



ataFest 2024
d by Pakistan Bureau of Statist





2024 DATAFEST

"Empowering decisions with data"







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MEDIA CELL CORE TEAM		
Mr. Muhammad Sarwar Gondal (Sitara-e-Imtiaz)	Member (SS/RM), Spokes Person PBS	
Ms. Rabia Awan	DataFest Media core team Member	
Mr. Imran Saleem	Director Media	
Ms. Sana Habib Chaudhary	Statistical Officer	
Ms. Sadia Iqbal	Statistical Officer	
Ms. Hina Basharat	Statistical Officer	
Ms. Khadija Arshad	Statistical Officer	
Ms. Rahila Sharif	Media Coordinator	
Ms. Bushra Warsi	Statistical Assistant	
Ms. Sadia Maryam	Statistical Assistant	
Ms. Sana Naz	Statistical Assistant	
Ms. Bilqees Nazir	Statistical Assistant	
Mr. Muhammad Atif Nawaz	Statistical Assistant	
Mr. Shehzad Khan	Photographer	
Mr. Syed Uzair Ali	Video Editor	
Mr. Haris Khan	Video Animator	
	IT TEAM	
Mr. Muhammad Ehtesham	Director DP	





Special Message



It gives me immense pleasure to extend my heartfelt appreciation to the organizers and management team of DataFest 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."

DataFest 2024 stood as a testament to PBS's commitment and vision in fostering a datadriven 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 DataFest 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





Foreword

On behalf of the Pakistan Bureau of Statistics (PBS), Serving as the team lead for the media cell was a privilege and a valuable experience and I would like to express my heartfelt gratitude to the media section for their outstanding contributions to the success of DataFest 2024 held on October 21st and 22nd at the Pak-China Centre, this landmark event was made possible through the collective efforts of our dedicated team, supportive partners, and enthusiastic participants.



I would like to extend my special thanks to the media outlets that played a crucial role in promoting DataFest 2024, contributing significantly to the advancement of data literacy, innovation, and storytelling. Their extensive coverage helped disseminate this initiative to a broader audience, making the event a resounding success.

The media section tireless efforts ensured seamless coverage of the event, providing a platform for experts to share their insights and experiences. Their dedication to promoting data-driven decision-making and innovation was evident throughout the festival.

Once again, I would like to thank the media section for their invaluable contributions to DataFest 2024. Their hard work and commitment to promoting data literacy and innovation have been instrumental in making this event a success.

Muhammad Sarwar Gondal(ستاره امتياز) Member (SS/RM

> Pakistan Bureau of Statistics Islamabad





Executive Summary

The Pakistan Bureau of Statistics (PBS) organized Data Fest 2024 at the Pak China Friendship Centre, bringing together experts, researchers, and data enthusiasts to emphasize the pivotal role of data in shaping policies and driving innovation. Supported by strategic partners such as UNICEF, UNFPA and World Bank etc The event aimed to connect data producers and users across various sectors to foster collaboration, innovation, and data-driven decision-making. Serving as a marketplace for data exchange, Data Fest 2024 showcased the benefits of data integration and visualization, promoted data-driven innovation, and enhanced data literacy.

As Pakistan's premier data-focused event, it provided a platform for experts, policymakers, innovators, and stakeholders to leverage data for national development. The festival emphasized actionable strategies for decision-making, unveiled innovative data products and services, facilitated public-private partnerships, and prioritized capacity building in data literacy.

Effective publicity was key to its success, with the media section meticulously managing every aspect of the event's public image, from content creation to execution. Through strategic planning, creative content, and consistent outreach, the media team played a critical role in building awareness, engaging audiences, and making Data Fest 2024 a memorable and impactful event on the calendar.

The DataFest 24 social media campaign, running from 9th August to 9th November, was designed to engage and excite the audience through a series of targeted posts, events, and interactive strategies across various social media platforms. The campaign aimed to promote the event, build anticipation, and keep the audience informed with key updates and details leading up to the event.

The pre-Datafest activities of the media section began with engagement letters distributed in August and reissued in October, while MOUs were prepared but not finalized due to policy constraints of media organizations. Continuous communication was maintained through reminder letters and WhatsApp groups. Event material design focused on a collaborative stall layout, cohesive branding elements, and the creation of promotional content such as videos, banners, and brochures. A thorough review of publicity materials was conducted to ensure quality and consistency with Datafest objectives, accompanied by targeted social media campaigns and influencer outreach to enhance visibility. Clear roles and timelines were assigned to streamline responsibilities, while collaborative sessions like brainstorming, media briefings, and meet-and-greet events fostered partnerships with media representatives. Personalized outreach to journalists and boosted social media posts further amplified engagement and awareness for the event.

On the day of Datafest 2024, the media section effectively managed event protocols to ensure smooth operations and comprehensive coverage. They coordinated event documentation, including high-quality photography and videography of keynotes, workshops, and highlights, while facilitating journalists with resources and access for thorough reporting. A detailed press release was prepared to inform the public about event activities and outcomes. Panel discussions and workshops were fully covered to underscore Datafest's contributions to data-driven development, with special attention given to welcoming the guest of honor.

Live coverage amplified the event's reach through real-time streaming on platforms like Facebook, Instagram. By utilizing hashtags, tagging speakers, and collaborating with partner accounts, the media team extended visibility beyond physical attendees, maximizing Datafest's digital impact and global audience engagement.

After Datafest 2024, the media team implemented a comprehensive post-event strategy to maintain coverage and engagement. TV monitoring tracked event mentions and discussions across channels, while a detailed media monitoring report summarized coverage metrics and evaluated the event's reach and impact. Social media was actively used to share recap posts highlighting the event's goals, key activities, and speakers, keeping it relevant and engaging. Additionally, user-generated content from students, influencers, and attendees was reshared, offering authentic insights and broadening the event's visibility through diverse networks.





Chapter 1

Introduction and Background

1.1 Introduction

DataFest is an annual global event series that celebrates data science and AI, bringing together professionals, businesses, researchers, and students to explore innovations in data-driven technologies. Launched in 2017 by The Data Lab in Scotland, it has since expanded internationally, featuring keynote speeches, workshops, hackathons, and networking opportunities. The event aims to showcase the transformative power of data across industries while addressing key societal challenges, with a strong focus on ethical AI, data innovation, and skills development.

The success of DataFest is evident in its rapid growth and global influence since its inception in 2017. Initially launched in Scotland, the event quickly expanded internationally, establishing itself as a premier platform for discussions on data science and AI. Its ability to attract top industry leaders, data scientists, researchers, and policymakers has made it a hub for cutting-edge insights and networking opportunities. The diverse programming, which includes conferences, workshops, hackathons, and initiatives like Data Talent, appeals to a broad audience, from students to experienced professionals. Additionally, its focus on themes such as "Data for Good" and ethical AI has emphasized the potential of data to address critical societal challenges, further contributing to its success. With growing attendance each year and a strong emphasis on driving innovation and collaboration, DataFest continues to inspire and shape the future of data and AI on a global scale.

1.2 Background

DataFest is a series of data-related festivals and conferences that bring together people from diverse sectors to explore the latest innovations in data science, artificial intelligence (AI), and big data. These festivals typically consist of keynote speeches, workshops, hackathons, and networking events.

1.2.1 DataFest Scotland (Origins of DataFest International)

DataFest was first launched in **Scotland** in 2017 by The Data Lab, Scotland's innovation center for data and AI. The aim was to establish a platform where **Businesses**, **Data Professionals**, **Academics**, **and students** could discuss and showcase innovations and applications in data science. The first DataFest featured keynotes from global tech **Leaders**, **Workshops**, **and Problem-Solving Events**. It quickly became a well-regarded event in Europe for those working in AI, machine learning, and big data. DataFest's success in Scotland set the stage for collaboration with international organizations and conferences, creating a broader DataFest International network.



1.2.2 DataFest International

Building on the success of the Scottish edition, DataFest began to expand internationally, with events taking place in other regions including Europe, North America, and parts of Asia. While the core topics remained focused on data science, AI, and machine learning, the international events also started to emphasize region-





specific challenges and innovations, for example, the role of data in **agriculture**, **health tech**, **and smart cities** in developing nations.

1.3 **DATAFEST -2024**

The National DataFest serves as a vital platform for knowledge sharing, skill development, innovation, and collaboration in the data field. As data increasingly influences our daily lives, this festival emphasizes its significance. It brings together professionals, researchers, and enthusiasts to celebrate and drive innovation. In addition to focusing on skills and technology, the fest seeks to foster connections, stimulate economic growth, and propel our nation toward a data-driven future.

1.3.1 Navigating the Data Revolution

The National Data Fest is a significant event dedicated to sharing knowledge, enhancing skills, fostering innovation, and promoting collaboration in the data field. As data becomes increasingly vital in our daily lives, this fest emphasizes its significance. It serves as a gathering place for professionals, researchers, and enthusiasts to unite, celebrate, and innovate. Beyond just focusing on skills and technology, the fest seeks to forge connections, stimulate economic growth, and propel our nation toward data-driven advancement.

Data-fest 2024 is not merely an event; it's a celebration of how data can influence decision-making, ignite creativity, and guide us toward a future grounded in knowledge and collaboration. This festival highlights the essential role of data in enhancing life and initiates a series of projects designed to leverage data for the greater good of society.

1.4 DataFest Aims

DataFest 2024 aims to deepen participants' understanding and skills in data science. It will promote interactions that connect data creators and users, emphasizing how the integration of data can yield comprehensive insights for informed decision-making. The event will cultivate an environment where data can be traded, accessed, and utilized efficiently.

1.5 DataFest Themes

DataFest theme focusing on five pivotal themes that span a wide array of critical issues. These themes include 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, women, children and poverty alleviation

"Data for Life and Equity" involves harnessing data to promote healthcare access, social equity, educational equality, and poverty alleviation, particularly for women and children. By using data, healthcare initiatives can ensure equitable access to maternal care, vaccinations, and treatment for children. In social equity, data identifies and addresses disparities, focusing on marginalized groups, including low-income women and children. Education equality benefits from data-driven insights to expand access to quality schools, teacher training, and resources. For targeted interventions, data guides responses to specific challenges such as gender-based





violence, nutritional needs, and educational barriers. Finally, data supports poverty alleviation through programs like economic empowerment, social safety nets, and community development aimed at benefiting women and children.



Data for Governance and Growth

Price regulation, social service delivery, law enforcement, and public administration

"Data for Governance and Growth" refers to the strategic use of data to improve efficiency, transparency, and effectiveness in government operations. In price regulation, data analytics help monitor market trends, detect pricing irregularities, and prevent unfair practices, enabling regulators to set fair prices and maintain market stability. In social service delivery, data-driven insights enable better targeting of services like healthcare, education, welfare, and housing by analyzing demographics and usage patterns to allocate resources effectively. For law enforcement, data enhances crime prevention through predictive policing, crime mapping, and trend analysis, allowing for optimized resource deployment and quicker responses in high-crime areas. In public administration, data improves decision-making, streamlines processes, and optimizes resource use by supporting performance tracking, policy evaluation, and evidence-based public service planning.



