Two chairs
- One table with branding option
- Backdrop and left right walls branding option
- Top facsia branding
- TV screen with stand
- Electric extension board

12. Workshop Stations:

Conduct hands-on workshops and share your expertise with the audience. Due to high demand, time slots will be allocated on a first-come, first-served basis.

☐ The minimum cost for a workstation is PKR 5,50,000/-. (For more, please specify:

_____

13. Additional Information

Please provide any additional comments or suggestions on how we can enhance the value of Data Fest:

_____
_____
_____
_____

Please fill in the proforma and email us at
datafest.pbs@gmail.com

For queries please contact
- **Ms. Rabia Awan, Deputy Director General, (051-9106581)**
- **Mr. Muhammad Sarfraz, Chief Statistical Officer (051-9106651)**

Thank you for your valuable input and participation. We look forward to collaborating with you at Data-fest!

Draft

PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

PBS Datafest

Response Record Performa for IT Companies

Dear Sir/Madam,

Thank you for considering participation in Data-fest. In order to tailor the event to meet the stakeholders needs and maximize its value, PBS kindly request you to fill out the following form. Your input will help us to understand how you can contribute to and benefit from Data-fest.

1. Contact Information:

Company Name: _____

Contact Person: _____

Title/Position _____

Email Address:

Phone/WhatsApp No: _____

Website: _____

2. Core Domain of Company:
Company's relevant domain for Data-fest? (Select the Relevant)

☐ Deals in Data   ☐ Artificial Intelligence
☐ Data Product(s)   ☐ Data Science
☐ GIS Related Work   ☐ Other (Please specify): _____
☐ Work in Data Security

3. Relevance to Data-fest Themes:

☐ Data for Life and Equity   ☐ Harnessing Data for Fiscal Resilience
☐ Data for Governance and Growth   ☐ Climate Change, Adaptation, and
☐ Data Integration and Visualization for   Disaster Risk Management
   Development

4. Participation Format for Faculty members:
How would you like to participate in the Data-fest? (Select the Relevant)

☐ Keynote Presentation (30 minutes)   ☐ Data Storytelling (30 minutes)
☐ Workshop/Tutorial (60 minutes)   ☐ Panel Discussion (60 minutes)
☐ Poster Presentation (30 minutes)   ☐ Exhibition(ongoing)
☐ Conduct a Workshop (60 minutes)   ☐ Other (Please specify): _____

Draft

5. Expected Contribution:
a. What specific benefits do you hope to gain from participating in Data-fest?

☐ Promote data Literacy   ☐ Collaboration Opportunities
☐ Networking Opportunities   ☐ Foster Innovation
☐ Support Education and Research   ☐ Other (Please specify):

b. Describe the key message or expected outcome of your participation up to (500 characters):

6. Speaker's Information:
If applicable, list the speakers involved in your session:

Full Name	Role (Moderator/Speaker)	Email

7. Additional Information:

Please provide any additional comments or suggestions on how we can enhance the value of Data-fest

_____

_____

Thank you for your valuable input and participation. PBS look forward to collaborate with you at Data-fest!

Participation Proforma

Dear Sir/Madam

Thank you for considering participation in Data-fest. In order to tailor the event to meet the stakeholders needs and maximize its value, we kindly request you to fill out the following form. Your input will help us to understand how you can contribute to and benefit from Data-fest.

Focal Person/ Contact:
Organization Name:
Organization Contact:
Title/ Position:
Email address:
Website:

1. **Contact Information**

2. **Participation Format for Members** How would you like to participate in the Data-fest? (Select all that apply)
   - ☐ Keynote Presentation (30 minutes)
   - ☐ Workshop/Tutorial (60 minutes)
   - ☐ Poster Presentation (30 minutes)
   - ☐ Conduct a Workshop (60 minutes)
   - ☐ Data Storytelling (30 minutes)
   - ☐ Panel Discussion (60 minutes)
   - ☐ Exhibition(ongoing)
   - ☐ Other (Please specify): _____

3. **Proposal Title** (If you are presenting or conducting a workshop, please provide the title of your proposal)

4. **Proposal Description** (Provide the main description of your proposal as it relates to the selected topic (500 characters)

5. **Relevance to Data-fest Themes**
   Select the thematic area(s) your proposal addresses (Select all that apply)
   - ☐ Data for Life and Equity
   - ☐ Data for Governance and Growth
   - ☐ Data Integration and Visualization for Development
   - ☐ Harnessing Data for Fiscal Resilience
   - ☐ Climate Change, Adaptation, and Disaster Risk Management
   - ☐ Other (Please specify): _____

6. **Expected Contribution**
   a. What specific benefits do you hope to gain from participating in Data-fest?
   - ☐ Promote data Literacy
   - ☐ Networking Opportunities
   - ☐ Support Education and Research
   - ☐ Collaboration Opportunities
   - ☐ Foster Innovation
   - ☐ Other (Please specify): _____

b. Describe the key message or expected outcome of your participation (500 characters)

7. **Speaker Information**
If applicable, list the speakers involved in your session (up to 5):

Full Name	Role (Moderator/Speaker)	Email

8. **Sponsorship Tiers:**
   ☐ **Platinum (10 Million PKR):**
   Exclusive naming rights, full-page ad, prominent logo placement, speaking slots, VIP passes.
   ☐ **Diamond (5 Million PKR):**
   High-visibility logo placement, half-page ad, prominent booth space, VIP passes.
   ☐ **Gold (2.5 Million PKR):**
   Logo placement, quarter-page ad, exhibition space.
   ☐ **Silver (1 Million PKR):**
   Logo placement, mention in program, exhibition space.
   ☐ **Bronze (0.5 Million PKR):**
   Logo placement, mention in program.

11. **Stalls:**
10 x Premium - High Visibility Pavilion
 - Fabricated 20x10ft
Total Expenditure Rs.850k
30 x Essential stall (High visibility location)
Total Expenditure Rs. 300k
Includes:
- Octonorm struction 9x18ft
- Four chairs
- Two table with branding option
- Backdrop and left right walls branding option
- Top facsia branding
- TV screen with stand
- Two Electric extension board
10 x Medium stalls
Total Expenditure: Rs. 250k
Includes:
- Octonorm struction 9x18ft
- Four chairs
- Two table with branding option
- Backdrop and left right walls branding option
- Top facsia branding
- TV screen with stand
- Two Electric extension board
40 x Basic stall

Total Expenditure Rs. 120k
Includes:
- Octonorm struction 9x9ft
- Two chairs
- One table with branding option
- Backdrop and left right walls branding option
- Top facsia branding
- TV screen with stand
- Electric extension board

12. Workshop Stations:

Conduct hands-on workshops and share your expertise with the audience. Due to high demand, time slots will be allocated on a first-come, first-served basis.

☐ The minimum cost for a workstation is PKR 5,50,000/-.

13. Additional Information

Please provide any additional comments or suggestions on how we can enhance the value of Data Fest:
- include more statisticians

Thank you for your valuable input and participation. We look forward to collaborating with you at Data-fest!

(Dr. Arshad Mehmood)
Focal Person
NGO, s & Civil Societies,

Response Record Proforma for Faculty Members

Dear Sir/Madam,

Thank you for considering participation in Data-fest. In order to tailor the event to meet the stakeholders needs and maximize its value, PBS kindly request you to fill out the following form. Your input will help us to understand how you can contribute to and benefit from Data-fest.

1. **Contact Information:**

Organization Name: _____

Contact Person: _____

Title/Position: _____

Email Address: _____

Phone/WhatsApp No: _____

Website: _____

2. **Participation Format for Faculty members:**
How would you like to participate in the Data-fest? (Select the Relevant)

☐ Keynote Presentation (30 minutes)   ☐ Data Storytelling (30 minutes)
☐ Workshop/Tutorial (60 minutes)   ☐ Panel Discussion (60 minutes)
☐ Poster Presentation (30 minutes)   ☐ Exhibition(ongoing)
☐ Conduct a Workshop (60 minutes)   ☐ Other (Please specify): _____

3. **Proposal Title** (If you are presenting or conducting any of the above mentioned activity, please provide the title of your proposal)

_____

_____

4. **Proposal Description** (Provide the main description of your proposal as it relates to the selected topic up to (500 characters):

DataFest–2024

www.pbs.gov.pk

5. Relevance to Data-fest Themes:

Select the thematic area(s) your proposal addresses (Select all that apply)

☐ Data for Life and Equity   ☐ Harnessing Data for Fiscal Resilience

☐ Data for Governance and Growth   ☐ Climate Change, Adaptation, and

☐ Data Integration and Visualization for   Disaster Risk Management

Development

6. Expected Contribution:

a. What specific benefits do you hope to gain from participating in Data-fest?

☐ Promote data Literacy   ☐ Collaboration Opportunities

☐ Networking Opportunities   ☐ Foster Innovation

☐ Support Education and   ☐ Other (Please specify):

Research   _____

b. Describe the key message or expected outcome of your participation up to (500 characters):

7. Speaker's Information:

If applicable, list the speakers involved in your session:

Full Name	Role (Moderator/Speaker)	Email

8. Additional Information:

Please provide any additional comments or suggestions on how we can enhance the value of Data-fest

_____

_____

Thank you for your valuable input and participation. PBS look forward to collaborate with you at Data-fest!

Government of Pakistan
Ministry of Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
21-Mauve Area, G-9/1
❖❖❖❖

PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

Member (Support Services/RM)
Phone No. 051-9106652
Fax No: 051-9106518

No. PBS.DATAFEST(04)/2024-   **Islamabad, the 5th August, 2024**

Subject: - <u>**Invitation to Participate in Data-fest: Unleashing the Power of Data for Development**</u>

     Pakistan Bureau of Statistics has recently successfully completed the 7th Population & Housing Census, the country's first-ever Digital Census. This crucial national exercise provides vital demographic information and collects data on various socioeconomic factors, such as **education, employment, disability, migration, living standards, WASH** (Water, Sanitation, and Hygiene), and other basic facilities from every household across the country. The Digital Census, **the largest digitization effort in South Asia**, involved **geo-tagging residential, commercial, and industrial structures and listing all economic activities**. This data will serve as a framework for the upcoming Economic Census. The information obtained from the Digital Census-2023, along with other data accessible through the PBS, will be invaluable for government ministries, departments, researchers, and academia.

2.   Moreover, aligning with the "Digital Transformation," PBS has transitioned to interactive customized dashboards for data dissemination, providing real-time data and time series with infographics to support policy decisions. During **COVID-19**, PBS's heat maps and block-level population concentration data from the 2017 census, along with housing indicators, were instrumental in implementing targeted / smart lockdown. PBS is now developing similar Decision Support Systems for various sectors. These systems integrate census data with PBS surveys and ministry data, augmented with GIS to create informative heat maps and employ machine learning for trend analysis, facilitating proactive decision-making across ministries.

3.   I am excited to introduce an opportunity for your organization to participate in our upcoming event, **Data-fest: Unleashing the Power of "Data for Development."** This initiative aims to bring together data producers and users from various sectors to foster innovation, collaboration, and data-driven decision-making, leading to the formation of a comprehensive National Statistical System. The objectives of Data-fest are multifaceted, aiming to engage data producers with users, facilitate interactions for leveraging data impact, showcase benefits of data integration, create a marketplace for data exchange, promote data-driven innovation, foster data literacy and visualization skills, offer hands-on workshops, showcase data products, services, and innovations, build connections with stakeholders, explore collaborative opportunities, and highlight PBS innovations for governance and policy making.

4.   The participation of **NGOs** will significantly enhance the event, fostering a dynamic exchange of ideas. Your organization is cordially invited to discuss partnership opportunities. Enclosed, please find a concept note, introductory booklet, and proforma for Data-fest 2024. PBS kindly requested to review these documents carefully and complete the proforma, indicating your preferences and how you envisage contributing to and benefiting from this transformative event. Please return the completed proforma to us by [date] to facilitate effective planning and coordination. Your feedback is vital for customizing the event to meet the needs and expectations of all stakeholders. For this purpose, **Dr. Arshad Mahmood (Chief Statistical Officer)** Contact no. **(051-9106599)** has been appointed as the focal person from PBS for your organization. Attached material also available on following link: https://www.pbs.gov.pk/pbs-datafest-2024

5.   PBS believes that your participation will greatly enhance the value of Data-fest and provide you with significant benefits, including increased visibility, networking opportunities, research opportunities and insights into cutting-edge data practices. For any questions or further information, please don't hesitate to contact our Data-fest secretariat at PBS Headquarters Islamabad.

Phone: 051-9106503
Email: datafest@pbs.gov.pk & datafest.pbs@gmail.com
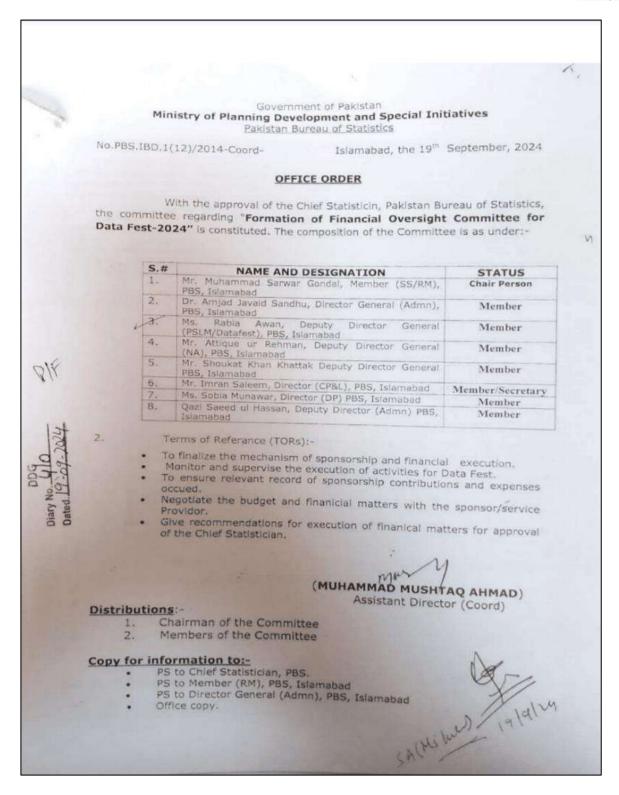
With profound regards.

(Muhammad Sarwar Gondal)

Name
Designation
Department/Agency/Organization
Adress

Government of Pakistan
Ministry of Planning Development and Special Initiatives
Pakistan Bureau of Statistics

No.PBS.IBD.1(12)/2014-Coord-   Islamabad, the 19ᵗʰ September, 2024

OFFICE ORDER

With the approval of the Chief Statisticin, Pakistan Bureau of Statistics, the committee regarding "**Formation of Financial Oversight Committee for Data Fest-2024**" is constituted. The composition of the Committee is as under:-

S.#	NAME AND DESIGNATION	STATUS
1.	Mr. Muhammad Sarwar Gondal, Member (SS/RM), PBS, Islamabad	Chair Person
2.	Dr. Amjad Javaid Sandhu, Director General (Admn), PBS, Islamabad	Member
3.	Ms. Rabia Awan, Deputy Director General (PSLM/Datafest), PBS, Islamabad	Member
4.	Mr. Attique ur Rehman, Deputy Director General (NA), PBS, Islamabad	Member
5.	Mr. Shoukat Khan Khattak Deputy Director General PBS, Islamabad	Member
6.	Mr. Imran Saleem, Director (CP&L), PBS, Islamabad	Member/Secretary
7.	Ms. Sobia Munawar, Director (DP) PBS, Islamabad	Member
8.	Qazi Saeed ul Hassan, Deputy Director (Admn) PBS, Islamabad	Member

2.   Terms of Referance (TORs):-

- To finalize the mechanism of sponsorship and financial execution.
- Monitor and supervise the execution of activities for Data Fest.
- To ensure relevant record of sponsorship contributions and expenses occued.
- Negotiate the budget and finanicial matters with the sponsor/service Providor.
- Give recommendations for execution of finanical matters for approval of the Chief Statistician.

(MUHAMMAD MUSHTAQ AHMAD)
Assistant Director (Coord)

Distributions:-
1. Chairman of the Committee
2. Members of the Committee

Copy for information to:-
- PS to Chief Statistician, PBS.
- PS to Member (RM), PBS, Islamabad
- PS to Director General (Admn), PBS, Islamabad
- Office copy.

DATA FESTIVAL-2024

	DATA FESTIVAL MAIN ACTIVITIES	PROPOSED FOCAL PERSON
1	Planning /Concept Development/Higher Level Monitoring	Datafest, Event Management Committee
2	Budget & Event Related Matters	Datafest, Event Management Committee
3	Stakeholders Engagement	Relevant Focal Person
4	IT Tools Development / Dashboard	Mr. Yasir Ishfaq, Director DP & Ms. Sobia Munawar, Director DP
5	Web Domain Procurement / Datafest Portal Development	Mr. Ehtesham, Director DP, Ms. Sobia Munawar, Director DP
	IT Support on Event Day	Mr. Ehtesham, Director DP
6	Coordination with International NSO,s	Mr. Imran Saleem Director
7	Registration Management (IT Person)	Mr. Ehtesham, Director DP, Ms. Rizwana Siddique, Director
8	Guest of Honours Management	Dr. Amjad Javed, DG Admin, Mr. Sarfaraz Ahmed, CSO
9	Assurance of Duties for Event Days (Ushers)	Mr. Sarfaraz, CSO, Dr. Arshad, CSO Syed Hassan Raza, CSO
10	Panel Discussions & Keynote Presentations Management	
	Focal Person on thematic areas will apprise chief statistician on the progress from time to time	
11	1. Data for Life & Equity (UNFPA) 1.a Harnessing Demographic Data for Policy and Legislation to addressing Pakistan's high population Growth rate	Dr. Amjad Javed, DG Admin
12	1. Data for Life & Equity (UNICEF) 1.b Education: Quality & Access	Mr. Shaukat Ali Khan, DDG, Ms. Hina Kanwal, SO PSLM
13	1. Data for Life & Equity (World Bank) 1.c Welfare Monitoring for Better Investment Decisions	Ms. Rabia Awan, DDG (Datafest), Dr. Arshad CSO
14	5. Data Integration and Visualization for Development (UNFPA) Inclusive Data Systems for Effective Policy Making - Bridging Data Gaps	Ms. Sobia Munawar, Director DP & Mr. Arslan Bashir, DPO
15	1. Data for life & Equity • Investing in early years, human capital development and reaping the demographic dividend • Leveraging Data and analytics for child rights and equity • Role of innovations and information management systems for coordinated human capital outcomes	Syed Qadir Shah, DG (ES)
16	4. • Climate Change, Adaptation, and Disaster Risk Management:	Mr. Atiq-ur-Rehman, DDG & Dr. Adil, CSO (NA)
17	Workshops Management	Dr. Behrawar Jan, DDG & Ms. Kanwal Murtaza, CSO Mr. Rizwan Bashir, Director
18	Volunteers Management	Ms. Ayesha Sajid, Instructor & Ms. Hina Kanwal, SO
19	Venue Management (Securing, Layout, Floor Plan etc.)	Ms. Rabia Awan, DDG (CP&C/CPMU), Qazi Saeed ul Hassan, DD, Mr. Sabahat DPO
20	Marketing & Publicity Campaign / Media Management	Ms Sana Habib Chaudhry, SO, Ms. Aisha Sajid, Instructor, Ms. Samra Iqbal, Sys Analyst, Mr. Muhammad Atif Nawaz, SA
21	Stalls Management (PBS & Others)	Ms. Shazia Director, Ms. Sadia Chaudhary, DD & Mr. Zubair Ahmed AD
22	Participant Contact/ Engagement (SMS Services)	Mr. Ehtesham, Director DP & Ali Raza Sys Analyst
23	Fun Activity Management (Cultural Event, Amusement Activity)	Mr. Rafique Hussain Talpur, Director, Mr. Sayyad Anwar, CSO
24	Refreshment, Meals & Food Stall Management	Mr. Suhaib, Director Ms. Rumana Sadaf, CSO
25	Transport Management(both students & guests from other cities)	Mr. Dildar, DACC, Mr. Bahadur Khan, Director
26	Feedback Management	Dr. Wasim Abbass & Mr. Imran Saleem Director
27	Accommodation Management	Syed Hassan Raza, CSO & Qazi Saeed ul Hassan, DD
28	Orientation and training of ushers &volunteers	Dr, Amjad Javaid Sandhu, DG, Rabia Awan DDG

DataFest-2024

Government of Pakistan
M/O PD&SI
Pakistan Bureau of Statistics
Islamabad

Deputy Director General
Data Fest Secretariat
Ph # 051-9106581

No. PBS.DATAFEST(01)/2024-   Islamabad, the 25th September, 2024

Subject: **Duties / Responsibilities for the successful conduct of Data Fest-2024**

As you know, PBS will host its first-ever Data Festival "**Unleashing the Power of Data for Development**" a premier international event organized for showcasing the transformative potential of data- driven decision-making by the Pakistan Bureau of Statistics (PBS) from 20th to 21st October, 2024 at Islamabad, Pakistan. This event aims to bring together data producers and users from various sectors to foster innovation, collaboration, and data-driven decision-making. To ensure its success, all relevant officers and officials are encouraged to play an active role in making this event a remarkable milestone in the history of PBS.

2.   The main activities for the successful execution of Data Festival 2024 have been prepared, recommended by the management, and approved by the Chief Statistician. Sub-activities have also been outlined by the Data Fest Secretariat to ensure the complete execution of assigned tasks by the relevant focal persons. It is therefore requested to review and amend accordingly as per the requirements. An **orientation session on these activities and responsibilities will be conducted tomorrow in the second half under the Chair of Chief Statistician of PBS**. A detailed briefing will be provided to all concerned personnel and focal persons.

3.   Please find enclosed the activities and responsibilities for the preparation of relevant tasks according to the assigned activities.

This issues with the approval of the Chief Statistician.

(Rabia Awan)
Deputy Director General

Distributions:-

        All concerned

Copy for information:

- P.S to Chief Statistician, PBS, Islamabad.
- APS to Member (RM/SS), PBS, Islamabad.
- APS to DG (Admn) PBS, Islamabad.

Transport Management

Transport Management System For Data Fest-2024 — Day-01

S. No	University Name	Focal person	Contact No	PBS Focal Person	No of Visitors	No of Volunteers	Total	Vehicle Req	Pick Up Time	Arrival visitors	Departure time visitors	Drop time volunteers
1	NUST (EME)	Dr Sundus	0300 9544399	Amair, S.O 3137040438 Rafi Khurshid, M.A	30	92	122	3	8:00 AM	9:00 AM	3:00 PM	5:00 PM
2	ARID (Stats)	Dr Hanif	0333 4316637		0	30	30	1	8:00 AM	9:00 AM		5:00 PM
3	ARID (Economics)	Dr Saima	0331 5069721		30		30	1	8:00 AM	9:00 AM	3:00 PM	
4	COMSATS	Ms. Madiha Syed	0300 5108399		45	45	90	2	8:00 AM	9:00 AM	3:00 PM	5:00 PM
5	RWU	Dr. Musarrat	0336 9144686		0	105	105	2	8:00 AM	9:00 AM		5:00 PM
6	AIR	Dr Faridoon	0345 9221890			46	46	1	8:00 AM	9:00 AM		5:00 PM
7	QAU (STATS)	Dr Maryam Asim	0333 1542170		0	85	85	2	10:00 AM	11:00 AM		5:00 PM
8	QAU (IIT)	Sidra Batool Kazmi	0331 5008327		60	0	60	1	10:00 AM	11:00 AM	3:00 PM	
9	NUST (H-12)	Dr Zafar (Principal)	051 90853500		85	1	86	2	10:00 AM	11:00 AM	3:00 PM	
10	Islamic University	Dr. Hafiz Ghufran	0336 5550334	Touseef Younas, S.O 0333-4288361 Nasir Riaz, S.A 0345-5272749	90	0	90	2	10:00 AM	11:00 AM	3:00 PM	
11	AIR	Dr Faridoon	0345 9221890		70		70	2	10:00 AM	11:00 AM	3:00 PM	
12	Bahria (CS)	Dr Khurram	0305 6507357		40		40	1	10:00 AM	11:00 AM	3:00 PM	5:00 PM
13	Miscellaneous					72						
Total					430	404	834					

Transport Management System For Data Fest-2024 — Day-02

S. No	University Name	Focal person	Focal Student	PBS Focal Person	No of Visitors	No of Volunteers	Total	Vehicle Req	Pick Up Time	Arrival visitors	Departure time visitors	Drop time volunteers
1	NUST (EME)	Dr Sundus 0300 9544399	Talal 0313-5687736 Umar 0325-1299299	Mr. Dildar Hussain, DACC 0300-5584738	30	92	122	4	8:00 AM	9:00 AM	2:00 PM	4:00 PM
2	ARID (Stats)	Dr Hanif 0333 4316637	Asadullah Jan 0318-6817077		30	46	76	2	8:00 AM	9:00 AM	2:00 PM	4:00 PM
3	ARID (Economics)	Dr Saima 0331 5008721	Afzal Ahmed 0331-0333302		30		30	1	8:00 AM	9:00 AM	2:00 PM	
4	COMSATS	Ms. Madiha Syed 0300 5108399	Frahil Izza 0302-1116348		80	67	147	3	8:00 AM	9:00 AM	2:00 PM	4:00 PM
5	Islamic (Stats) Islamic (Accounting)	0311 5892680 Ms. Sadia Nazar 0322 7038259			39	0	39	2	8:00 AM	9:00 AM	2:00 PM	
6	RWU	Dr. Musarrat 0336 9144686	Munnaza 0318-5182896 Hadia 0334-1111720		0	92	92	3	8:00 AM	9:00 AM	2:00 PM	4:00 PM
7	AIR	Dr Faridoon 0345 9221890	Mehmood 0332-9715403 Taha 0321-5006992			46	46	2	8:00 AM	9:00 AM	2:00 PM	4:00 PM
8	QAU (STATS)	Dr Maryam Asim 0333 1542170	Anood 0301-5672442		0	85	85	3	10:00 AM	11:00 AM	2:00 PM	4:00 PM
9	QAU (IIT)	Sidra Batool Kazmi 0331 5008327	Maryam 0334-5188208		60	0	60	2	10:00 AM	11:00 AM	3:00 PM	
10	NUST (H-12)	Dr Zafar (Principal) 051 90853500 Dr. Faisal 0315-0428911		Rao Mujahid Sarfraz, S.A 0300-5491719	45	1	46	1	10:00 AM	11:00 AM	3:00 PM	
11	Islamic University	Dr. Hafiz Ghufran 0336 5550334			100	0	100	3	10:00 AM	11:00 AM	3:00 PM	
12	AIR	Dr Faridoon 0345 9221890	Mehmood 0332-9715403 Taha 0321-5006992	Mubashar Ahmed S/T 0334-5076619	70		70	2	10:00 AM	11:00 AM	3:00 PM	4:00 PM
13	Bahria (AI)	Dr. Amanullah Class CR	0321 8040754 0312 5112383		50	0	50	1	11:30 AM	12:00 PM	3:00 PM	
14	Bahria (CS)	Dr Khurram 0305 6507357				30	30	1	will inform after approval			
15	Miscellaneous					71	71					
					674	530	1064					

DataFest-2024

Stall Confirmation Letter

Government of Pakistan
Ministry of Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
21-Mauve Area, G-9/1
✦✦✦✦

Deputy Director General
Data Fest Secretariat
Phone No. 051-9106581

No. PBS.DATAFEST(03)/2024-

Islamabad, the 17th October, 2024

Subject: - **DATA-FEST 2024 TO BE HELD ON OCTOBER 21- 22, 2024 AT PAK CHINA FRIENDSHIP CENTER, ISLAMABAD.**

As you are aware that Pakistan Bureau of Statistics (PBS) is going to organize Datafest 2024 on October 21-22, 2024 at Pak-China Friendship Centre Islamabad. This premier international event will showcase the transformative power of data-driven decision-making. Datafest aims to bring together data producers and users from various sectors, fostering innovation, collaboration, and the adoption of data-driven approaches to enhance decision-making across all levels.