Harnessing Data for Fiscal Resilience

Revenue generation, expenditure optimization, budget transparency, and financial accountability

"Harnessing Data for Fiscal Resilience" refers to the use of data to enhance financial stability and efficiency in public finance. In revenue generation, data analytics allow governments to optimize tax policies, improve compliance, and uncover opportunities for sustainable revenue growth, promoting fiscal sustainability while reducing taxpayer burden and supporting economic development. For expenditure optimization, data helps governments prioritize spending on essential services and infrastructure by analyzing expenditure patterns and performance metrics to ensure resources are allocated effectively. In budget transparency, data makes financial information accessible to the public, promoting trust and accountability by enabling citizens to track the allocation and use of public funds. Lastly, in financial accountability, data is key to monitoring transactions, detecting fraud or mismanagement, and ensuring government officials are accountable for their fiscal decisions, supporting audits, evaluations, and adherence to financial 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 actions designed to reduce the impact of climate change and strengthen resilience to natural disasters. Climate resilience strategies





aim to bolster the resilience of communities, infrastructure, and ecosystems against climate impacts by promoting green infrastructure and sustainable land use practices. Disaster preparedness includes planning and readiness measures, such as early warning systems, evacuation plans, and emergency supply stockpiles, to minimize losses and safeguard lives and property. Risk assessment focuses on identifying and evaluating hazards, vulnerabilities, and risks associated with climate change and natural disasters to prioritize actions and allocate resources effectively. Mitigation measures encompass actions to lessen the severity of climate-related disasters, including installing flood barriers, managing forests to reduce wildfire risks, and building coastal defenses to protect against rising sea levels.



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 merging diverse datasets, applying visual analytics, and supporting data-informed decision-making to advance Sustainable Development Goals (SDGs). Interdisciplinary data integration combines data from varied fields—social, economic, environmental, and demographic—to give policymakers a comprehensive view of development challenges and opportunities. Visual analytics uses data visualization methods like interactive charts, graphs, and maps to interpret complex. Supporting Sustainable Development Goals (SDGs), data integration and visualization offer evidence-based strategies for governments, organizations, and communities to monitor indicators, measure impact, and adapt policies for sustainable progress across economic, social, and environmental areas.





CHAPTER 2

Media Strategy for DATAFEST

This chapter outlines the comprehensive media strategy designed to promote Data Fest 2024. The strategy encompasses the identification and engagement of media partners, content creation, media outreach, and postevent media engagement. By leveraging various media channels and platforms, this strategy ensures broad visibility, audience engagement, and long-term brand impact for Data Fest 2024.

2.1 Media Strategy Development

The development of the media strategy for Data Fest 2024 is crucial to ensure effective communication, widespread media coverage, and engagement with the target audience. This section outlines the steps for finalizing media partnerships, preparing a media kit, and implementing strategies for outreach.

2.1.1 Finalize Media Partners

To ensure the event reaches its target audience, Data Fest 2024 aims to establish partnerships with key media outlets that align with its goals. These outlets include:

TV Stations: Partnering with television networks to air segments on Data Fest or feature exclusive interviews and event highlights.

Digital Platforms: Collaborating with online publications and tech blogs that focus on data science, technology, and innovation to increase the event's visibility.

Influencers: Engaging with influencers and content creators in the data science and tech communities to reach a younger, tech-savvy audience.

Print Publications: Securing media partnerships with newspapers and industry journals for coverage through articles, advertisements, and event promotion

Personalized outreach letters were sent to these media houses, proposing mutually beneficial collaborations that offer media exposure in exchange for event coverage, sponsored content, or event promotions. Follow-up communications ensured media outlets receive the proposals and encourage responses.

2.1.2 Media Kit Preparation

A comprehensive media kit was developed to assist media partners in promoting the event effectively. The media kit will include:

- Concept Note: A brief overview of Data Fest 2024, its objectives, and significance.
- Logos and Branding: High-quality logos and brand assets for use in promotional materials.
- **Event Brochure**: Detailed information about the event, its schedule, speakers, and key highlights.
- **Merchandise design**: A document outlining the media strategy, partnership opportunities, and advertising options.







The media kit serves as a tool for media partners to understand the event's value and facilitate their promotion efforts.

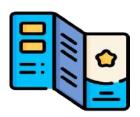
2.2 Content and Design

Creating impactful content and designing effective marketing materials are key to ensuring Data Fest 2024 stands out and attracts attention. This section focuses on the design and production of key promotional materials.

2.2.1 Brochure Content Creation

The event brochure was designed to serve as a primary marketing tool. It will feature:

- **Introduction to PBS**: Overview of the organization behind Data Fest 2024 and its mission.
- Event Details: Information on the event's schedule, speakers, activities, and any exclusive sessions.



The brochure was designed to be visually engaging, offering both informative content and a clear, professional presentation.

2.2.2 Design Marketing Materials

Marketing materials was designed and printed to support event promotions:

Invitation Cards: Personalized cards for guests, participants, volunteers, senior management, and ambassadors.

Shirts for Volunteers: Custom-designed shirts for event volunteers to ensure uniformity and easy identification.

Activity Coupons: Special coupons for participants to access event-related activities.

Backdrops, Standees, and Streamers: Physical branding materials for event venues to create a cohesive and professional atmosphere.

These materials played a critical role in both pre-event and on-site marketing.

2.2.3 Video Production

Video content is essential for engaging the audience and creating excitement for the event:

- **PBS History Video**: A 50-second video outlining the history of PBS and its role in organizing Data Fest.
- **Census History Video**: A 120-second video focusing on the history and importance of data collection and census processes.
- DataFest Promo Video: A 30-50 second video promoting Data Fest 2024, highlighting the event's key features and guest speakers, with and without voice over



These videos were distributed across media platforms, enhancing event awareness and providing a visual preview of the event.





2.3 Media Outreach and Engagement

This section focuses on engaging media outlets, coordinating press activities, and ensuring coverage across various channels, from print to social media.



2.3.1 Media Outreach - Print and Electronic The media outreach strategy will include:

- Press Meet and Greet and Briefings: Coordinating events to present the media strategy and event details to journalists and media outlets.
- Newspaper Ads and Features: Securing print media coverage in relevant newspapers and magazines through ads, articles, and special features.
- Social Media Strategy: Creating and scheduling posts across major social media platforms, including teasers, countdown campaigns, and engaging content about event speakers and guests.

Special attention was given to crafting posts that engage the audience and encourage participation.

2.3.2 Event Webpage and Online Registration

To facilitate easy access to event information and registration:

- **Tutorials and Setup**: A detailed guide will be created to assist participants with the registration process on the event webpage.
- Launch Registration: The registration process will be launched online, allowing participants to register in advance and receive event updates.



This digital approach streamlines the registration process and ensures that enable attendees to sign up for the event.

2.3.3 Outdoor Media Campaign

An outdoor media campaign focused on high-visibility locations, such as:



2.3.4 Finalization of List of Senior Anchor Persons for Panel Discussions

For each panel discussion, at least two senior anchor persons were selected to ensure high-quality moderation. These anchors:

- Lead Discussions: Facilitate engaging and insightful panel discussions with key industry leaders.
- Ensure Smooth Operations: Coordinate the flow of conversations and manage audience questions.

2.4 Venue Setup

This section focuses on organizing the event venue to create a professional and engaging atmosphere.

2.4.1 Setup

The venue was organized to facilitate smooth event flow:

• Exhibition Halls: Arrangements were made for exhibitions, including branding, layout, and accessibility.

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• **Entrance Decorations**: The entrance was branded with flags, banners, and other visual elements that create a welcoming atmosphere

2.4.2 Event Materials

Critical event materials were set up:

- **Pavilion Setup**: A 20x10 ft pavilion with branded backdrops and standees, along with animations and videos, will be set up to engage attendees.
- **Signage**: All signage was strategically placed to direct attendees and provide information about the event.
- **2.5 Event Management** This section outlines the logistics and management of the event itself, ensuring smooth execution.

2.5.1 Protocol and Logistics

Effective management of security, guest services, and the distribution of materials was ensured the event runs smoothly and professionally.

2.5.2 Media Operations

- Media Corner: A designated area was set up for journalists, media personnel, and photographers.
- **Photography and Videography**: Comprehensive event coverage include outside broadcast (OB) setups and detailed event recordings.
- Panel Coverage: Ensure senior anchors were present to lead panel discussions and provide coverage.

2.6 Social Media and Publicity

Social media plays a key role in real-time engagement and post-event promotion.

2.6.1 Live Updates

Social media teams managed live updates, tracked event hashtags, and remain engaged with the audience during the event.



2.6.2 Media Coverage

Media coverage was facilitated through news channels, print, and radio outlets. This includes organizing interviews and providing access to key event moments for the media.



2.7 Post-Event Media Engagement

This section outlines how Data Fest 2024 will continue its media engagement post-event to maintain visibility.

2.7.1 Media Follow-Up

After the event, the media strategy for tracking coverage, sharing results, and thanking media partners. Future collaboration opportunities were carried out.

2.7.2 Content Distribution

Post-event materials, including edited videos and event highlights, were distributed through media outlets and social media platforms. Continued engagement will ensure sustained visibility.



This comprehensive media strategy for Data Fest 2024 aims to generate broad media coverage, engage a diverse audience, and ensure the event's success across multiple platforms. By leveraging strategic partnerships, targeted content creation, and effective outreach, Data Fest 2024 will become a highly visible and well-attended event.



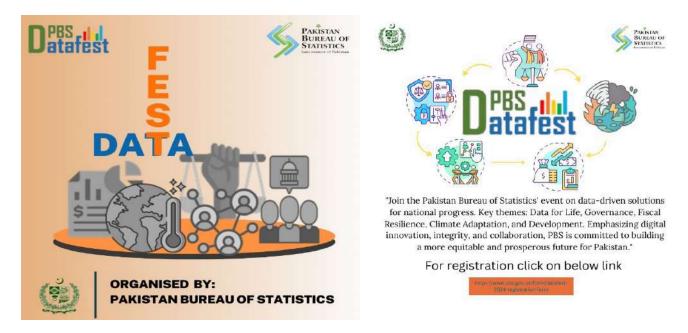


Chapter 3

Phase Wise Implementation

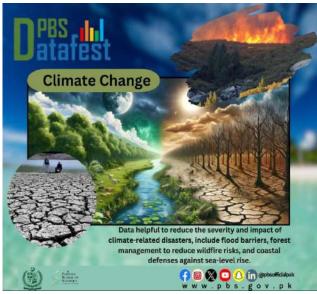
3.1 First Phase: Pre-Event Preparation

On August 9, Pakistan Bureau of Statistics took the first step in creating awareness for the upcoming "DataFest 2024" by launching an event registration announcement on its social media handles and website.