2.   It is informed that after detailed deliberations by the Management Committee and considering the importance of your organization, PBS Committee has allocated and self **Standard Stall** for your organization. The stall will only contain the following essential amenities, however, if anything else will be needed, it will be the responsibility of your organization to arrange.

- Octanorm structure 9x9ft
- Two chairs
- One table with branding option
- Backdrop and left right walls branding option
- Top fascia branding
- TV screen with stand
- Electric extension board

3.   You are therefore requested to kindly direct your team to reach at Pak-China Friendship Centre Islamabad on October 20, 2024 by 4:00 p.m. to finalize the stall arrangements on time. The tentative plan for the two days of Datafest 2024 is attached herewith for your record. For any further query or help, you may contact the focal person for your stall management Mr. Muhammad Hanan (SA) at 03159257363.

4.   We are highly grateful for your duly considering our invitation and participating in the Datafest 2024.

With profound regards.

(Rabia Awan)

ENTRANCE HALL – CAT -1

Stall #	Stall Name	Logo
1	Pakistan Bureau of Statistics	
2	NADRA	
3	UNICEF	
4	UNFPA	
5	World Bank	

GROUND FLOOR CAT- II

Stall #	Stall Name	Logo
1	KP IT Board	
2	Punjab IT Board	
3	AJ&K IT Board	
4	FAO	
5	NRTC (National Radio & Telecommunication Corporation)	
6	Pakistan Software Export Board (PSEB)	
7	MoPD&SI	
8	National University Of Sciences And Technology	
9	LUMS	
10	PAKISTAN BUREAUE OF STATISTICS	
11	SUPARCO	

GROUND FLOOR CAT- III

Stall #	Stall Name	Logo
1	C-Digital	
2	Land Management Information System	
3	NDMA	

GROUND FLOOR CAT- III

Stall #	Stall Name	Logo
4	Punjab Bureau Of Statistics,	
5	State Bank Of Pakistan	
6	KPK Bureau Of Statistics	
7	Bureau Of Statistics Sindh	
8	EMIS/PIE	
9	Agha Khan Foundation	

GROUNG FLOOR CAT- IV

Stall #	Stall Name	Logo
18	UNICEF-I	
19	Inbox (Sales Froce)	
20	RADIO PAKISTAN	
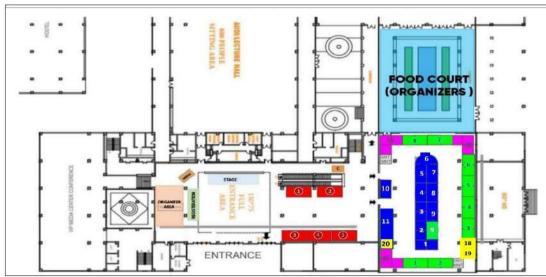
FIRST FLOOR CAT- III
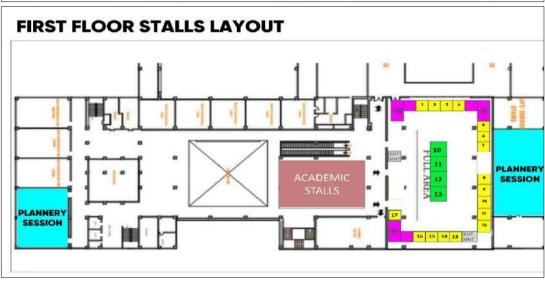
Stall #	Stall Name	Logo
10	Finance Division	
11	Bureau of Statistics, P &D Department, Balochistan	
12	Pakistan Meteorology Department	
13	Bureau Of Statistics P&D AJK	

FIRST FLOOR CAT- IV
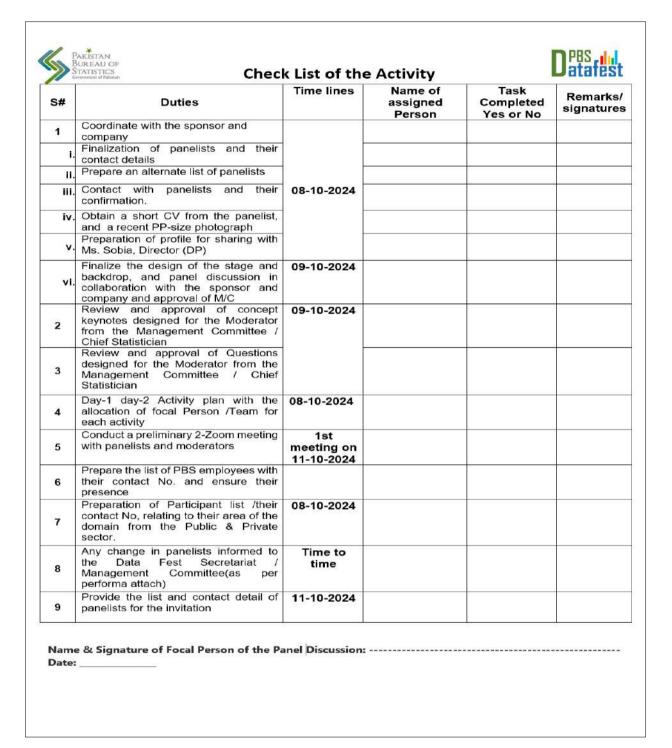
Stall #	Stall Name	Logo
1	IDARA-E-TALEEM(ITA)	
2	KARANDAAZ PAKISTAN	
3	Justice Project Pakistan (JPP)	
4	Pakistan Center for Philanthropy (PCP)	
5	Research and Development Solution, Islamabad	
6	Save the Children	

FIRST FLOOR CAT- IV

Stall #	Stall Name	Logo
7	NATIONAL ENERGY EFFICIENCY AND CONSERVATION AUTHORITY(NEEAC)	
8	Air University Islamabad	
9	Pakistan Agriculture Research Council (PARC)	
10	Directorate General Science Technology	
11	SMEDA	
12	Pace Technologies (AI, Blockchain)	
13	Securotek OY Finlad	
14	UNICEF-II	
15	Tourism Department, Gilgit Baltistan	
16	Extra Large Binary Technologies	
17	Tourism Department, AJK	

FIRST FLOOR STALLS LAYOUT

DataFest-2024

Performa For change of Panelists

Panel Discussion Theme and Topic	Previous Panelist	New panelist	Contact No.	Email ID	Reason of change

Name & Signature of Focal Person for Panel Discussion: _____

Date: _____

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Check List of the Activity

S#	Duties	Time lines	Name of assigned Person	Task Completed Yes or No	Remarks/ signatures
1	Coordinate with the sponsor and company				
i.	Finalization of panelists and their contact details				
ii.	Prepare an alternate list of panelists				
iii.	Contact with panelists and their confirmation.	08-10-2024			
iv.	Obtain a short CV from the panelist, and a recent PP-size photograph				
v.	Preparation of profile for sharing with Ms. Sobia, Director (DP)				
vi.	Finalize the design of the stage and backdrop, and panel discussion in collaboration with the sponsor and company and approval of M/C	09-10-2024			
2	Review and approval of concept keynotes designed for the Moderator from the Management Committee / Chief Statistician	09-10-2024			
3	Review and approval of Questions designed for the Moderator from the Management Committee / Chief Statistician				
4	Day-1 day-2 Activity plan with the allocation of focal Person /Team for each activity	08-10-2024			
5	Conduct a preliminary 2-Zoom meeting with panelists and moderators	1st meeting on 11-10-2024			
6	Prepare the list of PBS employees with their contact No. and ensure their presence				
7	Preparation of Participant list /their contact No, relating to their area of the domain from the Public & Private sector.	08-10-2024			
8	Any change in panelists informed to the Data Fest Secretariat / Management Committee(as per performa attach)	Time to time			
9	Provide the list and contact detail of panelists for the invitation	11-10-2024			

Name & Signature of Focal Person of the Panel Discussion: --

Date: _____

Workshop Management

Day-I (21 October, 2024) Workshop Details (18 Workshops x 1 Hour Each)

Time	W-1	W-2				
S-1 12:00 to 13:00	**(D1S1W1)** Organization: Pakistan Bureau of statistics (PBS) Presenter:Mr. Attiq ur Rehman(PBS) Topic: "Data For Investment" Chair: Dr Abdul Zahid Khan, Chairman DTM, (IIUI) Attendance:11	**(D1S1W2)** Organization: UNICEF Presenter:Joad Pedro Topic: "Child and Mother Health" Chair: Shazia Begum (PBS) Attendance:13	**(D1S1W3)** Organization: State Bank of Pakistan (SBP) Presenter: Mr. Muhammad Asif Yasir (SDSD, SBP) Topic: "SBP EasyData - making data access easier" Chair: Dr. Liaqat,(PBS) Attendance:18	**(D1S1W4)** Organization: NUST Presenter:Dr. Sundas & Dr. Topic: Integrated Approaches to Data Analytics and Visualization: Leveraging Power BI for Strategic Business Insights and& decision making. Chair:Mr. Rizwan Bashir, PBS Attendance:19	**(D1S1W5)** Organization:Dept. of Governance & Global Studies, Info Technology University. LHR Presenter: Dr. Abiha Zahra Topic: "Longitudinal Data from Public Sector Organizations and Bureaucracy: Trends, Insights and Challenges". Chair: Dr. kalsoom Akhtar Chaudhry (HOD, Statistics, Kinnaird College) Attendance:17	**(D1S1W6)** Organization: Wafaqi Muhtisb Presenter: Mr.Ashfaq Ahmed Topic: "Data Management and Operation at Wafaqi Muhtisb for Dispensation of Justice and eradication of maladministration" Chair: Mr. Shaukat Khan,DDG. (PBS) Attendance:38

BREAK (1:00 to 2:00)

Time	W-1	W-2				
S-2 14:15 to 15:15	**(D1S2W1)** Organization: Kinnaird College For Women, Lahore Presenter: Prof. Dr. Saleha Naghmi Topic: "Tidy verse (Working the Power of Data)" Chair: Dr. Ayesha Nazuk(NUST) Attendance:32	**(D1S2W2)** Organization: Pakistan Bureau of Statistics (PBS) Presenter: Dr. Baharawar Jan Topic: "Quantile-Wise Cost-of-Living Impact" Chair:i- Mr. Tariq Bashir (PBS) ii- Dr. Ehtesham Gull (PBS) Attendance:20	**(D1S2W3)** Organization: World Bank Presenter: Fahad Mirza Topic: "DASHBOARD/ leveraging the power of the data through story telling" Chair: Mr. Attiq ur Rehman(PBS) Attendance:16	**(D1S2W4)** Organization: i-Quaid-e-Azam University ii-PBS, DP Center Presenter: i- Dr.Zahid Asghar ii-Miss Sobia Munawar Topic: i "Data as the new Currency" ii- DSSI Chair: Dr. Khalid Farooq (PBS) Attendence:16 Attendence:12	**(D1S2W5)** Organization: Food & Agriculture Organization (FAO) Presenter: Mr. Noman Topic: "Digitalization of FAO Former Field School (FFS)" Chair:Dr. Amjad Javed Sandhu (PBS) Attendance:17	**(D1S2W6)** Organization: Crop Reporting Survey, Punjab (CRS) Presenter: Dr. Abdul Qayyum, DG. (CRS) Topic: "Introduction, crop reporting services Punjab. Methodology of crop area estimation, statistical method: remote sensing. Methodology of crop yield estimation. Important surveys" Chair: Dr. Naveed, JACC, PBS Attendance:26

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S-3	(D1S3W1)	(D1S3W2)	(D1S3W3)	(D1S3W4)	(D1S3W5)	(D1S3W6)
15:15 to 16:15	**Organization: Pakistan Bureau of Statistics (PBS)** **Presenter:** Dr.Sayad Waseem Abbas **Topic:**" Rural Statistics" **Chair:** Dr. Saleha Naghmi **Attendence:10**	**Organization:** Finance Division **Presenter:** Muhammad Zaman Bhatti **Topic:** "Pakistan Economy: Easy Access to Data " **Chair:** Mr. Naseer Ahmad (PBS) **Attendence:19**	**Organization: i-Pakistan Bureau of Statistics (PBS)** ii-Organization: UET TEXILA **Presenter: i-** Mr. Rizwan Bashir ii- Dr. Abid Rauf **Topic: i-**"Crime Statistics: Enhancement of Data Coverage and Improving Time Lag and Frequency for emerging Data Needs " ii- "A Comprehensive Overview of Statistical and Machine learning approches in Recommender Systems" **Chair:** Dr. Sundas (NUST) **Attendence:9** **Attendence:10**	**Organization:** NEECA **Presenter:** Mr. Akbar Ali Shirazi & Mr. Zeeshan Ullah **Topic:** "Pakistan's Fan replacement programme" **Chair:** Mr. Rafique Hussain Talpur (PBS) **Attendence:17**	**Organization: National University of Science & Technology (NUST)** **Presenter:i.** Dr. Ayesha Nazuk ii. Dr.Tanweer ul Islam **Topic: i.** " Exploring the potential Challenges of E-Governance in Pakistan". ii. Data Visualization with R **Chair:Dr.** Zahid Asghar(QAU) **Attendence:18** **Attendence:19**	**Organization: National University of Modern Languages, ICT (NUML)** **Presenter: i.**Miss Mehrun-Nisa ii. Miss Anna Sajid **Topic: i.** "Social Impact of Machine Learning & Applications " ii-"Healthcare and Generative AI: Transforming the Future" **Chair:** Shazia Begum, (PBS) **Attendence:13** **Attendence:17**

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Day-II (22 October, 2024) Workshop Details (24 Workshops x 1 Hour Each)

Time	(D2S1W1)	(D2S1W2)	(D2S1W3)	(D2S1W4)	(D2S1W5)	(D2S1W6)
S-1 1000 to 1100	Organization: i- Economic Data & Statistics Department, NEOM Saudi Arabia ii-Directorate General IT , Balochistan Presenter: i-Muhammad Mubashir Mukhtar ii- Madiha Iqbal Topic:i- "National Accounts and Economic Statistics in Public Policy Domain" ii-" Data Driven Interventions for Mental Health" Chair: Mr. Munwar Ali Ghanghro (PBS) Attendence:26	Organization: Pakistan Bureau of Statistics (PBS) Presenter: i. Mr. Ihsan ul Haq ii. Shazia Begum Topic: i. "Unveiling Health Financing in Pakistan: Insights from National Health Accounts" ii- "Growth & Development" Chair: Dr Tanveer ul Islam(NUST) i-Attendence:23 ii-Attendence:20	Organization: Competition Commission of Pakistan Presenter:Ms. Kishwar Khan Topic: "Essential Data for Research on Competition Issues:Insights under Pakistan Competition Act 2010 Chair: Syed Abul Qadir (PBS) Attendence:26	Organization: Bureau of Statistics, P&D Board, Punjab (BOS) Presenter: i. Ch.Sajid Rasool ii. Issac Shahzad Topic: i. "Data driven decision making through integration and visualization" ii-"Complex Sample Designs in Survey Estimation" Chair:Malik Rizwan Asghar (Metrological Department) Attendence:25 Attendence:15	Organization: i-National Commission on the Status of Women (NCSW) Presenter: Mr. Aftab Ahmad Afridi Topic: " National Gender Data Portal" Chair:Dr. Maryam Mahsal Khan(CECOS) Attendence:15	Organization: i-FAO ii-FAO iii-Pakistan Bureau of Statisitcs (PBS) Presenter: i-Miss Rehana ii-Mr. Saddam iii-Ms. Sobia Munawar & Mr. Arslan Basheer Topic: i-FSNIS, FAO Pakistan ii-Aqua Portal iii-Data Visualization of PBS Chair: :Dr. Sohail Khan (Sino-
	(D2S2W1)	(D2S2W2)	(D2S2W3)	(D2S2W4)	(D2S2W4)	(D2S2W6)
S-2 1130 to 1230	Organization: (International Islamic University, Islamabad (Department of Bioinformatics) Presenter: Dr. Mehrosh Khalid Topic: Empowering Decision-Making Through Data Visualization and Analysis Chair: Mr. Munwar Ali Ghanghro (PBS) Attendence:26	Organization:Bureau of Statistics, P&D Board, Punjab (BOS) Presenter i-Miss Saira Abid ii-Mr.Muhammad Farooq, Topic: i.In Equity Profile Reliving Patterns of Inequality ii.Punjab Info User Interface Workshop Chair:Mr. Ihsan ul Haq (PBS) Attendence:17 Attendence:19	Organization: Pakistan Bureau of statistics (PBS) Presenter: i-Mr. Saqib Sultan, PBS ii-Izzat Ali Chachar, BOS, Sindh Topic: i-"Social Development Index" ii-Empowering Decisions through Data Chair: Miss Kishwar Khan (CCP) Attendence:13 Attendence:13	Organization: Metrological department Presenter: Malik Rizwan Asghar Topic: "Data Acquisition Visualization and Forecasting Process" Chair:Ch.Sajid Rasool(BOS) Attendence:31	Organization:CECOS University of IT and Emerging Sciences) Presenter:Dr. Maryam Mahsal Khan Topic: i. "Using Predictive Technologies: The Role of Monsoon Forecasting in Disaster Risk Management" ii. Localized Mobile Health Application: Fully Automated AI Diagnostic for Sustainable Pakistan Chair:Mr. Yasir, DP, PBS Attendence:31 Attendence:30	Organization:Sino-Pak center for AI Presenter:Dr. Sohail Khan Topic: "High Performance Computing for Data Science Application" Chair: Ms. Sobia Munawar Attendence:25

	(D2S3W1)	(D2S3W2)	(D2S3W3)	(D2S3W4)	(D2S3W5)	(D2S3W6)
S-3 1400 to 1500	**Organization: Police Department , KP** **Presenter:** Kashif Mushtaq Kanju Topic: Technological Initiatives in KP **Chair:** Muhammad Ibrahim (RDS) Attendance:------------	**Organization: National University of Sciences and Technology (NUST)** **Presenter:** Dr. Verda Salman **Topic:** "Estimating Food Security Indicators with Household Integrated Economic Survey" **Chair:**Ms Rizwana Siddique, (PBS) **Attendence:13**	**Organization: Population Welfare Department,Punjab** **Presenter:** i-Yasir Rahim & Miss Rukhsana Kausar ii-Miss Saman Rai **Topic:** i-Data Story telling Fostering a Culture of evidance base decision making" ii-Role of SBCC in Population Management **Chair:**Prof. Dr. Jahangir Khan **Attendence:12** **Attendence:17**	**Organization:Precision Health Consultant Global (PHC)** **Presenter:** i- Dr. Ali Turab ii- Zille Huma, **Topic:**" Addressing Gaps in National Health Data" **Chair:** Dr. Muhammad Habib (Arid Uni.) **Attendence:26**	**Organization:PITB (Punjab Information Technology Board) , OSSP &BOS** **Presenter:** i. Mr. Rohail Amjad Mughal (represented PITB) ii. Mr. Rohail Amjad Mughal(BOS) **Topic:** i."Online Statistical system in Punjab-Integration Of Official Statistics On Rural Time Basis" ii"-Leveraging Technology for efficient Household Survey Data Collection" **Chair:**Dr. Maryam Mahsal **Attendence:33** **Attendence:23**	**Organization: PMAS Arid Agriculture University, Rawalpindi** **Presenter:** Dr Arshad Mahmood Malik **Topic:**Hydroponics Technological Interventions in Agriculture Farming, Challenges and Opportunities **Chair:** Mr. Jhangir (SECP) **Attendence:18**
	(D2S4W1)	(D2S4W2)	(D2S4W3)	(D2S4W4)	(D2S4W5)	(D2S4W6)
S-4 1530 to 1630	**Organization:Research and Development Solution, Isb** **Presenter:** i.Muhammad Ibrahim, ii-Syed Saddam Haider iii-Aisha Irum **Topic:** "Utilizing Proxy-Based Methodologies to Enhance HDI Estimates at the District Level" **Chair:**Mr. Azizullah Bhatti (PBS) **Attendance:23**	**Organization:Rawalpindi Women University** **Presenter:**Dr. Amber Sarwar **Topic:** "Habitats of Chilli Pepper in China under Climate Change" **Chair:** Mr. Suhaib, (PBS) **Attendance:13**	**Organization:Sarhad University of Science and IT** **Presenter:**Prof. Jahangir Khan **Topic:** "Remote Sensing Spatial Observations using MODIS Data Products for Drought and Land Surface Temperature over the Crop Land of Punjab - Pakistan" **Chair:**Dr Arshad Mahmood Malik(Arid Uni.) **Attendence:10**	**Organization: PMAS Arid Agriculture University, Rwp** **Presenter:** Dr. Muhammad Habib & Mr. Abdul Hameed **Topic:** "Exploring the Performance of various Machine Learning Algorithms on Diverse Datasets for Predictive Analysis" **Chair:** Mr. Ehtisham ,DP Centre (PBS) **Attendence:16**	**Organization: NEECA** **Presenter:** Mr. Zeeshan Ullah **Topic:** "Pakistan's Fan replacement programme" **Chair:** Yasir Rahim (PWD) Punjab **Attendence:28**	**Organization: Security and Exchange Commission of Pakistan (SECP)** **Presenter:**Mr.Jhangir **Topic:**"Digital Journey at SECP" **Chair:** Dr. Arshad Mahmood(PMAS Arid Uni.) **Attendence:15**
Total Slots			42			

DataFest-2024

DUTIES OF DATA FEST-2024		
DATA FEST ACTIVITIES	**SUB ACTIVITES**	**PBS FOCAL PERSON**
DAY-1		
1 Registration & Welcome		Mr. Ehtesham, Director DP Ms. Rizwana Siddique, Director
	1. Set up registration desk 2 hours before the event.	Raja Aurangzeb Khan, DPA
	2. QR Code placement at designated visible place for self-registration.	Raja Aurangzeb Khan, DPA
	3. Manual Registration Dataentry facilitation	Ms. Tayyeba Rehman, Sy. Analyst
	4. Issuance of Visitor Card	Ms. Tayyeba Rehman, Sy. Analyst
	5. Attendance of duty personal and officers/officials of PBS	Raja Aurangzeb Khan, DPA
	6. Guests welcome and guidance to auditorium	Ms. Asma Hamza, System Analyst
	7. Ensuring availability of information/material in digital form.	Ms. Asma Hamza, System Analyst
	8. IT Equipment up and running / other Material ready	Raja Aurangzeb Khan, DPA
	9. Manage attendee check-in, distribute name tags, and track attendance.	Raja Aurangzeb Khan, DPA
	10. Handle registration queries.	Raja Aurangzeb Khan, DPA
	11. Provide event schedules, maps, and other materials.	Ms. Asma Hamza, System Analyst
2 Inauguration Plan	**1. Planning and Coordination:**	Dr. Naeem Uz Zafar (SI) Mr. Muhammad Sarwar Gondal (SI), RM/SS
	Event Planning: Develop a detailed plan covering all aspects of the inauguration, including the schedule, venue setup, logistics and stage management	Ms. Rabia Awan, DDG (Datafest) Syed Hassan Raza, CSO
	Coordination: Work closely with vendors, sponsors, and stakeholders to ensure all elements are aligned and ready for the event.	Mr. Sahabat Nadeem, DP, Ms. Ehsana Anum Syed, SO
	2.Designated Welcoming Team:	Dr. Naveed Mr. Haseen Shah, SO Ms. Nasreen, SO
	Assign a team of volunteers specifically for welcoming guests of honor (INSO,s) guests.	Mr. Faiz, S.O Ms. Amna
	Ensure they are well-briefed on the guests' names, titles, and any special requirements.	Ms. Asia, SO , Ms. Neelum Bibi 2 Ushers
	3. Arrival Coordination:	Mr. Zubair, AD
	Coordinate with the guests of honor team regarding their arrival times and transportation.	Mr.Dildar,DCC
	Have a designated area for their arrival, such as a VIP entrance.	Mr. Sarfraz Ahmed, CSO
	4. Escort Service:	Mr. Altaf, A.O, Mr. Saqib, SO
	Volunteers should escort guests of honor from their arrival point to the main hall.	2 New SO,s + 1 Ushers
	Provide assistance with any luggage or materials they may have.	Mr.Adil, SA
	5. Personalized Welcome:	Mr. Shairdil
	Greet each guest of honor personally and introduce them to key event organizers.	Mr. Ali, SO
	Offer refreshments and a comfortable waiting area if they arrive early.	1 Usher
	6. Seating Arrangements:	Mr. Imran Saleem, Director Mr. Saeed Saqib Sultan, SO
	Ensure that seats for guests of honor are reserved and clearly marked.	Ms. Ruqiya, Ms. Shumila
	Volunteers should guide them to their seats and ensure they are comfortable.	Mr. Bilal Ahmed, SO, Dr. Adil
	7. Duty for filling the Hall with a Crowd: Duty for PBS Staff. Duty for University Student.	Qazi Saeed ul Hassan, DD,
	Have multiple check-in points to manage the crowd efficiently.	Ms. Sadia, DD
	Assign volunteers to guide attendees to their seats and answer any questions.	Ms. Ayesha Sajid, Instructor
	8.Media Partnerships:	Ms. Aisha Sajid, Instructor Ms Sana Habib Chaudhry, SO,
	Collaborations with leading media outlets to ensure extensive coverage.	Ms. Samra Iqbal, Sys Analyst,
	Special media passes for journalists and bloggers to access all areas of the event.	Mr. Muhammad Atif Nawaz, SA
	9. Press Conferences:	
	Scheduled press conferences with keynote speakers and organizers.	
	Opportunities for media to ask questions and conduct interviews.	
	10. Live Coverage:	
	Live streaming of key sessions and events on social media platforms.	
	Real-time updates on the event's official website and social media channels.	Mr. Ehtesham, Director DP,
	11. Press Releases:	Ms Sana Habib Chaudhry, SO,
	Regular press releases before, during, and after the event to keep the public informed.	Ms. Raheela
	Highlighting major announcements, partnerships, and outcomes of the event.	Ms. Sadia
	12. Media Kits:	
	Comprehensive media kits including event schedules, speaker bios, and background information.	
	High-quality images and videos for media use.	
	13. Social Media Engagement:	Ms Sana Habib Chaudhry, SO,
	Active engagement on platforms like Twitter, LinkedIn, and Facebook.	