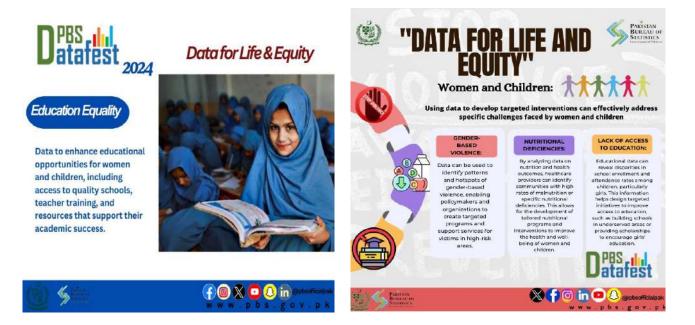
This initiative marked the beginning of PBS's efforts to engage the public in this monumental activity in the field of data following this, the bureau consistently shared themed posts on its social media platforms, focusing on various aspects of data to generate interest and excitement for the event, gradually building momentum for DataFest 2024.











• **Website:** - To increase the event's popularity and accessibility, PBS created a dedicated event page on their website, providing detailed information and making it easier for everyone to learn about and participate in the event. Additionally, a slider was added to the website, showcasing key details about the DataFest to capture visitors' attention and provide an engaging overview of the event.



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Human Design Studio (HDS)

Firm Human Design Studio (HDS) has been entrusted with the event management of DataFest 2024, held at Pak China Friendship Centre on 21st-22nd October 2024. As part of its comprehensive role, HDS is responsible for overseeing the entire event logistics, ensuring smooth execution, and providing strategic support in amplifying the event's reach. In addition to the event planning, HDS is actively assisting in identifying and collaborating with influencers to further elevate the festival's visibility and engagement. The studio has also played a key role in preparing thematic posts, which will help highlight the event's unique aspects and draw a larger audience.

During their initial meeting, HDS provided us with an overview of the overall concept and explained how they planned the activity. In this session, they outlined the following:

Contents of this Presentation

Brief concept idea The use of % as a branding theme

Floor plan A detailed floor map

Stalls MeasurementsPremium Pavilion, Essential Stall, Medium Stall, Standard StallStalls ideasPremium Pavilion, Essential Stall, Medium Stall, Standard Stall

Event theme and ideas Workshop Stations, Stage, Auditorium, Entrance, Registration, Concert Area, Food Stalls

Stage design and idea Auditorium stage design





Brief Concept Idea

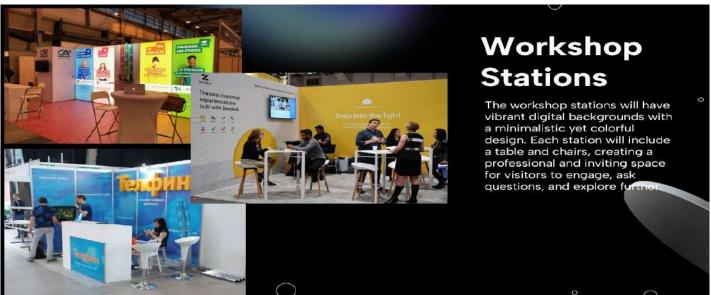
I. Percentage

The theme of DataFest event centers on the power of percentages as a tool to transform complex data into clear, impactful, and easily understandable insights. Percentages simplify the presentation of data by breaking values down into proportions of a whole, making it easier to interpret sample sizes, trends, and statistical changes. This approach was particularly effective for communicating findings, enabling comparisons, and emphasizing key results within studies. By leveraging percentages, DataFest highlights how data can be made more accessible, meaningful, and actionable for diverse audiences.



II. Event Ideas



















During the presentation, the PBS media team raised certain issues. To address these concerns, the PBS team created a WhatsApp group for this purpose.

In this group, the PBS media team shared relevant content with HDS and discussed changes and improvements in the designs.

Furthermore, PBS has contributed to the preparation by providing essential materials for the event, ensuring that the creative content and visual elements align with the event's theme. This collaboration between HDS, PBS, and the influential voices in the digital space sets the stage for an unforgettable DataFest 2024, offering a blend of insightful discussions and dynamic networking opportunities.

3.1.1 Content Provision

For DataFest 2024, all essential content was provided to the HDs team, ensuring a unified and cohesive branding across all physical and promotional materials such as brochures, booklets, banners, streamers, invitation cards, standees, and stall decorations. The PBS Media team conducted a thorough review of all publicity materials to ensure that they met the high standards required for the event. This review involved:



Comprehensive Review: Each item, including brochures, banners, and streamers, was meticulously checked for consistency in branding, messaging, and design quality, ensuring they aligned with DataFest's objectives.

Guidance and Feedback: Feedback was provided to HDs on design elements, content accuracy, and visual appeal, enhancing the final presentation of materials.

Consistency in Messaging: The PBS Media team ensured that all materials consistently conveyed DataFest's core themes and objectives, reinforcing the event's identity.

Quality Assurance: A careful verification process ensured that the materials were error-free, polished, and professionally presented.

Recreation Of Designs According the Theme of Datafest

Theme Logo







Event Create Post



• Website Slider





Merchandise:





PBS designed and prepared a comprehensive merchandise kit to enhance the event's branding and engagement. These kits were thoughtfully curated to include promotional items, informational materials, and other keepsakes related to the event. In merchandise items included: Notebook, USB/flash, Keychain, flask, Coffee Mug, Brochures, Folder, Pen, Calendar and Bag.

• Pre-Event Distribution:

Merchandise kits were distributed to media and print personnel prior to the event. The goal of this distribution was to create a buzz about the event and ensure coverage in both traditional and digital media platforms, thus boosting public awareness.

• Event-Day Distribution:

On the day of the event, the merchandise kits were presented to guests and participants as a gesture of appreciation.

The kits were also handed out during the quiz segment, serving as rewards and engagement tools for participants. This helped encourage active participation and made the event more interactive and memorable.

Merchandise: -











T-Shirts:

PBS also designed customized T-shirts specifically for the event volunteers. These T-shirts featured the PBS logo and event branding, serving multiple purposes:

Purpose of Volunteer T-Shirts:

1. Identification:

The T-shirts made it easy to identify volunteers among attendees, ensuring smooth event coordination.

2. Team Spirit:

o Wearing uniform T-shirts fostered a sense of unity and teamwork among the volunteers.

3. **Promotion:**





o The branded T-shirts doubled as promotional material, displaying the PBS/DataFest logo and event theme to create visibility and awareness.

Design Details:

- Color Scheme:
 - o The T-shirts were designed in event-specific colors that aligned with PBS branding.
- Logo Placement:
 - o The PBS and DataFest logo were prominently placed on the front of the T-shirt, with additional graphics and on the back with special line "How can I help you".



This collaboration between HDs and the PBS Media team resulted in a cohesive and effective DataFest 2024 campaign.

3.1.2 Braining Storming Session:

The Media Section hosted a brainstorming session at the Pakistan Bureau of Statistics (PBS) N3C on September 16, 2024, in preparation for Data Fest 2024. This event brought together data experts from various ministries and stakeholders to explore innovative solutions, discuss cutting-edge trends, and collaboratively shape the future of data in Pakistan. The session aimed to uncover ways data can drive economic growth and social progress, highlighting its transformative role in national development.









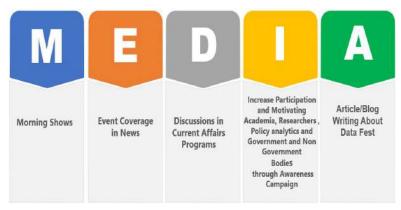




3.1.3 Print Media

To facilitate extensive media coverage, the media section took proactive steps in coordinating with media outlets:

1. Initial Outreach and Follow-up: Engagement letters were sent initially in August, with follow-up letters sent in October. Despite interest from media outlets, formal MOUs were not possible due to media policies.



2. Targeted Media Engagements: Two major media events were held:

Media Briefing Session: This session introduced key partnerships and outlined the vision for the event under the theme "1st ever Data Fest 2024: Unleashing the Power of Data for Development" on 29th September 2024. Beat Reporters were invited and briefed about the DataFest-2024, thematic areas and other details.





















Meet and Greet Session with senior Journalist: This informal session allowed the event's mission and collaborative opportunities to be shared with media professionals. Member (SS/RM), Mr. Muhammad Sarwar Gondal, Sitara-e-Imtiaz briefed media about the objective and purpose of DataFest-2024. He asked journalists for collaboration and publicity of First Ever DataFest-2024.



































- 3. **Personalized Outreach**: In addition to formal sessions, the media team engaged individual journalists to emphasize the significance of DataFest in advancing data-driven development.
- 4. **Media Group Updates**: A WhatsApp group was also created to keep media personnel updated throughout the preparation process.

These efforts collectively aimed at maximizing visibility and ensuring the event was well-publicized across different media platforms.

3.1.4 Social Media Platforms

The DataFest Awareness Campaign successfully leveraged social media platforms like Facebook, Instagram, and YouTube to reach a broader and more diverse audience. The strategy included:





• Facebook/Instagram: Posts were crafted around key thematic areas of DataFest, effectively highlighting its significance. These posts were designed to connect the audience to the core objectives of the event.













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Boosted Posts & DataFest Promo Video: To expand the campaign's reach, a budget was allocated to boost posts on platforms like Facebook and Instagram, ensuring higher visibility and engagement.



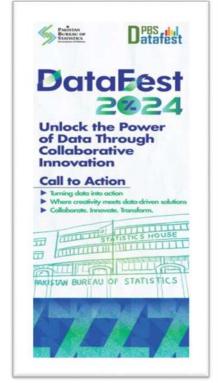


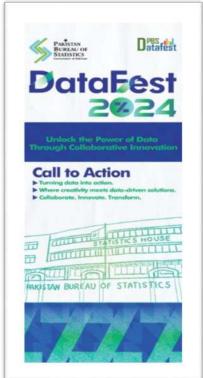
These social media efforts significantly increased awareness and engagement with DataFest's audience.

3.1.5 Outdoor Publicity

To strengthen its on-ground presence, DataFest 2024 utilized various forms of outdoor publicity materials, including:

• Standees: DataFest Standees was displayed on entrance and meeting room to grab attention and highlight key aspects, including its objectives, thematic Areas, Activities and event date. These eye-catching displays serve as silent promoters, enhancing the visibility of the campaign among attendees and passersby.





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• Banners: Large banners were displayed on the PBS building and at its entrance to reinforce the DataFest branding and messaging.