DUTIES OF DATA FEST-2024

DATA FEST ACTIVITIES		SUB ACTIVITES	PBS FOCAL PERSON
		Use of event-specific hashtags to create buzz and facilitate online discussions.	
3	Guest of Honours Management	**Event Day Protocols**	Dr. Amjad Javed, DG Admin, Mr. Sarfaraz Ahmed, CSO
		* Coordination with Guests	Mr. Sarfraz Ahmed, CSO
		*Transportation (if needed)	Mr. Dildar Hussain, DACC
		*Arrival protocolsWelcome: Designate Staff/Volunteers to escort guests	Mr. Altaf Hussain, A.O. and Mr. Dildar Hussain, DACC
		*Announcement	Mr. Sarfraz Ahmed, CSO
		*Receiving and flowers presenting	Dr. Naveed Iqbal, JACC
		*Route to be used to escort them	Dr. Naveed Iqbal, two SAs and volunteers
		Event Protocols	
		*Sitting/ seating arrngements	Dr. Naveed Iqbal
		*introduction of guests(Profile)	Mr.Muhammad Sarfraz, CSO
		*Guided tour to the event	Dr. Naveed Iqbal, two SAs and volunteers
		*Organise private meetings with others dignitaries/attendees	Dr. Naveed Iqbal, Abdul Waheed Chana AE
		*Special refreshment	Mr. Haseeb ur Rehman
		Departures Protcols	
		*Personalised gifts/shields / Soveniours	Dr. Naveed Ibal
		*Recording of video clips about datafest (views)	Media Team
		*Appreciation note on their presence	Dr. Naveed Iqbal
		*Transportation(if needed)	Mr. Dildar Hussain, DACC
		*Escort guest of honour to vehicle	Mr. Dildar Hussain, DACC
		Post Departure Protocol	
		*Send personalised Thank-You note	Dr. Naveed Iqbal and Media team
4	Exhibition / Stall	**Stall Management Committee**	Ms. Shazia Director, Ms. Ms. Sadia Chaudhary, DD Mr. Zubair Ahmed AD
		Ensuring organization presence at venue on time	Mr. M.Hanan, SA Mr. Hizbullah, In
		Technical setup: Wi-Fi internet connectivity, Power supply and charging stations etc.	Mr. M.Hanan, SA Mr. Mudassir, SA
		Name tags and badges for easy identification	Ms. Neelum, SO Mr. Nasir Ali, SA Mr. Irfan Soomro, SA
		Technical support team (wherever required)	Mr. M.Hanan, SA Mr. Muhammad Ali, SA Mr. Hizbullah, In
		Food and refreshment (water station, tea and lunch arrangement)	Ms. Neelum, SO Mr. Nasir Ali, SA Mr. Irfan Soomro, SA
5	Workshops Management	**Facilitators availability (welcome note, entry exit facilitation)**	Dr. Behrawar Jan, DDG, Mr. Rizwan Bashir, Director Ms. Kanwal Murtaza, CSO
		Venue and infrastructure	Ms.Ayesha Khaliq (CSO)
		Seating arrangement: Depending on the type of workshop (e.g., lecture-style and round tables).	Mrs.Zahida Parveen
		Suitable space	Ms.Aqsa Shaukat (SO)
		Technical setup: • Projector and screen • Audio-visual equipment: (microphones, speakers, and video equipment) •Availabaility of ZOOM • Computers and laptops • Wi-fi/internet access • Power supply and charging stations	Ms.Ayesha Ishfaq
		Materials and supplies: • Printed materials • Stationery: pens, notepads, whiteboards, markers, and other writing materials for note-taking and group work. • Name tags and badges: for easy identification and networking among participants.	Mr.Shahzad Ahmed
		Facilitation focal person/speaker: • Technical support team: IT staff or technicians • Administrative support: coordinating logistics during the event.	Ms.Kaneez Amna
		Workshop agenda and schedule: • Agenda and timetable: session timings and breaks • Onsite signage: directions or signboards for participants to easily locate workshop rooms, breakout areas, and facilities like restrooms.	Ms.Kalsoom Begum (SO)
		Food and refreshments:(water station, tea or lunch arrangement)	Mr.Hafiz Muhammad Zahid
		Evaluation and feedback mechanism(After workshop) • Evaluation forms • Certificates/Gifts	Ms.Uswa Batool/Ms.Kulsoom Begum

DUTIES OF DATA FEST-2024

DATA FEST ACTIVITIES		SUB ACTIVITES	PBS FOCAL PERSON
6	Panel Discussion Hall 1 (2:00 PM to 4:00 PM)	Registration	Ms. Ehsana Anum Syed, SO
		Panelist introduction	Dr. Amjad Javed, DG Admin,
		Panelist introduction on screen with profile	Mr. Saqib Sultan Khawar
		Welcome Remarks(from pbs)	Ms. Rabia Awan, DDG (Datafest)
		Panelist list with topics (anchor/Moderator)	Dr. Faisal Abbas, Director, Center for Population and Wellbeing Studies,
		Engagment of audience	Mr. Haseeb ur Rehman
		Question answer session	Nabeel Haider, SA
		Online survey poll	Aqeela Yasmin,SA
		Open discussion /open end questions	Dr. Faisal Abbas, Director, Center for Population and Wellbeing Studies,
		Time Management display board	Mhammad Ali,SA PSLM
		Key point display on board with theme	Ms. Rabia Awan, DDG (Datafest)
		Media coverage	Mhammad Ali,SA PSLM
		Feedback session	Muhammad Ishfaq Malik,SA
		Refreshment	Mr. Saqib Sultan Khawar
		See off for departure	Dr. Amjad Javed, DG Admin, Ms. Rabia Awan, DDG (Datafest)
6	Panel Discussion Hall 2 (2:00 PM to 4:00 PM)	Registration	Mr.Muhammad Najeebullah
		Panelist introduction	Ms.Jessica Albert
		Panelist introduction on screen with profile	Ms.Hina Kanwal
		Welcome Remarks(from pbs)	Chief Statistician
		Panelist list with topics (anchor)	Shaukat Ali Khan, DDG
		Engagment of audience	Mr.Saqib Sultan Khawar
		Question answer session	Mr.Muhammad Ishfaq Malik
		Online survey poll	Mr.Muhammad Ali
		Open discussion /open end questions	Ms.Kanwal Murtaza
		Time Management display board	Ms.Sadaf Toqeer
		Key point display on board with theme	Ms.Hina Kanwal
		Media coverage	Ms.Saadia Nousheen
		Feedback session	Ms.Rabia Liyqat
		Refreshment	Ms.Ghazala Rana
		See off for departure	Mr.Saqib Sultan Khawar
7	IT Support on Event Day	**Pre-Event Setup**	
		1. Close coordination with Event Manager for all arrangements	Mr. Anwar Zaib Khan, DPA
		2. Assurance of High speed internet conncetion for particiapnts , stalls, workshops and panel discussion	Mr. Anwar Zaib Khan, DPA
		3. Network configuration (stable Wi-Fi connection)	Mr. Anwar Zaib Khan, DPA
		4. Equipment testing	Mr. Farukh Ishfaq, SA
		5. Software installation	Mr. Farukh Ishfaq, SA
		6. System backup	Mr. Farukh Ishfaq, SA
		7. Security checks	Mr. Ali Raza, System Analyst
		8. Power and backup system	Mr. Anwar Zaib Khan, DPA
		9. Technical Assistance	Mr. Ali Raza, System Analyst
		10. Presentation setup	Mr. Ali Raza, System Analyst
		11. Audio visual support for zoom meeting in consultation with event Manager	Mr. Ali Raza, System Analyst
		12. Streaming/Recording support	Mr. Ali Raza, System Analyst
		Attendee Support	
		13. Wi-Fi setup	Mr. Anwar Zaib Khan, DPA
		14. Help desk	Mr. Farukh Ishfaq, SA
8	Volunteers Management	1. **Pre-Event Briefing**: Hold a briefing session before the event to go over roles, responsibilities, and the schedule. Make sure everyone knows what is expected of them.	Ms. Ayesha Sajid, Instructor, Ms. Hina Kanwal, SO
		2. **Clear Communication**: Use a communication tool (like WhatsApp or a walkie-talkie system) to keep in touch with volunteers throughout the event. This helps in quickly addressing any issues that arise.	Ms. Ayesha Sajid, Instructor, Ms. Hina Kanwal, SO
		3. **Role Assignment**: Assign specific roles to each volunteer based on their skills and interests. Common roles might include registration, guiding attendees, technical support, and managing refreshments.	Ms. Ayesha Sajid, Instructor, Ms. Hina Kanwal, SO, Ms. Nubeed, SO, Ms. Hafsa, SA
		4. **Check-In and Check-Out**: Have a system in place for volunteers to check in and out. This helps you keep track of who is on-site and ensures everyone is accounted for.	Mr. Toseef, SO, Mr. Ameer, SO, Ms. Noor, SO
		5. **Support and Supervision**: Designate team leaders or supervisors who can provide support and guidance to volunteers. This ensures that volunteers have someone to turn to if they need help.	Ms. Ayesha Sajid, Instructor, Ms. Hina, SO
		6. **Breaks and Refreshments**: Schedule regular breaks and provide refreshments to keep volunteers energized and motivated.	Mr. Toseef, SO and Mr. Ameer, SO, Ms. Noor SO
	ring, Layout,)	Finalization of Venue setup	Ms. Rabia Awan, DDG (CP&C/CPMU), Mr.Qazi Saeed ul Hassan, DD Mr. Sabahat DPO
		Registration management	Mr. Faiz, S.O MR. Qamar, SA Mr. Anum, Steno
		Crowd control	Mr. Altaf, A.O, Mr. Majeedullah, AD MR. Bilal, MA

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DATA FEST ACTIVITIES	SUB ACTIVITES	PBS FOCAL PERSON
9 Venue Management (Security Floor Plan etc)	Technical support	Mr. Fahim, Suptd. Mr. Usama, T.O
	Security monitoring	Mr. Tariq Mustafa Mr. Arsal, UDC MR. Azhar, LDC
	Logistics coordination	Mr. Khalid, TO MR. Rehan, SA
	Vendor management	Mr. Zubair, AD
	Communication management	Mr. Shabaz, S.O MR. Nusrat, S.A
	Emergency response	Mr. M. Mushtaq, AD MR. Saeed, LDC
	Floor Managers	Mr. Sohail, Suptd. MR. Akhtar Ayub
10 Food Stall Management	**Vendor coordination:** Confirm arrival times and logistics with food vendors, caterers, and staff.	Mr. Suhaib, Director Ms. Rumana Sadaf, CSO (SD Section)
	Stall setup: Ensure all food stalls or refreshment areas are set up properly, including tables, signage, and serving stations.	Mr. Muhammad Ali, S.O (SD Section)
	Quality control : Monitor the preparation of food to ensure it meets the event's standards in terms of taste, freshness, and presentation.	Mr. Arslan Abdullah, S.A, (SD Section)
	Staffing: Ensure enough staff are available to serve food and assist attendees with their needs.	Mr. Umer, LDC, (FS-II)
	Food Products: Snacks, Burgers, Nugget, Kababs, Fries, Sandwiches etc	Mr. Sajid, S. A, (FS-II)
	Water Management: Hydration Stations: Set up multiple hydration stations to provide easy access to drinking water for attendees. Monitoring: Continuously monitor water usage and quality, and address any issues promptly.	Ms. Kinza, S.O, (FS-II)
	Coupon: Only for PBS staff not for outsiders.	Ms. Ayesha, ACC, (FS-II)
	Coffee Shope 1: Coupon from 1 to 200 for PBS Staff **Coffee Shope 2:** Coupon from 201 to 400 for PBS Staff	Mr. Hafiz Muhammad Zahid
11 Transport Management	**Needs Assessment:**	Mr. Dildar, DACC Mr. Bahadur Khan, Director
	Identify the number of attendees and, locations involved (Pak China Center, PBS HQ, Universities Estimate costs for various transport means (buses, shuttles, etc.).	Mr. Dildar Hussain, DACC
	Coordinate pick-up and drop-off times.	Mr. Shahid Mehmood Rathore
	Inform attendees about transport options, pick-up points and schedules.	Mr. Shafique Abdullah
	Logistics Planning	
	Map out routes and identify parking arrangements at venue	Mr. Rao Mujahid
	Formulation of a communication strategy, e.g. a WhatsApp group where drivers will share their location, to get insight into their current position.	Mr. Dildar Hussain, DACC
	A contingency plan, if bus gets stucks somewhere or gets some technical issue a backup/standby option should also be included in plan.	Mr. Mubashar Ahmad
	Liaise with transport providers to confirm bookings.	Mr. Shafique Abdullah
	On-Site Management	
	Assign staff to manage transport logistics on the event day.	Mr. Dildar Hussain, DACC
	Schedule for drivers with pick and drop locations, with time estimate (cushion for traffic jams, etc included)	Mr. Sohaib Hassan
12 Accommodation Management	**Hotel/Hostels Reservations:** **Block Booking:** Reserve a block of rooms at various hotels/hostels to accommodate different budgets and preferences. **Negotiations:** Negotiate rates and amenities with hotels to get the best deals for attendees. **Confirmation:** Ensure all reservations are confirmed and attendees receive their booking details.	Mr.Syed Hassan Raza, CSO Mr.Qazi Saeed ul Hassan, DD
	Transportation: **Shuttle Services:** Arrange shuttle services between hotels/hostels and the event venue. **Airport Transfers:** Provide transportation options for attendees arriving by air.	Mr.Bilal Ahmed, SO
	Communication: **Information Packets:** Send out detailed information note to attendees, including hotel details, check-in/check-out times, and transportation options. **Support:** Offer a dedicated support line or email for accommodation-related queries.	Mr.Abdul Qadir
	Special Requirements: **Accessibility:** Ensure accommodations are accessible for attendees with disabilities. **Dietary Needs:** Coordinate with hotels to accommodate special dietary requirements.	
	On-Site Coordination: **Welcome Desk:** Set up a welcome desk at the hotels to assist attendees with check-in and other queries. **Emergency Contacts:** Provide emergency contact information and support for any issues that arise.	