• Streamers: To further promote DataFest 2024 and capture the attention of both the public and passing traffic, a series of roadside streamers were strategically placed at key locations throughout Islamabad. These streamers were primarily positioned near the Secretariat and in the surrounding areas of the Pak China Friendship Centre, ensuring maximum visibility for both local commuters and event attendees. The vibrant and eye-catching streamers displayed event details, including dates, location, and highlights, effectively serving as a constant reminder to the public of the upcoming event. This initiative played a significant role in boosting awareness and generating excitement in the lead-up to DataFest, drawing in a wide audience from across the city. Streamers were placed three days before the event on the main roads and key link points of Islamabad to promote the event and enhance public awareness about it.









Posters: To ensure broader visibility and attract both general and academic audiences, a series of strategically designed posters were displayed in high-traffic areas leading up to DataFest 2024. These posters were carefully crafted to highlight the key aspects of the event, including its themes, notable speakers, sponsors, and the venue at the Pak China Friendship Centre. The design was tailored to appeal to both professional and academic participants, featuring clear, engaging visuals and concise



information to spark interest. By targeting multiple audience segments, these posters played a crucial role in building awareness and driving attendance from diverse communities, ensuring the event reached a wide range of participants and stakeholders. Posters were displayed in **various ministries and government offices** to raise awareness about the DataFest event and encourage participation from relevant stakeholders.

• Promo Videos for DataFest: To promote DataFest 2024, two short videos were created to capture the essence of the event and drive engagement across social media platforms. The first video, 45 seconds long, offers a dynamic overview of the event's highlights, featuring key activities, the event venue at the Pak China Friendship Centre, and the involvement of sponsors. The second video, one minute in length, provides a more detailed look at the event's atmosphere, sponsors, and PBS's contribution to the festival, with both versions available in voiceover and non-voiceover formats to cater to different audience preferences. These promotional videos were strategically crafted to generate excitement, raise awareness, and encourage attendees to participate in this key data-driven event.









https://www.facebook.com/PBSofficialpak/videos/1060827178478571



https://www.facebook.com/PBSofficialpak/videos/1891228268051242

• Advertisement for Print/ Electronic & Social Media Handles: - To ensure the event's success, we employed a well-rounded and strategic approach by designing and developing advertisements customized for diverse platforms. Understanding the value of multi-channel engagement, we focused on creating content specifically for print media to connect with traditional audiences, ensuring representation in newspapers, magazines, and other print outlets.

Furthermore, we placed substantial emphasis on leveraging social media platforms due to their ability to engage a digitally-savvy and active audience. Campaigns were meticulously tailored to suit the distinct features of platforms such as Facebook, Instagram, Twitter, and LinkedIn, incorporating visually appealing designs, persuasive messaging, and targeted outreach strategies to maximize impact. By combining these efforts across various mediums, we effectively enhanced the event's visibility, broadened its reach, and ensured its overall success.









In the final meeting media section and media committee finalize the key components such as the media wall, main stage, entrance, and workshop stall were pivotal to the event:

Brochures

Academia



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General









Invitation Card

Meet & Greet with Media Personnel









Guest of Honor









Cultural event: -







Shields



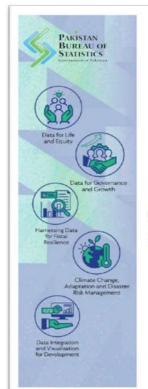


• Certificate:









PAKISTAN BUREAU OF STATISTICS



PARTICIPATION

TO

Data Fest Ambassador

an invaluable support of DataFest 2024 Team and actively participate to make the event unforgettable.

Pak China Friendship Centre, Islamabad 21st – 22nd October, 2024

MUHAMMAD SARWAR GONDAL ستارة امتياز MEMBER SS/RM SPOKES- PERSON PAKISTAN BUREAU OF STATISTICS DR. NAEEM UZ ZAFAR ستارهٔ امتیا CHIEF STATISTICIAN PAKISTAN BUREAU OF STATISTICS



PAKISTAN BUREAU OF STATISTICS



PARTICIPATION

ΤN



ON

Presenting his/her research work, experiences, and practical insights at DATA FEST 2024 and actively participate to make the event unforgettable.

Pak China Friendship Centre, Islamabad 21st – 22nd October, 2024

MUHAMMAD SARWAR GONDAL ستارهٔ امتیاز MEMBER SS/RM SPOKES- PERSON PAKISTAN BUREAU OF STATISTICS DR. NAEEM UZ ZAFAR ستارهٔ امتیاز CHIEF STATISTICIAN PAKISTAN BUREAU OF STATISTICS





• Media Wall: A visually striking backdrop that highlighted the event's branding and sponsors, positioned in high-traffic areas for maximum visibility and media coverage.



• Main Stage: The centerpiece of the event, featuring professional sound, lighting, and digital displays to enhance presentations and engage the audience effectively.







• Entrance: Designed to create a welcoming first impression with thematic decor, clear signage, and interactive touch points like digital kiosks or AR features.



• Workshop Stall: An interactive space for smaller gatherings, equipped with branded visuals, demo stations, and resources provided through handouts or digital downloads.







Panel Discussion: A well-designed stage for a **panel discussion** is crucial to create an engaging and professional atmosphere.



Media Section and core committee finalized Design for the stall, stage workshop, media wall, and panel discussion stage to ensure a cohesive and impactful setup for DataFest 2024:

1. Stall Design

- Layout:
- Branding:
- Interactive Features
- Seating:
- Lighting
- Resources

2. Stage Workshop Design

- Backdrop
- Seating
- Audio-Visual Setup
- Lighting
- Interactivity

3. Media Wall Design

- Visuals
- Interactivity
- Placement
- Size
- Lighting
- 4. Panel Discussion Stage Design





- Seating
- Backdrop
- Audio-Visual Setup
- Lighting.
- Audience Engagement
- Digital Tools

Robot Photo Booth



3.2 Second Phase: Event Coverage

During DataFest 2024, the event's media coverage was both extensive and dynamic, ensuring the message of the event resonated with a wide audience in real-time and long after the event had concluded. One of the key elements of this coverage was **Radio Pakistan and Pakistan Television** involvement, where live segments and a special podcast captured crucial moments from the event. These audio features included interviews with participants, in-depth discussions with experts, and insights into the impact of data-driven development. This audio content not only served those unable to attend the event in person but also amplified DataFest's reach across a national radio audience, further extending its visibility.







Additionally, news channels provided significant coverage throughout the event, conducting live broadcasts and interviews with prominent speakers, participants, and key stakeholders. A major highlight was the inauguration of DataFest 2024, officiated by the Minister for Planning, Development, and Special Initiatives, Prof. Ahsan Iqbal.









His address, emphasizing the crucial role of data in national development and policy-making, was broadcast live, providing a significant moment that set the tone for the event. Media outlets captured his remarks and shared them widely, ensuring that the importance of the event was communicated clearly to the public. Beyond the inauguration, news channels continued their coverage with post-event interviews, featuring discussions with industry leaders and experts. These interviews explored the applications of data science and its potential for shaping future innovations, further extending DataFest's impact and fostering discussions on the intersection of data and national progress.

Moreover, the coverage by news channels went beyond live reporting, with extensive follow-up stories. Journalists conducted interviews with key event participants, capturing their insights on the future of data science and technology. The media team worked closely with these outlets to ensure the messages of DataFest 2024 were shared through multiple channels, ensuring widespread visibility. This multi-faceted media engagement helped position DataFest 2024 as a landmark event in the data and technology sector, drawing both national and international attention.

This multi-channel approach—combining radio advertisements, social media, and traditional print and electronic media—ensured that DataFest 2024 reached a wide and varied audience, engaging people from different demographics and providing a comprehensive communication strategy for the event.

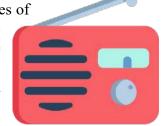




3.2.1 Radio Advertisement

In addition to the extensive media coverage through digital and traditional channels, Radio

Advertisement played a significant role in amplifying DataFest 2024's reach. A series of radio ads were broadcast across key national radio stations, including Radio Pakistan, ensuring that the event's message reached a broad, diverse audience. These ads, strategically timed in the days leading up to the event, highlighted the key themes, dates, and speakers of DataFest, emphasizing its importance in the data-driven development sector. The radio advertisements also included mentions of PBS's contributions to the field, reinforcing the organization's role and leadership in



advancing data initiatives. These ads not only increased awareness of the event but also generated excitement among listeners, driving engagement and attendance. The auditory experience of the radio ads effectively complemented the visual media efforts, broadening the event's visibility across different audience segments, including those who may not be as active on digital platforms or in urban areas with heavy social media engagement.





3.2.2 Coordination with Media

The media section worked meticulously to ensure comprehensive media coverage for DataFest 2024, coordinating efforts across print, electronic, and social media platforms. This included a multifaceted approach:

1. Print/Electronic Media Coverage:

The **Print/Electronic Media Coverage** strategy ensured that DataFest 2024 garnered extensive visibility across traditional media outlets. Journalists from major **newspapers**, **TV channels**, were invited to cover the event, resulting in wide coverage in print and broadcast formats. This outreach was particularly important for reaching audiences who might not engage with digital platforms. News channels aired live segments and interviews with key speakers, sponsors, and participants, giving the event a prominent presence on TV. The print media also featured articles, interviews, and highlights from the event, which helped spread the message to a broader, more traditional audience. This traditional media presence complemented the digital efforts, ensuring that DataFest reached a wide range of individuals, including those who may not be active on social media or follow online events. The inclusion of print and electronic media allowed the event to capture the attention of various demographic groups and enhance its credibility through established media outlets.





2. Pre- and Post-Event Publicity:

The **Pre- and Post-Event Publicity** strategy played a key role in maintaining engagement and ensuring DataFest 2024 remained relevant before, during, and after the event. Leading up to the event, the media section prepared a steady flow of **announcements** and **promotional materials**, which were shared across digital and traditional media platforms. This helped generate anticipation and excitement around DataFest, building momentum in the weeks and days before the event. The pre-event publicity also included teasers about key speakers, workshops, and sessions, enticing attendees to register and participate. During the event, real-time updates and highlights kept both in-person and online audiences informed about the ongoing activities. After the event, the media section continued its efforts by providing **follow-up reports**, conducting **interviews** with key participants, and posting **event summaries** to keep the conversation alive. These post-event activities helped sustain interest, ensuring that the key outcomes of the event—such as insights on data-driven development—remained in the public eye. By maintaining a continuous media flow, the media section effectively extended the visibility and impact of DataFest, securing its place as a significant event in the data and technology sectors and encouraging future engagement.

This coordinated approach helped create a comprehensive media presence that not only promoted DataFest 2024 but also positioned it as a pivotal moment for data-driven innovation and development in Pakistan.

3.Media wall: the event day, PBS enhanced the celebratory atmosphere by setting up a dedicated media wall. This thoughtfully designed space became a central attraction, providing attendees with an opportunity to take photographs and commemorate the special occasion alongside their family and friends. The media wall featured vibrant visuals and event branding, creating a perfect backdrop for capturing memorable moments.

This initiative not only added a personal touch to the event but also ensured that attendees could create lasting memories. By documenting these moments, the media wall served as a unique way to archive the event, making it a cherished milestone in the lives of those who participated. It symbolized the importance of community engagement while leaving a lasting impression on all attendees.













3. News Channel Interviews During Data Fest Event

"Data-Driven Decision Making: The Future of Pakistan"

In an exclusive interview with GTV News, PTV news and so on Dr. Naeem uz Zafar (Sitara-i- Imtiaz) Chief Statistician of Pakistan Bureau of Statistics (PBS), discussed the importance of data-driven decision making in shaping Pakistan's future.

"Unlocking the Power of Data for Sustainable Development"

GTV News, PTV News and AAJ News and So on caught up with Muhammad Sarwar Gondal (Sitara-i-Imtiaz) Team Lead of the Media Cell, to talk about the role of data in achieving sustainable development goals in Pakistan.

"Data Fest 2024: A Celebration of Data-Driven Innovation"

In a special interview with Organizer of Data Fest 2024, shared insights into the event's objectives, highlights, and outcomes.

"The Impact of Data Literacy on Pakistan's Economy"

Expert on Data Literacy, about the impact of data literacy on Pakistan's economy and the ways to promote data-driven culture in the country.











6. Quiz: PBS organized an interactive quiz as part of the event to engage the public and create an engaging learning experience. The quiz aimed to test participants' knowledge about various aspects of data, encouraging them to think critically and learn more about its significance. The activity drew enthusiastic participation from attendees of all ages, making it a lively and educational segment of the event. To recognize and reward the efforts of participants, PBS distributed branded merchandise as gifts to the quiz winners. This not only added an element of excitement but also served as a token of appreciation for their active involvement. Overall, the quiz was a successful initiative, combining education, engagement, and entertainment to make the event memorable for everyone.













3.3 Event Day Activities

3.3.1 Media Management

On the day of **DataFest 2024**, the media team played a pivotal role in ensuring the event ran smoothly, capturing all the key moments and managing media coverage across multiple platforms. The following protocols were executed efficiently:

Event Coverage:

- ➤ The media team coordinated comprehensive event coverage by ensuring all major sessions, keynote speeches, and important activities were documented. This coverage was shared across various media platforms in real time, ensuring the public was kept up to date on developments throughout the day.
- Managing journalists and reporters: To ensure effective and accurate media representation, the media team provided with the necessary access and materials. This included providing access to key sessions, interviews, and event resources, ensuring that journalists could conduct thorough reporting on DataFest. The team facilitated seamless coordination to ensure that reporters were positioned at strategic points to capture the most important moments of the event.
- ➤ Press Release Preparation: A comprehensive press release was drafted, summarizing the key activities, discussions, and outcomes of DataFest 2024. This press release was promptly distributed to media outlets to ensure the timely dissemination of event highlights. It provided essential information for news reports, extending the reach and impact of the event's messaging.



➤ Photography and Videography: High-quality photography and videography were conducted throughout the event to capture significant moments, from the opening ceremony to the workshops and panel discussions. These visuals not only served as a record of the event but also provided content for future promotions, post-event reports, and social media updates.





Panel Discussion and Workshop Coverage: Ensuring the coverage of all panel discussions and workshops was crucial to document the expertise and insights shared by participants. The media team captured the discussions, highlighting key takeaways that could be shared with attendees, partners, and a broader audience through various media channels.



➤ Guest of Honor Coordination: The guest of honor, Prof. Ahsan Iqbal, Minister for Planning, Development, and Special Initiatives, was formally welcomed and coordinated by the media section. This included managing the arrival, coordinating media access, and ensuring a professional and smooth presentation. The presence of the Minister was highlighted as a key moment in the event, reinforcing its importance.





3.3.2 Live Coverage

Live coverage was a central component of media the for strategy **DataFest** 2024, ensuring real-time engagement and extending event's the reach beyond those physically present. Key aspects of the live coverage included:

- Real-Time Engagement: Social media platforms such as Facebook, Instagram, and YouTube were utilized for live streaming sessions, panels, and workshops, allowing both local and global audiences to participate in real time. This provided a dynamic experience for virtual attendees and enabled them to engage with content as it was happening.
- Audience Interaction: Live Q&A sessions and comment interactions were featured on platforms like Facebook and Instagram, where participants and followers could ask questions and engage directly with speakers. This helped build a sense of community around DataFest and allowed remote audiences to contribute to discussions.
- Instant Updates: Throughout the event, the media team shared quick video clips, speaker quotes, and other event highlights across social media. These updates kept online followers informed and engaged, even if they couldn't attend the event physically.
- Story Coverage: Instagram and Facebook Stories provided a behind-the-scenes look at DataFest 2024, showcasing event preparations, casual interactions, and key moments that wouldn't have been captured through traditional live-streaming. This made the event feel more intimate and engaging, offering followers a unique, inside perspective.











- Reach **Extended** and Visibility: To **DataFest** ensure reached an even wider audience. hashtags related to the event were used platforms, across and there were collaborations with partners and influencers who amplified the event's reach. This helped expand the visibility of the event, ensuring it captured the attention of audiences beyond the immediate attendees.
- Social Media Influencers Coverage: Social Media Influencers played a key role in promoting DataFest 2024, helping to extend the event's visibility to a broader and more engaged audience. Influencers from various fields, including data science, technology, and development, were strategically partnered with the media team to amplify the event's presence on platforms like Instagram, Twitter
- Influencers shared **live updates**, **event highlights**, and **behind-the-scenes content** with their followers, providing authentic, real-time coverage from the event. This helped create a buzz around DataFest, attracting a younger, tech-savvy audience who may not have otherwise engaged with the event.
- Influencer posts showcased the energy and excitement of the event, drawing attention to key speakers, sessions, and workshops. Their involvement encouraged greater participation, both in person and virtually, as they reached out to their followers with personalized event invitations and recommendations.
- Ocollaborations with influencers also included the use of branded hashtags and mentions, further enhancing the event's social media visibility. The **hashtag strategy** helped increase engagement, allowing followers to easily track updates and key discussions related to DataFest 2024.



















By integrating **social media influencers** into the media strategy, DataFest 2024 was able to tap into wider, diverse audiences, particularly on platforms that cater to younger and more digitally engaged groups, ensuring sustained interest before, during, and after the event.

3.4 Post-Event Activities

After **DataFest 2024** concluded, the media team continued to work diligently to maintain the momentum and ensure sustained engagement with the event's audience. The post-event phase focused on reinforcing the event's impact, generating ongoing interest, and ensuring that the key messages and outcomes were widely disseminated across multiple media channels. Below is an elaboration of each activity in this phase:

1. Ongoing Media Support

Following the event, the media team remained in close contact with **journalists** and **media outlets**, providing additional resources, interviews, and clarifications as required for **post-event coverage**. This included answering any queries regarding specific sessions, speakers, or the event's overall impact. By continuing this proactive support, the media team ensured that stories about DataFest's success were not only shared immediately after the event but also maintained visibility in subsequent news cycles. This helped reinforce the key messages, highlight the importance of data-driven initiatives, and ensure the event's continued relevance in public discourse. Additionally, journalists were encouraged to explore deeper stories and analyses of DataFest's impact, leading to extended media coverage beyond the event date.

2. TV Monitoring for Coverage

The media team closely monitored **television coverage** across multiple channels to track any mentions, segments, or broadcasts related to DataFest. This included identifying how often the event was featured on news programs, special reports, or talk shows. Monitoring TV coverage was critical for assessing how well the event had penetrated traditional media outlets, particularly television, which remains a key source of information for many audiences. By tracking the specific time slots and content, the team could gauge the overall **media impact** and measure the effectiveness of the event's media outreach in reaching a broad demographic. This assessment also allowed for identifying any gaps in coverage and addressing them through follow-up engagements with media outlets if necessary.

3. Media Monitoring Report

To measure the success of the media strategy, the media team compiled a **comprehensive media monitoring report**. This detailed report summarized all forms of media coverage—print, broadcast, and online—related to the event. It included quantitative data on the number of **articles published**, **TV segments aired**, and the overall reach of the event across different platforms. The report also evaluated the **quality** of the coverage, such as the depth of analysis in articles, the prominence of the event in news broadcasts, and the alignment of media messaging with the event's key objectives. This report served as a valuable tool for understanding the broader **media impact**, assessing the effectiveness of the communication strategy, and providing insights for improving media engagement for future events.

4. Social Media Highlights

The media team continued to engage with **social media audiences** by sharing **highlight posts** after the event. These posts focused on the most significant moments of DataFest 2024, including key sessions, expert insights, and memorable quotes from speakers. The content also featured visuals such as **photos** and **short video clips** from various sessions. By continuing to share these highlights, the media team ensured that the event remained top-of-mind for followers on platforms like **Facebook**, **Instagram**, **Twitter**, and **LinkedIn**. This helped maintain **engagement** long after the event concluded, fostering ongoing conversations around data-driven





development and the future of data science. The highlight posts also encouraged followers to revisit key content from the event, increasing overall content consumption and reinforcing the themes of the event.

5. Reposts from Attendees

One of the most valuable sources of content post-event was the **user-generated content (UGC)** shared by attendees, including **photos**, **videos**, and **social media posts**. These authentic, personal perspectives provided a genuine and relatable representation of the event. The media team **reshared** this content on PBS's official **social media accounts**, showcasing the experiences of participants and attendees. Reposts from **students**, **industry leaders**, **influencers**, and other event-goers highlighted the impact and atmosphere of DataFest, further amplifying the event's reach. UGC also helped increase the event's visibility through **word-of-mouth marketing**, as attendees shared their experiences with their networks. This type of content was particularly effective in creating a sense of community and reinforcing the social proof of the event's success.

The **Phase-Wise Implementation** of the media strategy for **DataFest 2024** effectively leveraged a blend of traditional media, **digital platforms**, **live coverage**, and **social media influencers** to maximize the event's reach and impact. By coordinating **pre-event buzz**, ensuring robust **live coverage**, and maintaining **post-event engagement**, the media team succeeded in not only ensuring widespread visibility during the event but also in generating sustained interest afterward. Through **media monitoring**, strategic **social media interactions**, and **collaborations with influencers**, the media strategy helped position DataFest 2024 as a landmark event in the **data science** and **technology sectors**, ensuring it received long-lasting recognition and continued engagement across diverse audiences.