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DAY-2 Activity

Annex-AC

DUTIES OF DATA FEST-2024		
DATA FEST ACTIVITIES	**SUB ACTIVITES**	**PBS FOCAL PERSON**
DAY-2		
1 — **Registration & Welcome**	Set up registration desk 2 hours before the event.	Raja Aurangzeb Khan, DPA
	QR Code placement at designated visible place for self-registration.	Raja Aurangzeb Khan, DPA
	Manual Registration Dataentry facilitation	Ms. Tayyeba Rehman, Sy. Analyst
	Issuance of Visitor Card	Ms. Tayyeba Rehman, Sy. Analyst
	Attendance of duty personal and officers/officials of PBS	Raja Aurangzeb Khan, DPA
	Guests welcome and guidance to auditorium	Ms. Asma Hamza, System Analyst
	Ensuring availability of information/material in digital form.	Ms. Asma Hamza, System Analyst
	IT Equipment up and running / other Material ready	Raja Aurangzeb Khan, DPA
	Manage attendee check-in, distribute name tags, and track attendance.	Raja Aurangzeb Khan, DPA
	Handle registration queries.	Raja Aurangzeb Khan, DPA
	Provide event schedules, maps, and other materials.	Ms. Asma Hamza, System Analyst
2 — **Guest of Honours Management**	**Event Day Protocols**	Dr. Amjad Javed, DG Admin Mr. Sarfraz Ahmed, CSO
	* Coordination with Guests	Mr. Sarfraz Ahmed, CSO
	*Transportation (if needed)	Mr. Dildar Hussain, DACC
	Arrival protocols	
	*Welcome: Designate Staff/Volunteers to escort guests	Mr. Altaf Hussain, A.O. and Mr. Dildar Hussain, DACC
	*Announcement	Mr. Sarfraz Ahmed, CSO
	*Receiving and flowers presenting	Dr. Naveed Iqbal, JACC
	*Route to be used to escort them	Dr. Naveed Iqbal, two SAs and volunteers
	Event Protocols	
	*Sitting/ seating arrngements	Dr. Naveed Iqbal
	*introduction of guests(Profile)	Mr.Muhammad Sarfraz, CSO
	*Guided tour to the event	Dr. Naveed Iqbal, two SAs and volunteers
	*Organise private meetings with others dignitaries/attendees	Dr. Naveed Iqbal, Abdul Waheed Chana AE
	*Special refreshment	Mr. Haseeb ur Rehman
	Departures Protcols	
	*Personalised gifts/shields / Soveniours	Dr. Naveed Ibal
	*Recording of video clips about datafest (views)	Media Team
	*Appreciation note on their presence	Dr. Naveed Iqbal
	*Transportation(if needed)	Mr. Dildar Hussain, DACC
	*Escort guest of honour to vehicle	Mr. Dildar Hussain, DACC
	Post Departure Protocol	
	*Send personalised Thank-You note	Dr. Naveed Iqbal and Media team
3 — **Exhibition / Stall**	**Stall Management Committee**	Ms. Shazia Director, Ms. Ms. Sadia Chaudhary, DD Mr. Zubair Ahmed AD
	Ensuring organization presence at venue on time	Mr. M.Hanan, SA Mr. Hizbullah, In
	Technical setup: Wi-Fi internet connectivity, Power supply and charging stations etc.	Mr. M.Hanan, SA Mr. Mudassir, SA
	Name tags and badges for easy identification	Ms. Neelum, SO Mr. Nasir Ali, SA Mr. Irfan Soomro, SA
	Technical support team (wherever required)	Mr. M.Hanan, SA Mr. Muhammad Ali, SA Mr. Hizbullah, In
	Food and refreshment (water station, tea and lunch arrangement)	Ms. Neelum, SO Mr. Nasir Ali, SA Mr. Irfan Soomro, SA
1	Facilitators availability (welcome note, entry exit facilitation)	Dr. Behrawar Jan, DDG, Mr. Rizwan Bashir, Director Ms. Kanwal Murtaza, CSO
	Venue and infrastructure	Ms.Ayesha Khaliq (CSO)
	Seating arrangement: Depending on the type of workshop (e.g., lecture-style and round tables).	Mrs.Zahida Parveen
	Suitable space	Ms.Aqsa Shaukat (SO)

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DATA FEST ACTIVITIES		SUB ACTIVITIES	PBS FOCAL PERSON
4	Workshops Management	**Technical setup:** • Projector and screen • Audio-visual equipment: (microphones, speakers, and video equipment) • Availabaility of ZOOM • Computers and laptops • Wi-fi/internet access: • Power supply and charging stations	Ms.Ayesha Ishfaq
		Materials and supplies: • Printed materials • Stationery: pens, notepads, whiteboards, markers, and other writing materials for note-taking and group work. • Name tags and badges: for easy identification and networking among participants.	Mr.Shahzad Ahmed
		Facilitation focal person/speaker: • Technical support team: IT staff or technicians • Administrative support: coordinating logistics during the event.	Ms.Kaneez Amna
		Workshop agenda and schedule: • Agenda and timetable: session timings and breaks • Onsite signage: directions or signboards for participants to easily locate workshop rooms, breakout areas, and facilities like restrooms.	Ms.Kalsoom Begum (SO)
		Food and refreshments:(water station, tea or lunch arrangement)	Mr.Hafiz Muhammad Zahid
		Evaluation and feedback mechanism(After workshop) • Evaluation forms • Certificates/Gifts	Ms.Uswa Batool/Ms.Kalsoom Begum
5	Panel Discussion Hall 1 (11:00 AM to 1:00 PM)	Registration	Hina Kanwal,SO
		Panelist introduction	Mr. Bilal Malaeb, World Bank , Moderator
		Panelist introduction on screen with profile	Dr. Arshad, CSO
		Welcome Remarks(from pbs)	Ms. Rabia Awan, DDG (Datafest)
		Panelist list with topics (anchor)	Dr. Arshad, CSO
		Engagement of audience	Ms.Kulsoom Fatima
		Question answer session	Muhammad Ali, SA
		Online survey poll	Sadaf Toqueer
		Open discussion /open end questions	Mr. Bilal Malaeb, World Bank , Moderator
		Time Management display board	Muhammad Ali, SA
		Key point display on board with theme	Dr. Arshad, CSO
		Media coverage	Mr. Saqib Sultan Khawar
		Feedback session	Mr. Saqib Sultan Khawar
		Refreshment	muhammad Ishfaq Malik, SA
		See off for departure	Ms. Rabia Awan, DDG (Datafest) Dr. Arshad, CSO
5	Panel Discussion Hall 1 (2:00 PM to 4:00 PM)	Registration	Mr.Hammad Ali Masood , DRA
		Panelist introduction	Ms.Sobia Munawar
		Panelist introduction on screen with profile	Mr. Arslan Bashir
		Welcome Remarks(from pbs)	Ms.Sobia Munawar
		Panelist list with topics (anchor)	Mr. Arslan Bashir
		Engagement of audience	Mr. Ghufran ullah, System Analyst , Mr. Ghulam Kibria DPO
		Question answer session	Mr.Irfan Bajwa, DPA , Ms.Alina Qadeer,DPA
		Online survey poll	Mr.Asif Usman Khattak
		Open discussion /open end questions	Mr.Asif Usman Khattak
		Time Management display board	Mr.Irfan Haider, DPO
		Key point display on board with theme	Mr.Irfan Haider, DPO
		Media coverage	Ms.Alina Qadeer, DPA , Mr. Asif Khattak, CSA
		Feedback session	Ms.Alina Qadeer, DPA
		Refreshment	Mr. Ghufran ullah, System Analyst
		See off for departure	Ms.Sobia Munawar

DUTIES OF DATA FEST-2024

DATA FEST ACTIVITIES		SUB ACTIVITES	PBS FOCAL PERSON
5	**Panel Discussion Hall 2 (11:00 AM to 1:00 PM)**	Registration	Mrs. Hina Nousheen (SO), Mrs. Sadia Anjum
		Panelist introduction	Mr. Attiq Ur Rehman/Moderator
		Panelist introduction on screen with profile	Mr. Shahzad S.O
		Welcome Remarks(from pbs)	Mr. Attiq Ur Rehman
		Panelist list with topics (anchor)	Dr. Adil
		Engagment of audience	Dr. Adil
		Question answer session	Mr. Aamir Bilal (SA), Mr. Muneeb Ur Rehman (SA)
		Online survey poll	Ms. Hafsa Anwar Jan S.O
		Open discussion /open end questions	Dr. Liaqat Ali (CSO)
		Time Management display board	Mr. Wahaj Tariq (SA)
		Key point display on board with theme	Mr. Asif (CSO) , Mr. Tahir ul Islam (SO)
		Media coverage	Dr. Syed Jawad Ali Shah
		Feedback session	Dr. M Khalid Farooq
		Refreshment	Mrs. Naeem Atta (SO), Mr. Zakria (SO)
		See off for departure	Mr. Attiq Ur Rehman, Dr. Adil
5	**Panel Discussion Hall 2 (2:00 PM to 4:00 PM)**	Registration	1.Mrs.Zartashia (CSO), 2.Mrs.Shaista Jabeen(SA)
		Panelist introduction	Moderator
		Panelist introduction on screen with profile	do
		Welcome Remarks(from pbs)	Chief Statistician
		Panelist list with topics (anchor)	Syed Abd ul Qadir Shah (DG)
		Engagement of audience	do
		Question answer session	Hafiz Muhammad Rashid Qasmi(SA) Saqib Gulzar (LDC)
		Online survey poll	Mr.Mahmood Ahmad Qureshi (CSO)
		Open discussion /open end questions	Mrs.Zartashia (CSO)
		Time Management display board	Hafiz Muhammad Rashid Qasmi(SA) Saqib Gulzar (LDC)
		Key point display on board with theme	Mrs.Zartashia (CSO), Mrs.Shaista Jabeen(SA)
		Media coverage	Mrs.Zartashia (CSO) Mr.Zaib Khan (Steno typist)
		Feedback session	Mr.Mahmood Ahmad Qureshi (CSO) Mr.Zaib Khan (Steno typist)
		Refreshment	1. Mr.Zaib Khan (Steno typist) 2. Saqib Gulzar (LDC)
		See off for departure	1. Syed Abd ul Qadir Shah (DG) 2. Mr.Mahmood Ahmad Qureshi (CSO)
6	**Closing Ceremony**	**1. Event Coordinator:**	Ms. Rabia Awan, DDG (Datafest) Syed Hassan Raza, CSO
		Oversee the entire ceremony, ensuring all elements come together seamlessly.	Mr. Sahabat Nadeem, DP
		Coordinate with different teams (technical, hospitality, security) to ensure everyone is on the same page.	Mr. Sarfraz Ahmed, CSO Dr. Naveed
		2. Stage Manager:	Mr. Faiz, S.O Ms. Amna
		Manage the stage setup, including lighting, sound, and any visual presentations.	Mr. Irfan Raza, SO Dr. Shafeeq, SO + 2 Ushers
		Ensure speakers and performers are ready and briefed on their cues.	Mr. Zubair, AD
		3. Technical Support:	Mr.Dildar,DCC
		Handle all audio-visual equipment, including microphones, projectors, and live streaming setups.	Mr. Sarfraz Ahmed, CSO
		Troubleshoot any technical issues that arise during the event.	Mr. Altaf, A.O, Mr. Saqib, SO
		4. Guest Relations:	Mr. Bilal Ahmed, SO + 1 Ushers
		Manage invitations and RSVPs, ensuring all guests are accounted for.	Mr.Adil, SA

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	DATA FEST ACTIVITIES	SUB ACTIVITES	PBS FOCAL PERSON
		Provide hospitality services, such as refreshments and seating arrangements for	Mr. Shairdil
		5. Program Coordinator:	Mr. Ali, SO
		Develop and manage the program schedule, ensuring each segment runs on time.	1 Usher
		Coordinate with speakers and performers to ensure they are prepared and know their roles.	Mr. Imran Saleem, Director / Mr. Saeed Saqib Sultan, SO
		6. Rehearsal Coordinator:	Ms. Ruqiya, Ms. Shumila
		Organize and conduct rehearsals to ensure everyone is familiar with the program and their roles.	Mr. Hafiz Muhammad Zahid, Dr. Adil
		Address any issues that come up during rehearsals to avoid problems during the actual event.	Qazi Saeed ul Hassan, DD,
		7. Communications Team:	Mr. Abdul Qadir, SO, Ms. Sadia, DD
		Manage communications with attendees, including sending out reminders and	Ms. Samra Iqbal, Sys Analyst,
		Handle any media coverage or social media updates related to the event.	Mr. Muhammad Atif Nawaz, SA
7	Fun Activity Management(Cultural Event, Amusement Activity)	Looking after of the event	Mr. Rafique Hussain Talpur, Director
		Receiving of Guests	Mr. Sayyad Anwar,CSO / Mr. Azhar Naqvi, APS
		1. Cultural Event:Arrange cultural Events that showcase local traditions and arts, providing entertainment and a break from the technical sessions.	Mr.Muhammad Irfan, SA
		2. Competitions and Games: Engage the audiance in various competitions and games designed to test their skills and knowledge in a fun and interactive way.	Ms. Kishwar Sultana, SA
		3. Poetry, Singing Competition among Audience:Arrange the poetry,singing ,etc competition among the audience.	Mr. Abdul Majeed,LDC
8	IT Support on Event Day	Pre-Event Setup	Mr. Ehtesham, Director DP
		1. Close coordination with Event Manager for all arrangements	Mr. Anwar Zaib Khan, DPA
		2. Assurance of High speed internet conncetion for particiapnts , stalls, workshops and panel discussion	Mr. Anwar Zaib Khan, DPA
		3. Network configuration (stable Wi-Fi connection)	Mr. Anwar Zaib Khan, DPA
		4. Equipment testing	Mr. Farukh Ishfaq, SA
		5. Software installation	Mr. Farukh Ishfaq, SA
		6. System backup	Mr. Farukh Ishfaq, SA
		7. Security checks	Mr. Ali Raza, System Analyst
		8. Power and backup system	Mr. Anwar Zaib Khan, DPA
		9. Technical Assistance	Mr. Ali Raza, System Analyst
		10. Presentation setup	Mr. Ali Raza, System Analyst
		11. Audio visual support for zoom meeting in consultation with event Manager	Mr. Ali Raza, System Analyst
		12. Streaming/Recording support	Mr. Ali Raza, System Analyst
		Attendee Support 13. Wi-Fi setup	Mr. Anwar Zaib Khan, DPA
		14. Help desk	Mr. Farukh Ishfaq, SA
9	Volunteers Management	1. Pre-Event Briefing: Hold a briefing session before the event to go over roles, responsibilities, and the schedule. Make sure everyone knows what is expected of	Ms. Ayesha Sajid, Instructor, Ms. Hina Kanwal, SO
		2. Clear Communication: Use a communication tool (like WhatsApp or a walkie-talkie system) to keep in touch with volunteers throughout the event. This helps in quickly addressing any issues that arise.	Ms. Ayesha Sajid, Instructor, Ms. Hina Kanwal, SO
		3. Role Assignment: Assign specific roles to each volunteer based on their skills and interests. Common roles might include registration, guiding attendees, technical support, and managing refreshments.	Ms. Ayesha Sajid, Instructor, Ms. Hina Kanwal, SO, Ms. Nubeed, SO, Ms. Hafsa, SA
		4. Check-In and Check-Out: Have a system in place for volunteers to check in and out. This helps you keep track of who is on-site and ensures everyone is accounted	Mr. Toseef, SO, Mr. Ameer, SO, Ms. Noor, SO
		5. Support and Supervision: Designate team leaders or supervisors who can provide support and guidance to volunteers. This ensures that volunteers have someone to turn to if they need help.	Ms. Ayesha Sajid, Instructor, Ms. Hina, SO
		6. Breaks and Refreshments: Schedule regular breaks and provide refreshments to keep volunteers energized and motivated.	Mr. Toseef, SO and Mr. Ameer, SO, Ms. Noor SO