Chapter 4:

Boosting Analytics & Influencer Marketing for DataFest

Social Media Outreach:

The **Social Media Outreach** strategy played a crucial role in ensuring DataFest 2024 reached a wide and diverse online audience. The media section worked closely with **influencers**, **journalists**, and prominent **social media accounts** across various platforms, such as Twitter, Facebook, Instagram, and LinkedIn, to amplify the event's message. Influencers with a strong following in the tech, data science, and development sectors were engaged to share event details, create buzz, and encourage participation. Additionally, real-time **live updates** were shared through these platforms, providing followers with up-to-the-minute information on event activities, key speakers, and discussions. Interactive posts, such as polls, Q&A sessions, and live streaming, fostered direct engagement from the online community, allowing attendees and followers to participate even if they couldn't attend in person. Behind-the-scenes content, including interviews with speakers, event preparations, and glimpses of key moments, helped build excitement and humanized the event, making it more relatable and accessible to a broader audience. This comprehensive social media engagement ensured the event stayed top-of-mind and reached an audience beyond those physically present at DataFest.

We generated organic views on their posts by creating engaging content and fostering strategic interactions with the audience. By tapping into organic reach, we successfully captured attention and boosted engagement without the need for paid promotion.

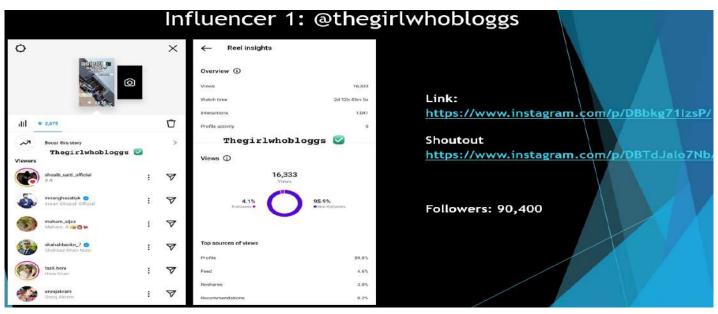
Insight & Analytics 14th to 21st October, 2024

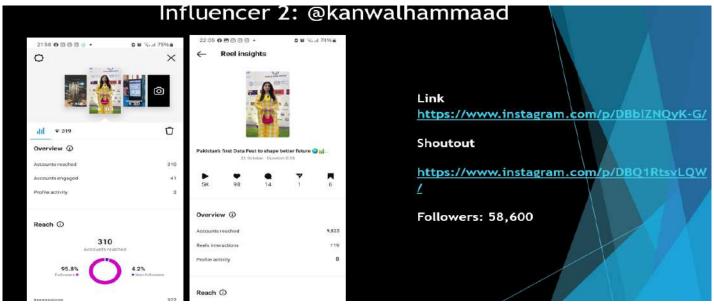


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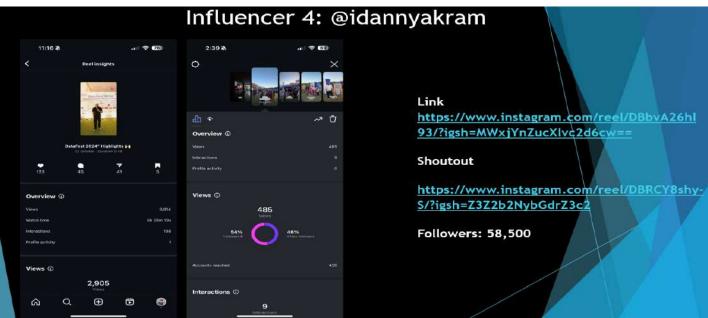


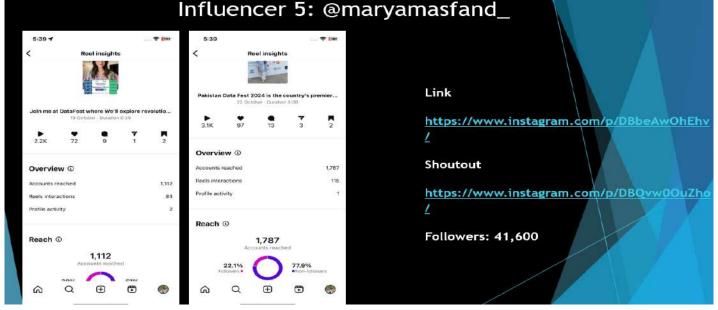












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Chapter 5:

Lessons Learned from DataFest 2024

The execution of **DataFest 2024** offered valuable insights that will guide future event planning and management. The event provided a chance to assess the strengths and weaknesses of the overall process, uncovering key lessons that will contribute to improving future endeavors. Below are the essential takeaways:

1. Continued Changes in Content Until the Last Moment

One of the major challenges during the preparation of DataFest 2024 was the constant revisions to event content until just days before the event. This led to confusion among the teams, causing delays and last-minute adjustments that hindered efficiency.

- Lesson Learned: Proper content planning and strict adherence to deadlines are critical. Changes should be finalized far in advance to ensure all teams have adequate time to prepare, review, and execute their responsibilities.
- **Recommendation**: Establish clear deadlines for finalizing content early in the process, leaving room for minor revisions but avoiding major changes close to the event date.

2. Approval Delays

Approval delays were another recurring issue, especially regarding event materials, advertisements, and logistics. These delays compressed the event timeline, making it difficult for teams to execute their tasks efficiently and effectively.

- Lesson Learned: A streamlined approval process is essential for the timely execution of event-related activities
- **Recommendation**: Set clear and early approval deadlines, ensuring enough time for revisions and reducing delays. Engage stakeholders early to avoid bottlenecks.

3. Budget Constraints

Due to financial limitations, some planned advertisements in both print and electronic media were cut back. This reduction had a direct impact on the event's visibility, leading to reduced audience engagement and awareness.

- Lesson Learned: Adequate budget planning is essential for effective event promotion and media engagement.
- **Recommendation**: Allocate funds for advertising and promotions early in the planning process, ensuring that essential media outreach activities are not compromised.

5. Social Media Campaign Delay

The social media campaign faced significant delays due to late content approvals and revisions, which resulted in a limited window for pre-event engagement. Ideally, social media efforts should begin well before the event to maximize outreach and build anticipation.

• Lesson Learned: Social media campaigns need to be launched well in advance to generate excitement and build momentum.





• **Recommendation**: Initiate social media campaigns at least 4-6 weeks before the event to allow ample time for engagement and to create buzz among the audience. Finalize content early to avoid last-minute delays.

6. Media Space and Refreshments at Venue

A major oversight occurred when the venue did not provide the media space and refreshments that were originally agreed upon. This resulted in logistical challenges and a less-than-ideal experience for the media team.

- Lesson Learned: It is crucial to confirm logistical arrangements with the venue well in advance to ensure that all necessary resources, such as media space and refreshments, are provided.
- **Recommendation**: Confirm all venue arrangements well ahead of time, and always have a backup plan for any unexpected gaps or missing resources.

7. Staff Shortages and Late Hours

Due to short notice, extended working hours till late night and on weekends, Media section staff faced issues. This caused unnecessary stress and resulted in some tasks being completed under less-than-ideal conditions.

- **Lesson Learned**: Adequate staffing and early planning are crucial for ensuring that the workload is evenly distributed and manageable.
- **Recommendation**: Avoid un necessary changes, delayed approval and late time meetings, so the office working hours may utilized for task completion.





DataFest 2024 marked a significant milestone in showcasing the potential of data-driven initiatives and served as an impactful platform for stakeholders in the data and technology sectors. The event brought together industry experts, innovators, and policymakers to engage in crucial discussions about the role of data in shaping national development strategies. As a result, DataFest 2024 not only provided a comprehensive insight into the latest trends in data science but also demonstrated the importance of leveraging data for sustainable growth and policy development.

However, despite its overall success, the event provided valuable lessons in several areas. The execution of the event highlighted a range of strengths, such as its ability to draw attention from key media outlets and influential speakers, but it also exposed several areas for improvement. One of the most significant challenges was the ongoing changes in content up until the final stages of preparation. Last-minute revisions led to confusion and delays in material preparation, underscoring the need for better content planning and adherence to deadlines. By establishing a clear timeline for content finalization, future events can avoid these last-minute rushes and ensure smoother execution.

Another crucial lesson from DataFest 2024 was the importance of a streamlined approval process. Delays in securing necessary approvals for materials, advertisements, and logistical components created significant pressure and compressed timelines, limiting the effectiveness of certain media and promotional efforts. A more defined and earlier approval timeline will be vital to ensure timely execution and reduce the risk of rushed or incomplete preparations. Additionally, the absence of a dedicated Public Relations (PR) department emerged as a major gap. The media team had to juggle various responsibilities, including guest reception and handling media logistics, which stretched resources and affected performance. Establishing a dedicated PR team within the organization will be key to managing media relations, advertisements, and press releases more efficiently, ensuring that these tasks are executed without unnecessary delays.

Budget constraints were also a notable challenge during DataFest 2024. Due to financial limitations, several key promotional activities in print and electronic media were either scaled down or eliminated, reducing the overall outreach and visibility of the event. Future events should prioritize comprehensive budget planning early in the process to ensure that funds are allocated properly, particularly for advertising and media engagement, which are essential for maximizing event impact.

The social media campaign, which serves as a primary tool for engaging a broader audience, faced delays as well. Due to content revisions and late approvals, the campaign started later than planned, limiting its ability to build momentum and generate early engagement. To address this, future events should aim to start social media campaigns at least 4-6 weeks in advance, ensuring there is ample time for audience interaction and awareness building.

In summary, while DataFest 2024 was a valuable and impactful event, the lessons learned from the experience will guide future event planning and execution. The event's success was not only due to the quality of its content and the caliber of its speakers but also to the collective efforts of the media and logistics teams. Moving forward, by addressing the lessons learned—such as better content planning, efficient media coordination, early budget allocation, and improved staffing—future events will be more organized, impactful, and professionally managed. These lessons will not only improve the logistical aspects of event execution but also enhance the experience for all stakeholders involved. By applying these insights, DataFest and similar events can continue to be powerful platforms for fostering innovation, collaboration, and advancement in the data and technology sectors.