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	DATA FEST ACTIVITIES	SUB ACTIVITIES	PBS FOCAL PERSON
10	Venue Management (Securing, Layout, Floor Plan etc.)	Finalization of Venue setup	Ms. Rabia Awan, DDG (CP&C/CPMU), Mr.Qazi Saeed ul Hassan, DD Mr. Sabahat DPO
		Registration management	Mr. Faiz, S.O MR. Qamar, SA Mr. Anum, Steno
		Crowd control	Mr. Altaf, A.O, Mr. Majeedullah, AD MR. Bilal, MA
		Technical support	Mr. Fahim, Suptd. Mr. Usama, T.O
		Security monitoring	Mr. Tariq Mustafa Mr. Arsal, UDC MR. Azhar, LDC
		Logistics coordination	Mr. Khalid, TO MR. Rehan, SA
		Vendor management	Mr. Zubair, AD
		Communication management	Mr. Shabaz, S.O MR. Nusrat, S.A
		Emergency response	Mr. M. Mushtaq, AD MR. Saeed, LDC
		Floor Managers	Mr. Sohail, Suptd. MR. Akhtar Ayub
11	Food Stall Management	**Vendor coordination:** Confirm arrival times and logistics with food vendors, caterers, and staff.	Mr. Suhaib, Director Ms. Rumana Sadaf, CSO (SD Section)
		Stall setup: Ensure all food stalls or refreshment areas are set up properly, including tables, signage, and serving stations.	Mr. Muhammad Ali, S.O (SD Section)
		Quality control : Monitor the preparation of food to ensure it meets the event's standards in terms of taste, freshness, and presentation.	Mr. Arslan Abdullah, S.A, (SD Section)
		Staffing: Ensure enough staff are available to serve food and assist attendees with their needs.	Mr. Umer, LDC, (FS-II)
		Food Products: Snacks, Burgers, Nuggest, Kababs, Fries, Sandwiches etc	Mr. Sajid, S. A, (FS-II)
		Water Management: **Hydration Stations:** Set up multiple hydration stations to provide easy access to drinking water for attendees. Monitoring: Continuously monitor water usage and quality, and address any issues promptly.	Ms. Kinza, S.O, (FS-II)
		Coupon: Only for PBS staff not for outsiders.	Ms. Ayesha, ACC, (FS-II)
		Coffee Shope 1: Coupon from 1 to 200 for PBS Staff **Coffee Shope 2:** Coupon from 201 to 400 for PBS Staff	Mr. Hafiz Muhammad Zahid
12	Transport Management	**Needs Assessment:**	Mr. Dildar, DACC Mr. Bahadur Khan, Director
		Identify the number of attendees and, locations involved (Pak China Center, PBS HQ, Universities Estimate costs for various transport means	Mr. Dildar Hussain, DACC
		Coordinate pick-up and drop-off times.	Mr. Shahid Mehmood Rathore
		Inform attendees about transport options, pick-up points and schedules.	Mr. Shafique Abdullah
		Logistics Planning	
		Map out routes and identify parking arrangements at venue	Mr. Rao Mujahid
		Formulation of a communication strategy, e.g. a WhatsApp group where drivers will share their location, to get insight into their current position.	Mr. Dildar Hussain, DACC
		A contingency plan, if bus gets stucks somewhere or gets some technical issue a backup/standby option should also be included in plan.	Mr. Mubashar Ahmad
		Liaise with transport providers to confirm bookings.	Mr. Shafique Abdullah
		On-Site Management	
		Assign staff to manage transport logistics on the event day.	Mr. Dildar Hussain, DACC
		Schedule for drivers with pick and drop locations, with time estimate (cushion for traffic jams, etc included)	Mr. Sohaib Hassan
	...ment	**Hotel/Hostels Reservations:**	Mr.Syed Hassan Raza, CSO
		Shuttle Services: Arrange shuttle services between hotels/hostels and the event venue. **Airport Transfers:** Provide transportation options for attendees arriving by air.	Mr.Bilal Ahmed, SO

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	DATA FEST ACTIVITIES	SUB ACTIVITES	PBS FOCAL PERSON
13	Accommodation Management	**Information Packets:** Send out detailed information note to attendees, including hotel details, check-in/check-out times, and transportation options. **Support:** Offer a dedicated support line or email for accommodation-related queries.	Mr.Abdul Qadir
		Accessibility: Ensure accommodations are accessible for attendees with disabilities. **Dietary Needs:** Coordinate with hotels to accommodate special dietary requirements.	
		On-Site Coordination: **Welcome Desk:** Set up a welcome desk at the hotels to assist attendees with check-in and other queries. **Emergency Contacts:** Provide emergency contact information and support for any issues that arise.	
14	Media Management	**Live Social Media Coverage:** post updates on social media platforms like Twitter, Instagram, and Facebook. Also, to share some photos, quotes, and highlights from the conference sessions and activities.	Ms. Aisha Sajid, Instructor Ms Sana Habib Chaudhry, SO, Ms. Samra Iqbal, Sys Analyst, Mr. Muhammad Atif Nawaz, SA
		On-Site Media Relations: To arrange some interviews with key speakers and attendees. Set up a media center with resources and materials for journalists.	Ms. Sadia Iqbal Ms. Rahila Sharif
		Engagement Activities: Can create live polls or Q&A sessions during presentations to increase audience participation. Encourage attendees to share their experiences on social medial using some special hashtags or just one key hashtag.	Ms. Sana Habib Ms. Hina Basharat
		Photography and Videography: the already hired professional photographer/videographer should capture key moments and create some highlight reels to share post-conference. Including 4 Camera Setup to Cover Inaguration & Photo & Videography Services - Covering Inauguration/Stalls/Panel	Mr. Shehzad Mr. Haris Khan
		Post-Event Networking:Post-Event Recap: recap press release highlights the success of the event. Share key takeaways, statistics, and testimonials from attendees and speakers. & Commensts booth	Mr.Syed Uzair Ali Ms.Sadia Mariyam
		Thank You Campaign: Sending thank-you emails to speakers, sponsors, and attendees after the event. Highlight key moments from the data-fest in these	Ms Bushra Warsi Ms. Rahila Sharif
		Follow-Up Campaign: Publish articles or videos summarizing key sessions and insights from the data-fest. Also, to share attendee testimonials and success stories.	Mr.Haris Khan Mr.Syed Uzair Ali
		Media Coverage Monitoring: Monitor and compile all media coverage of the event for reporting and evaluation. Share a brief summary of media impressions and engagement with stakeholders.	Ms.Bilqees Nazir Ms.Sana Naz
		Media Engagement of TV + Press + Radio channels	Ms. Sana Habib Ms. Rahila Sharif, Ms.Sadia Mariyam
		1 Main influencer + 4 Supporting Influencers	
15	Assurance of Duties for Event Day(Ushers)	Welcome attendees, provide directions, and answer queries.	Mr. Sarfaraz, CSO, Dr. Arshad, CSO
		Manage registration desk, distribute name tags, and track attendance.	Syed Hassan Raza, CSO
		Ensure attendees have valid tickets or passes.	Ms.Ruqia Bano
		Escort speakers, panelists, and VIPs to designated areas.	Mr.Iftekhar Abbasi
		Monitor session rooms, manage seating, and maintain order.	Ms.Asia Bibi (SO)
		Provide assistance during emergency situations.	Ms.Neelam Bibi (SO)

DataFest-2024

Attendance Sheet for Stalls

DataFest

Government of Pakistan
Ministry of Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
(Datafest Secretariat)

PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

Attendance (Stall) - Data Fest 2024

Stall Details

Stall No and Category: _____

Date and Time : _____

Organization Name: _____

Name of PBS Focal Person: _____

Sr#	Name with Designation	Department	Contact#	Email	Signature

Check List for Stalls

Government of Pakistan
Ministry of Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
(Datafest Secretariat)

PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

Basic Stall Check List - Data Fest 2024

Stall Details

Stall No : _____

Date and Time : _____

Organization Name: _____

Name of PBS Focal Person: _____

Verification Checklist

Category	Item Description	Yes	No (Please Specify)	Verified By Name	Signature
Participants' Attendance Taken	Also attach attendance sheet				
Furniture Arrangement	Availibity of 1 Table with branding				
	Availibilty of 2 chairs				
Technical Setup	TV screen with stand				
	Electical extension board				
	Wi-fi/internet access				
Design	Backdrop and left right walls branding				
	Top fascia branding				
	Octanorm Structure 9x9ft				
Facilitation Focal Person	Technical support Staff				
	Administrative support Staff: coordinating logistics during the event.				

Note:Please retain the photocopy of this proforma & attendance sheet and original may be given to Data Fest Secretariat

Name of Focal Person:_____ Signature:_____

Government of Pakistan
Ministry of Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
(Datafest Secretariat)

PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

Medium Stall Check List - Data Fest 2024

Stall Details

Stall No : _____

Date and Time : _____

Organization Name: _____

Name of PBS Focal Person: _____

Verification Checklist

Category	Item Description	Yes	No (Please Specify)	Verified By Name	Signature
Participants' Attendance Taken	Also attach attendance sheet				
Furniture Arrangement	Availibity of 2 Table with branding				
	Availibilty of 4 chairs				
Technical Setup	TV screen with stand				
	2 Electical extension board				
	Wi-fi/internet access				
Design	Backdrop and left right walls branding				
	Top fascia branding				
	Octanorm Structure 9x18ft				
Facilitation Focal Person	Technical support Staff				
	Administrative support Staff: coordinating logistics during the event.				

Note:Please retain the photocopy of this proforma & attendance sheet and original may be given to Data Fest Secretariat

Name of Focal Person:_____ Signature:_____

DataFest-2024

www.pbs.gov.pk

Premium Stall Check List - Data Fest 2024

Stall Details

Stall No : _____

Date and Time : _____

Organization Name: _____

Name of PBS Focal Person:_____

Verification Checklist

Category	Item Description	Yes	No (Please Specify)	Verified By Name	Signature
Participants' Attendance Taken	Also attach attendance sheet				
Furniture Arrangement	Availibity of 2 Table/Shelves for IEC display				
	Availibilty of 6 chairs				
Technical Setup	TV screen with stand				
	2 Electical extension board				
	Digital Display for videos				
	Wi-fi/Internet access				
Design	Backlit disply of logo				
	Size 20x10ft with raised platform				
Facilitation Focal Person	Technical support Staff				
	Administrative support Staff: coordinating logistics during the event.				

Note: Please retain the photocopy of this proforma & attendance sheet and original may be given to Data Fest Secretariat

Name of Focal Person: _____   Signature: _____

Essential Stall Check List - Data Fest 2024

Stall Details

Stall No : _____

Date and Time : _____

Organization Name: _____

Name of PBS Focal Person:_____

Verification Checklist

Category	Item Description	Yes	No (Please Specify)	Verified By Name	Signature
Participants' Attendance Taken	Also attach attendance sheet				
Furniture Arrangement	Availibity of 2 Table with branding				
	Availibilty of 4 chairs				
Technical Setup	TV screen with stand				
	2 Electical extension board				
	Wi-fi/internet access				
Design	Backdrop and left right walls branding				
	Top fascia branding				
	Octanorm Structure 9x18ft				
Facilitation Focal Person	Technical support Staff				
	Administrative support Staff: coordinating logistics during the event.				

Note: Please retain the photocopy of this proforma & attendance sheet and original may be given to Data Fest Secretariat

Name of Focal Person: _____   Signature: _____

STALL FEEDBACK PROFORMA
For Data Fest 2024 – Stall Participating Companies

Company Name: _____

Contact Person: _____   Phone Number: _____

Stall type: _____   Email: _____

1. Design Team Cooperation

- How would you rate the cooperation of the design team?
  ☐ Excellent ☐ Good ☐ Average ☐ Poor

- Were your design change requests entertained?
  ☐ Yes ☐ No ☐ Partially

- Comments/Concerns related to design cooperation or change requests:

_____

_____

2. Furniture Quality

- How would you rate the quality of the furniture provided?
  ☐ Excellent ☐ Good ☐ Average ☐ Poor

- Comments/Concerns related to the furniture (e.g., old furniture, etc.):

_____

_____

3. Cost Concerns

- How would you rate the cost of the stall setup and design services?
  ☐ Reasonable ☐ High ☐ Very High

- Comments/Concerns related to the costs (e.g., overpricing, value for money):

_____

_____

4. Additional Feedback

- Do you have any other concerns or suggestions for improvement?

_____

_____

Date: _____   Signature: _____

This form can serve as a quick and straightforward way to document the feedback from each stall, giving you insights into design, furniture, and cost-related issues.

Government of Pakistan
M/o. Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
*****

PROFORMA FOR FEEDBACK / SUGGESTIONS

Name of Organization _____

Name of Focal Person _____

Contact Number _____

Work Station	Presenter	Topic	Total
ATTENDANCE OF WORKSHOPS			
WS1	Mr. Attiq ur Rehman	Data for Investment in 21st Century	11
WS1	Dr. Saleha Naghmi	Tidy Verse (Working the Power of Data)	34
WS1	Dr. Syed Wasim Abbas	Data for Governance and Growth	14
WS1	Mr. Muhammad Mubashir Mukhtar	National Accounts and Economic Statistics in Public Policy Domain	23
WS1	Dr. Madiha Iqbal	Data Driven Interventions for Mental Health	23
WS1	Dr. Mehrosh Khalid	Empowering Decision Making Through Data Analysis and Visualization	26
WS1	Mr. Muhammad Kashif Mushtaq Kanju	Technological Initiatives In KP	21
WS1	Mr. M Ibrahim Syed Saddam & Ms. Ms. Aisha Irum	Data Driven Urban Solutions	23
WS2	Ms. Joao Pedro	Child and Mother Health	13
WS2	Dr. Bahrawar Jan	Quantile-Wise Cost-of-Living Impact	17
WS2	Mr. Muhammad Zaman Bhatti	Pakistan Economy: Easy Access to Data	17
WS2	Ms. Shazia Begum	Growth and Development	20
WS2	Mr. Ihsan-ul Haq	Unveiling Health Financing in Pakistan: Insights from National Health Accounts	15
WS2	Mr. Muhammad Farooq	Equity Profile Reliving Patterns of Inequality	19
WS2	Ms. Saira Abid	Punjab User Interface	17
WS2	Dr. Verda Salman	Estimating Food Security Indicators with Household Integrated Economic Survey	18
WS2	Dr. Amber Sarwar	Habitats of Chilli Pepper in China under Climate Change	14
WS3	Mr. Rizwan Bashir	Crime Statistics; Enhancing of Data Coverage and Improving Time Lag and Frequency for Emerging Data Needs	10
WS3	Dr. Abid Rauf	Crime Statistics; Enhancing of Data Coverage and Improving Time Lag and Frequency for Emerging Data Needs	10
WS3	Mr. Muhammad Asif	SBP EasyData-making data access easier	18
WS3	Mr. Fahad Mirza	DASHBOARD/ Leveraging the Power of Data through story telling	16
WS3	Dr. Abid Rauf	Enhancing E-Governance through recommender System; Personalize services for citizen engagement and policy efficiency	9
WS3	Ms. Kishwar Khan	Essential Data for Research on Competition Issue: Insights Pakistan Competition Act 2010	14
WS3	Mr. Saqib Sultan	Social Development Index	17
WS3	Mr. Izzat Ali Chachar	Empowering Decision making through data	13
WS3	Ms. Saman Rai	Role of SBCC in Population Management	17
WS3	Ms. Rukhsana Kausar	Data Storytelling: Fostering a Culture of Evidence Based Decision Making	12

WS3	Mr. Yasir Raheem	Establishment of Data Center for Population Planning (Poster Presentation)	12
WS3	Prof. Dr. Jahangir Khan	Remote Sensing Spatial Observations using Vegetation Temperature Condition Index for Land Surface Temperature and Drought Monitoring over Punjab of Pakistan	8
WS4	Dr. Sundus & Dr. Yasir NUST University	Integrated Approaches to Data Analysis and Visualization: Learning Power BI for Strategic Business insights and Decision Making	18
WS4	Dr. Zahid Asghar, School of Economics, QAU	Data as the new Currency: Challenges and Opportunities in the 4th Industrial Revolution.	19
WS4	Ms. Sobia Munawwar, Director DP, PBS	Decision Support System on Inflation- DSSI	12
WS4	Mr. Akbar Ali Shirazi & Mr. Zeeshan Ullah, NEECA	Data Driven Government Policy Making & Pakistan's Fan Replacement Program	17
WS4	Ch. Sajid Rasool, Director General, BOS Punjab	Data Driven Decision Making Official Statistics	25
WS4	Mr. Isacc Shahzad, Assistant Director, BOS Punjab	Complex survey Designs and survey Estimation	15
WS4	Malik Rizwan Asghar, Deputy Director (IT), Metrological Deptt.	Data Acquisition, visualization and forecast Process	30
WS4	Dr. Ali Turrab, Zill e Huma, PHC Global	Data for Life and Equity: Addressing gaps in National Health Data and AI Driven Health Care	26
WS4	Dr. Muhammad Habib, Assistant Professor Arid Agriculture & Abdul Hameed, Researcher	Exploring the performance of different machine learning algorithms on different datasets for predictive analysis	6
WS5	Dr. Abhia Zahra	Longitudinal Data from Public Sector Organization and Bureaucracy	15
WS5	Mr. Nouman	Interdisciplinary Data Integration and Visual Analytics	16
WS5	Dr. Ayesha Nazuk	Exploring the Potential and Challenges of E- Governance in Pakistan	12
WS5	Dr. Tanveer ul Islam	Data Visualization with R	18
WS5	Mr. Aftab Afridi	Gender Data Portal	29
WS5	Ms. Maryam Mashal (kainat)	Using Predictive Technologies, the Role of Monsoon Forecasting in Disaster Risk Management	31
WS5	Ms. Maryam Mashal (Usman)	Localized Mobile Health Application	30
WS5	Mr. Rohail Amjad	Leveraging Technology or Efficient Household Survey Data Collection	13
WS5	Mr. Rohail Amjad	Survey Data Processing Using Computer Assisted	18
WS5	Mr. Zeeshan Ullah	Data Driven Government Policy Making and Pakistan's Fan Replacement Program	15
WS6	Dr. Sohail Khan	FSNIS FAO Pakistan & ACWA Portal	16
WS6	Mr. M Ashfaq Ahmed (DG)	Data Management & Operations for Dispensation of Justice Eradication of Mal-Administration	38
WS6	Dr. Abdul Qayyum, DG. (CRS)	"Introduction, crop reporting services Punjab. Methodology of crop area, estimation, statistical method: remote sensing. Methodology of crop yield estimation. Important surveys"	26

DataFest-2024

WS6	Miss Rehana (Consultant Information manager)	FSNIS	16
WS6	Mr. Saddam (IT Specialist)	ACWA Portal	20
WS6	Ms. Sobia Munawar (PBS)	Data Integration & Visualization	16
WS6	Mr. Arsalan (PBS)	Data Integration & Visualization	20
WS6	Miss Mehrun Nisa	Navigating to Data Governance Landscape & Healthcare and Generative AI: Transforming the Future	13
WS6	Miss Amna Sajid	HealthCare and Generative AI-Transforming the Future	17
WS6	Mr. Arshad Mahmood	Hydroponics Technological Inventions in Agriculture Framing	18
WS6	Mr. Jahangir Khan	Security and Exchange commission of Pakistan	15
WS6	Dr. Sohail Khan	High Performance Computing for Data Science Application	25
Grand Total			**1086**

DataFest-2024

News Channels

S.No	News Channels	Date
1	**PTV News**	21.10.2024
2	**24 News HD**	21.10.2024
3	**City 21**	21.10.2024
4	**Ary News**	21.10.2024
5	**Neo News**	21.10.2024
6	**ABN News**	21.10.2024
7	**Dunya News**	21.10.2024
8	**Roze News**	21.10.2024
9	**Associated Press Of Pakistan**	21.10.2024
10	**Radio Pakistan**	21.10.2024
11	**GNN News**	22.10.2024

Newspaper/Website

S.No	Newspaper/ Website	Date
1	**PTV news**	21.10.2024
2	**Dunya News**	21.10.2024
3	**Ary News**	22.10.2024
4	**PID**	21.10.2024
5	**Daily Jang**	21.10.2024
6	**Express Tribune**	21.10.2024
7	**Radio Pakistan**	21.10.2024
8	**The Nation**	21.10.2024
9	**Pakistan Observer**	22.10.2024
10	**Islamabad Today**	22.10.2024
11	**The Patriot**	22.10.2024
12	**Business Recorder**	22.10.2024
13	**Pakistan Today**	21.10.2024
14	**APP Digital Pakistan**	22.10.2024
15	**Daily Express**	22.10.2024
16	**Daily Nawa-i-Waqt**	22.10.2024
17	**Daily Ausaf**	22.10.2024
18	**Daily Dunya**	22.10.2024
19	**The Islamabad Post**	22.10.2024
20	**Profit Newspaper**	22.10.2024
21	**Lead Pakistan**	22.10.2024
22	**Daily Asas**	22.10.2024
23	**Daily Nai Baat**	22.10.2024

24	**Balochistan Times**	22.10.2024
23	**DND**	22.10.2024
26	**D4 news**	22.10.2024
27	**Daily the Asian Sun**	21.10.2024
28	**Daily Relations Times**	22.10.2024
29	**The Diplomatic Insight**	22.10.2024
30	**Mettisgloabal**	22.10.2024
31	**Pro Pakistani**	22.10.2024
32	**Asian Information Agency**	22.10.2024
33	**Soon Times**	22.10.2024
34	**Photo News**	22.10.2024
35	**Islamabad scene**	22.10.2024
36	**Urdu Point**	22.10.2024
37	**Daily Pakhtunkha News**	22.10.2024
38	**Daily SubhaNoe**	22.10.2024
39	**Daily the Capital Post**	22.10.2024
40	**Daily Alakhbar**	22.10.2024
41	**Daily Pakistan**	22.10.2024
42	**Daily Qavi Akhbar**	22.10.2024

Press release   INAUGURATION DAY-1: DataFest-2024:
"Unleashing the Power of Data for Development"
"Empowering Decisions with Data"

Islamabad, October 21, 2024 – The Pakistan Bureau of Statistics (PBS) proudly hosted Data Fest-2024 at the Pak China Friendship Centre, bringing together experts, researchers, and data enthusiasts from diverse fields to explore the critical role of data in shaping policies and driving innovation for a better future. The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB. These organizations bring extensive expertise in global development, public health, and education.

Under the theme "Data for Life and Equity", the festival addressed key areas such as Fiscal Resilience, Governance and Growth, Climate Change Adaptation, Disaster Risk Management, and Data Integration and Visualization. The aim was to foster collaboration, knowledge sharing, and actionable strategies to tackle pressing challenges in Pakistan, including healthcare access, social equity, and sustainable development.

The event was inaugurated by the Honorable Federal Minister for Planning, Development, and Special Initiatives, Prof. Ahsan Iqbal. He commended PBS for organizing Data Fest-2024, highlighting its potential to develop data-driven solutions for Pakistan's challenges. He stressed the importance of collaboration among experts to tackle issues like demographic growth and urbanization, which require innovative strategies. He emphasized the government's commitment to leveraging data for national progress. He underscored the importance of data-driven decision-making in addressing key issues such as poverty alleviation, education, and healthcare while encouraging collaboration between public and private sectors. He highlighted the importance of utilizing big data and data analytic for the prosperity and well-being of Pakistan's future.

Chief Statistician Dr. Naeem-uz-Zafar (ستاره امتیاز), welcomed all honorable guests and emphasized the significance of collaboration and knowledge sharing in advancing data science. Secretary, Ministry of Planning, Development, and Special Initiatives, Mr. Awais Manzur Sumra in his remarks at Data Fest, highlighted the event's role in uniting experts to explore data innovations. He appreciated PBS efforts for organizing successful Data Fest-2024, and thanked all international delegations of Nepal, Oman, Thailand, Australia, Uzbekistan, Azerbaijan and Iran for their participation and all university students for joining this event.

In a major step to enhance collaboration across sectors, multiple Memorandum of Understanding (MoUs) have been signed with organizations in technology, academia, finance, and government. These partnerships aim to advance key initiatives, including collaborative research on cutting-edge data technologies like artificial intelligence and big data, and to develop educational programs that up-skill professionals in data science. The agreements will also establish data-sharing frameworks to foster innovation and support internship opportunities for students. "Partnering through these MoUs will enable us to leverage our strengths to drive innovation in data utilization," said Mr. Muhammad Sarwar Gondal (ستارۂ امتیاز), PBS spokesperson. The event featured inspiring talks from prominent data scientists and statisticians, hands-on workshops, exhibitions, and a data visualization competition, highlighting the transformative power of data in policy-making and innovation

Key Activities of the event were, Thematic Discussions comprising engaging sessions on governance, climate resilience, and more, with participation from stakeholders including UNICEF, UNFPA, the World Bank, NADRA and SUPARCO. Further Keynote Speeches were delivered by international and regional experts from organizations such as the United Nations, IMF, and Asian Development Bank. Total 32 workshops conducted across 8 dedicated workstations, covering various data science topics. The event featured 100 stalls showcasing cutting-edge data products and tools, including participation from organizations like Oracle, Jazz, and Telenor.

Panel Discussions on two significant panels focused on, harnessing demographic data to inform policies addressing Pakistan's high population growth rate and welfare monitoring for better policy decision-making, featuring insights from leading experts.

The festival welcomed delegations from regional statistical offices, including, Maldives Bureau of Statistics, Nepal Statistical Office, National Center for Statistics and Information, Oman, Delegates from the Asian Development Bank and UNICEF.

Government and Semi-Government institutions including PBS, NADRA, FBR, SUPARCO, NITB, PSEB, PITB and Radio Pakistan, in Private Sector, major IT and telecom organizations like Ufone, Jazz, and PTCL participated and displayed information on stalls. Various foundations and social welfare organizations also participated in the event. From Academia, institutions like LUMS, FAST, NUST, and Quaid-e-Azam University attended DataFest-2024

It is believed that DataFest-2024 will increase awareness and utilization of data for policy planning. It helps in strengthening collaboration among government, private sector, academia, and civil society. This festival will lead to innovations in data analytic and visualization techniques and will enhanced data literacy and analytical skills among participants.

Data Fest 2024 marked the beginning of numerous collaborative projects aimed at utilizing data for societal betterment. The Pakistan Bureau of Statistics invites all stakeholders to join this vital initiative to leverage data for improving lives and driving sustainable development across the nation.

Muhammad Sarwar Gondal (ستاره امتیاز)
Member (Support Service / RM)
Spokes Person (PBS)

Datafest

اعداد کی زبان-ترقی کا نشان

Government of Pakistan
Pakistan Bureau Of Statistics
Mauve Area, G-9/1, Islamabad, Pakistan
Ministry of Planning Development and Special Initiatives

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