Annexure





Annexure-I

Media Houses (Initial Outreach and Follow-up)

S.No.	Name	Designation	Organization
1	Mr. Mohsin Naqvi	CEO,	24 News
2	Mian Muhammad Rasheed	CEO.	92 News
3	Whan Wunammad Rasheed	Bureau Chief / Editor	92 News
4	Mr. Asif Zubari,	CEO.	Aaj News
5	Syed fahad ali Shah	CEO,	Abbtak
6	Mr. Salman Iqbal	CEO,	Ary News
7	Mr. Shahid Javed	CEO,	Bol News
8		CEO,	
9	Mr. Hashaam Riaz Sheikh	,	Capital TV
	Mr. Muzammil Hussain Syed,	CEO,	Channel 5
10	Mr. Hameed Haroon,	CEO,	Dawn News
11) C	Bureau Chief / Editor	Dawn News
12	Mian Amer Mahmood,	CEO	Dunya News
13		Bureau Chief / Editor	Dunya News
14	Mr. Sultan Ahmed Lakhani,	CEO	Express News
15		Bureau Chief / Editor,	Express News
16	Mir Ibrahim Rehman, CEO,	CEO	GEO News
17		Bureau Chief / Editor,	GEO News
18	Mr. Zubair Nawaz Chattha CEO,	CEO	GNN
19	Mr. Mukhtar Abbas, CEO,	CEO	GTV News
20	Mr. Duraid Qureshi, CEO,	CEO	Hum News
21		Bureau Chief / Editor,	HUM News
22	Mr. Aamir Fayyaz Sheikh		Koh-e-Noor
23	Ms. Seema Tahir Khan	Creative Head	News One
24	Mr. Amir Manzoor	MD	PTV News
25	Mr. Yousaf Baig Mirza,	CEO	Public News
26	Mr. Zafar Siddiqui	CEO	Samaa TV
27	Mr. Mirza Masood Baig	CEO	SUCH TV
28	Mr. Shahid Hosain Kazi	CEO	Roze News
29	Mr.Mohsin Bilal Khan	CEO	ABN News
30	CH Abdul Rehman	CEO	NEO News
31	Mr. Arif Nizami (CEO),	CEO	Pakistan Today
32	Mr. Hameed Haroon (CEO),	CEO	Dawn
33	Mir Shakil-ur-Rahman (CEO),	CEO	The news International
34	Mir Shakil-ur-Rahman (CEO),	CEO	Daily Jang
35	Ms. Rameeza Majid Nizami (CEO),	CEO	The Nation
36	Mr. Bilal Lakhani (CEO),	CEO	The Express Tribune
37	Ms. Rameeza Majid Nizami (CEO),	CEO	Nawa-i-Waqt
38	Mr. Raziuddin Razi (CEO),	CEO	Daily times
39	Mr. Mohsin Bilal Khan, CEO,	CEO	Daily ausaf
40		Bureau Chief / Editor	Daily Khabrain
41	Abdullah Shah,	Bureau Chief / Editor	Daily Asas
42		Bureau Chief / Editor	The Patriot
43		Bureau Chief / Editor	Express Urdu
44	Mian Amer Mahmood, CEO,	CEO	Daily Dunyia
45	Mr. Zahid Malik, CEO,	CEO	Pakistan observer
46	Shakeel Ahmed,	Editor in Chief,	Relation Times
47	,	Bureau Chief / Editor	Business recorder
48		Correspondent	urdu news
49		Correspondent	Voice of America
50	Mr. Rehmat Shah Afridi	CEO	The Frontier Post
51	Mr. Mujeeb-ur-Rahman Shami,	CEO	Daily Pakistan
52		Bureau Chief / Editor	Urdu Point
53		Correspondent	CNN URDU
54	Mr. Tahir Mehmood	Director (News)	PID
55	1411. Tallii iyiciiiilood	Bureau Chief / Editor	APP
33		Durcau Ciliei / Editor	ALL





List of Print/electronic Media personnel

S.NO	Name	Designation	Channel
1	Ghulam Abbas	Photographer	PID Official
2	Nawaz Ahmed	V.Journalist	Samaa Tv
3	Raza Abid	Chief Reporter	Roz TV
4	Majid Shal		Sindh TV
5	Khadim Hussain		Daily Metro
6	Rahul Barhwat	Reporter	PTV World
7	Aown Raza	Cameraman	GNN TV
8	M. Saleem Rana	Photographer	APP
9	Bilawal	Cameraman	ABBtak
10	Khalid Butt	Cameraman	Dunya News
11	Ch. Abdul Wahab	Cameraman	KTN
12	Irfan Hashmi	Cameraman	Geo News
13	Azmat Khan		Pakistan Observer
14	Pervaz Mughal		Kashmir Times
15	Fahad Aziz	Reporter	PTV
16	Anwar		Ausaf
17	Kamra		Kohinoor
18	Shahid Ajmal	Reporter	ABN
19	Shah Ali	Reporter	Roz Tv
20	Zahar Ali	Reporter	Samaa TV
21	Naveed	Reporter	Fronyier News
22	Sardar Afsar	Reporter	Samaa

List of Senior Anchor person and Bureau Chief

S.NO	Name	Designation	Channel
S.No	Name	Designation	Channel
1	Mehtab Haider	Reporter	The News
2	Tariq Derya	Reporter	Custom Today
3	Sardar Khurram	Camerman	Aaj
4	Naeem Butt	Satellite of ruote	Aaj
5	Saleem Rawo	Photographer	APP
6	Humdosh	Camerman	Abb Tak
7	Sardar Shaukat Mehmood	Editor	Islamabad Today
8	Shahzad Faroqi	Editor	AGN
9	Waqar Saleem	Reporter	Aaj
10	Qaiser Zukfiquar	Reporter	App
11	Tariq Chahudary	Bureau Chief	Aaj
12	Changaiz Chahudary	Camerman	Samaa News
13	Amir Sial	Bureau Chief	Samaa News
14	Samar Abbas	Bureau Chief	Dunya News







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



Member (Support Services/RM)

Phone No. 051-9106652 Fax No: 051-9106518

No. PBS.DATAFEST(02)/2024-

Islamabad, the 17th October, 2024

Subject: - INVITATION TO PARTICIPATE IN DATA-FEST: UNLEASHING THE POWER OF DATA FOR DEVELOPMENT

Dear.

السَّلاَمُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَ بَرَكَاتُهُ

It is to inform that Pakistan Bureau of Statistics (PBS) is hosting its First-Ever DataFest-2024 on 21-22 October, 2024, at the Pak-China Friendship Centre in Islamabad. DataFest-2024 aims to catalyse a data-driven ecosystem, fostering innovation, development, and informed decision-making for policy planning.

- 2. The objective is to promote the narrative on data-driven development an explore collaboration opportunities for effective coverage. DataFest-2024 features keynote addresses, panel discussions, and showcases of innovative data products, fostering networking among global stakeholders to enhance data literacy and drive sustainable development. The event focuses on thematic areas such as equity, governance, data integration, fiscal resilience, and climate adaptation.
- Your good self is invited as GUEST OF HONOUR at DataFest-2024. It is requested to
 please honor the event with your presence. For further coordination regarding your availability,
 please contact Syed Uzair Ali (PBS Media Coordinator) Contact No: 03365454950, in this
 regard.

Together, we can leverage data to create a thriving, resilient, and sustainable future for Pakistan.

Looking forward to gaining from your expertise and insights in this endeavour.

(ستاره امتیاز) (Muhammad Sarwar Gondal) Member (Support Service / RM)

Spokes Person (PBS)





List of Potential Media Partners:-

S.No	Names	Organization	Designation
01	Khurram Hussain	Dawn news	Columnist
02	Mehtab Haider	The News	Senior Reporter/ News Writer
03	Naeem Mehboob	Abb tak news	News Editor
04	Tariq Chaudhry	Aaj news	Bureau Chief
05	Behzad Saleemi	Samaa Tv	D. Bureau Chief/ Anchor Person
06	Waqar Saleem	Aaj Tv	Reporter
07	Muhammad Naushad Ali	Daily Pakistan/PTV	News Analyst
08	Uzair Aman	Ptv News	Program Producer
09	Javaid Soomro	Hum News	Bureau Chief IBD
10	Samar Abbass	Dunya news	Senior Anchor Person
11	Shahzad Farooqi	Nawa-i-Waqt	Resident Editor
12	Qaisar Zulfiqar	APP	Senior Journalist
13	Tariq Darya	Custom Today	Senior Journalist
14	Sardar Shaukat	Islamabad Today	Editor





Annexure-II

Media Coverage Report of DataFest

Day 1 and Day2

Day 1

DATAFEST INAUGURATION



21 October,2024

21-22 October, 2024

"Unleashing the Power of Datafor Development"

"Empowering Decisions with Data"





ABSTRACT

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.

Organised by Pakistan Bureau of Statistics

"Unleashing the Power of Data for Development" "EmpoweringDecisions with Data"

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

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





Tickers

محمد سرور گوندل ستارهٔ إمتياز (ترجمان اداره شماريات)

- 1. پاکستان کی تاریخ میں پہلی بار پاکستان ادارہ شماریات نے قومی سطح پر ڈیٹا فیسٹ 2024 کا انعقادکیا، ترجمان ادارہ شماریات
- وفاقی وزیر برائے منصوبہ بندی ترقی و خصوصی اقدامات پروفیسر احسن اقبال نے ڈیٹا فیسٹ 2024 کی تقریب کا افتتاح کیا، ترجمان ادارہ شماریات
- 3. سیکرٹری وزارت منصوبہ بندی اور خصوصی اقدامات نے نیپال، عمان، تھائی لینڈ، آسٹریلیا اور ازبکستان، آذربائیجان اور ایران کے NSOs کے غیر ملکی مندوبین کو خوش آمدید کہا، ترجمان ادارہ شماریات
- 4. یونیسیف ،یو این ایف پی اے، ورلڈ بنک،یو ااین ایچ سی آر ، آئی ایل او ،ایف اے او اور اے ڈی بی کے تعاون سے ڈیٹا فیسٹ کا انعقاد کیا گیا،ترجمان ادار ۂ شماریات
 - اداروں کی جانب سے ڈیٹا کے مؤثر استعمال کے لیے ان کی مستقل وابستگی قابل ستائش ہے،ترجمان ادارہ شماریات
 - 6. قومي اور بين الاقوامي ماہرين كي دُيثا فيستْ 2024 ميں شركت ، ترجمان اداره شماريات
- وفاقی وزیر برائے منصوبہ بندی ترقی و خصوصی اقدامات پروفیسر احسن اقبال نے ڈیٹا کے ذریعے ترقی کی راہیں ہموار کرنے پر زور دیا، ترجمان ادارہ شماریات
 - 8. ثيثًا فيستُ كا مقصد عوام الناس مين ثيثًا كي ابميت أجاكر كرنا تها، رجمان اداره شماريات
 - 9. تعلیمی اداروں کی شمولیت سے ڈیٹا فیسٹ کے انعقاد کا مقصد مزید مستحکم ہوا ،تر جمان ادارہ شماریات
 - 10. تُیٹا فیسٹ میں پاکستان ادار اہ شماریات کے مختلف اور جدید Dash Board کے ذریعے لوگوں کو ڈیٹا دکھایا گیا،ترجمان ادارہ شماریات
 - 11. دُیٹا فیسٹ 2024 میں نوجوانوں کی شمولیت کو سراہا گیا، رجمان ادارہ شماریات
 - 12. صوبائی اداروں کے تعاون سے قومی ترقی کے لیے کوششیں کی گئیں ،ترجمان ادارہ شماریات
 - 13. غُربت کے خاتمے کے لیے ڈیٹا کا موثر استعمال اِس میں کمی کے لیے اہم اقدام ثابت ہو سکتا ہے،

تر جمان ادار ه شمار یات

- 14. ثیثا فیسٹ 2024 میں مشترکہ قومی مسائل کے حل کی تلاش پر زور دیا گیا،ترجمان ادارہ شماریات
 - 15. ثیثا فیسٹ 2024 میں جدید خیالات کو پیش کرنے کے لیے ایک جامع پلیٹ فارم ثابت ہوگا،

تر جمان ادار ه شمار پات

- 16. تخلیقی ورکشاپیس میں طلباء/ طالبات کی شرکت کو سراہا گیا،ترجمان ادارہ شماریات
- 17. ڈیٹا فیسٹ 2024 نے شراکت داری کی نئی مثالیں قائم کیں، ترجمان ادارہ شماریات
- 18. معاشرتی بہتری کے لیے مل کر کام کرنے کی ضرورت پر زور دیا گیا، ترجمان ادارہ شماریات

Press Release

INAUGURATION DAY-1: DataFest-2024:

"Unleashing the Power of Data for Development"

"Empowering Decisions with Data"

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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 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. 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 امتيان), 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 (ستارة امتياز), 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.

<u>پریس ریلیز</u>

یالیسی سازی اور جدت میں ڈیٹا کی انقلابی طاقت

"پہلا ڈیٹا فیسٹ۔ 2024،اعداد کی زباں ترقی کا نشاں

21اکتوبر2024،اسلام آباد:پاکستان ادارۂ شماریات نےپاک چائنا فرینڈشپ سینٹر میں پاکستان کے پہلے "ڈیٹا فیسٹ 2024" کی میزبانی کی ، 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 جدت کے فروغ میں ڈیٹا کے اہم کردار کو اجاگر کیا جا سکے ڈیٹافیسٹ کے اہم سٹریٹجک شراکت





داروں میں UNICEF, UNFPA,WORLD BANK,ILO,UNHCR,FAO, ADB,شامل ہیں۔ یہ تنظیمیں 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 ویژولائزیشن 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 لئے ڈیٹا کے استعمال کو فروغ دینا تھا۔

اس تقریب کا افتتاح معزز وفاقی وزیر برائے منصوبہ بندی، ترقی اور خصوصی اقدامات، پروفیسر احسن اقبال نے کیا، انہوں نے ڈیٹا فیسٹ 2024 کے کامیاب انعقاد پر پاکستان ادارۂ شماریات کی تعریف کرتے ہوئے کہا کہ یہ فیسٹول 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 اورملکی ترقی و خوشحالی کے لئے ڈیٹا کے استعمال کی اہمیت پر زور دیا۔

چیف شماریات ڈاکٹر نعیم الظفر (ستارۂ 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۔ سیکریٹری برائے وزارت منصوبہ بندی، ترقی اور خصوصی اقدامات، جناب اویس منظور سمرا نے اپنے خیالات کا اظہار کرتے ہوئے ڈیٹا کی جدتوں کو دریافت کرنے کے لئے ڈیٹا ماہرین کو اکٹھا کرنے پرڈیٹا فیسٹ کے کردار کو اجاگر کیا۔ انہوں نے ڈیٹا فیسٹ کے کامیاب انعقاد پر پاکستان ادارۂ شماریات کو سراہا اور نیپال،عمان،تھائی لینڈ ، آسٹریلیا، اُزبکستان ،آذربائیجان اور ایران سے آنے والے بین الاقوامی وفود اور یونیورسٹی کے طلباء و طالبات کا تقریب میں شرکت پر شکریہ ادا کیا۔

مختلف شعبوں کے درمیان تعاون کو بڑھانے کے لیے ایک اہم قدم کے طور پر، ٹیکنالوجی، تعلیمی اداروں، مالیات اور حکومت کے ساتھ متعدد مفاہمتی یادداشتوں پر دستخط کیے گئے جس کا مقصد جدید ٹیٹا ٹیکنالوجیز جیسے (Artificial Intelligence) اور (Big Data) پر مشترکہ تحقیق کو فروغ دینا، اور ٹیٹا سائنس میں پیشہ ور افراد کی صلاحیتوں کو بہتر بنانے کے لیے تعلیمی پروگراموں کو تیار کرنا ہے۔ ان معاہدوں کے ذریعے ٹیٹا شیئرنگ کے فریم ورک بھی قائم کیے جائیں گے تاکہ جدت کو فروغ دیا جا سکے اور طلباء کے لیے انٹرن شپ کے مواقع فراہم کیے جا سکیں۔ ترجمان پاکستان ادارہ شماریات جناب محمد سرور گوندل (ستارہ امتیاز) نے کہا کہ "ان یاداشتوں کے ذریعے شراکت داری ہمیں ڈیٹا کے استعمال میں جدت کو آگے بڑھانے کے لئے ٹیٹا کی طاقت کو استعمال کرنے کا موقع دے گی "تقریب میں نمایاں ماہرین شماریات اور ٹیٹا سائنسدانوں کی متاثر کن تقاریر، عملی ورکشاپس، نمائشوں ، اور ٹیٹا وی ڈیٹا وی انقلابی طاقت کو اجاگر کیا گیا۔

تقریب کی اہم سرگرمیوں میں موضوعاتی مباحثے شامل تھے، جن میں گورننس، موسمیاتی تغیرو تبدل، اور دیگر موضوعات پر دلچسپ سیشنز منعقد کیے گئے، جن میں سپارکو،نادرا، یونیسیف اور ورلڈ بینک اور دیگر اداروں نے شرکت کی۔اقوام متحدہ اور ایشیائی ترقیاتی بینک جیسے اداروں سے تعلق رکھنے والے قومی اور بین الاقوامی ماہرین نے اہم تقاریر پیش کیں ۔ تقریب میں مجموعی طور پر 8 مخصوص ورک سٹیشنز پر 32 ورکشاپس کا انعقاد کیا گیا، جن میں مختلف ڈیٹا سائنس کے موضوعات کا احاطہ کیا گیا تقریب میں 100 اسٹالز لگائے گئے جن میں جدید ترین ڈیٹا مصنوعات اور ٹولز کی نمائش کی گئی جن میں اور یکل، جاز اور ٹیلی نار جیسے اداروں کی شرکت بھی شامل ہے ۔

دو اہم پینل مباحثوں میں ڈیموگر افک ڈیٹا کو بروئے کار لاتے ہوئے معروف ماہرین کے تجربات کی روشنی میں پاکستان کی آبادی میں اضافے کی بلند شرح سے متعلق پالیسیوں اور بہتر منصوبہ بندی کے لیے فلاح وبہبودپر توجہ مرکوز کی گئی۔

فیسٹیول میں علاقائی شماریاتی دفاتر کے وفود کا خیرمقدم کیا گیا، جن میں مالدیپ ادارۂ شماریات (Maldives Bureau of) (,Statistics، نیپال شماریاتی دفتر، Nepal Statistical Office)،قومی سینٹر برائے شماریات (عمان)، ایشیائی ترقیاتی بینک اور UNICEF کے وفود شامل تھے۔





سرکاری اور نیم سرکاری ادارے جیسے پاکستان ادارہ شماریات ، نادرا، ایف بی آر (FBR)، سپارکو (SUPARCO)، این آئی ٹی بی ایس ای بی (PSEB)، پی ایس ای بی ایس ای بی ائی ٹی بی (PITB) اور ریڈیو پاکستان نے ، جبکہ نجی شعبے میں معروف آئی ٹی اور ٹیلی کام تنظیموں جیسے یوفون، جاز اور پی ٹی سی ایل نے شرکت کی اور اپنے اسٹالز پر معلومات پیش کیں ۔ مختلف فاؤنڈیشنز اور فلاحی تنظیموں نے بھی اس تقریب میں حصہ لیا۔ تعلیمی شعبے سےLUMS,FAST,NUST ، اور قائداعظم یونیورسٹی نے ڈیٹا فیسٹ 2024 میں شرکت کی۔

ڈیٹا فیسٹ -2024 پالیسی سازی کے لئے اعداد و شمار کے بارے میں شعور اور استعمال میں اضافہ کرے گا۔ اس سے حکومت کو، نجی شعبے، تعلیمی اداروں اور سول سوسائٹی کے درمیان تعاون کو مضبوط بنانے میں مدد ملے گی۔ یہ فیسٹیول ڈیٹا تجزیات اور بصری تکنیک میں جدت کا باعث بن کر شرکاء میں ڈیٹا خواندگی اور تجزیاتی صلاحیتوں میں اضافہ کرے گا۔

ڈیٹا فیسٹ 2024 نے سماجی بہتری کے لئے اعداد و شمار کو استعمال کرنے کے مقصد سے متعدد مشترکہ منصوبوں کا آغاز کیا۔ پاکستان ا دارۂ شماریات تمام شراکت داروں کو دعوت دیتا ہے کہ وہ ملک بھر میں زندگیوں کو بہتر بنانے اور پائیدار ترقی کو آگے بڑھانے کے لئے ڈیٹا سے فائدہ اٹھانے کے اس اہم اقدام میں شامل ہوں۔



Oct 23, 2024

PBS Holds Data Fest 2024: Key MoUs Signed To Enhance CollaborationIn Data Management

The Data Fest 2024, held at the Pakistan-China Friendship Center, concluded with significant milestones, including the signing of various memorandums of understanding between the Pakistan Bureau Of Statistics, NADRA Technologies Limited, the Competition Commission Of Pakistan, and other departments.

Inaugurated by Federal Minister For Planning And Development Ahsan Iqbal, this two-day eventmarked a groundbreaking initiative aimed at promoting statistical literacy and enhancing awareness about the vital role of data in today"s world.

Organized by the Pakistan Bureau Of Statistics, the festival attracted a diverse audience, including government officials, policymakers, students, researchers, and members of the generalpublic.

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 was designed to demystify data science, showcasing its practical applications and importance in informed decision-making and technological advancement. Speakers emphasized the necessity of reliable, high-quality data to drive progress across various sectors.

This first-of-its-kind festival in Pakistan is set to pave the way for future discussions and innovations in data utilization, positioning the nation to harness the power of data for socio- economic development. https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~:text=Inaugurated%20by%20Federal%20 https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~:text=Inaugurated%20by%20Federal%20 https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptvWorld/engNewsDetail/64604#:~">https://ptv.com.pk/ptv.







Pakistan to be at \$3 trillion on 100years of its independence, assertsAhsan Iqbal







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 were ruling the world, and data sets, data integration and Artificial Intelligence were significant for the sustainable economic development of any country, the Minister said. 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, PBS Chief Statistician Naeemul Zazfar, representatives of federal and provincial ministries and other stakeholders participated in the ceremony.

He said that today "we have entered a world that is undergoing the most rapid changesin human history and people who have seen the huge innovations and development in modern time.

Ahsan stressedthat now modern data science drove the economic revolution in the world, and data analytics and advanced technology had fueled the modern economicdevelopment and digital revolution. He said that data science was the core of artificial intelligence, and its quality was the foundation of any economic theory and development in the modern world and for that, our economy neededvery reliable data.

The Minister said that behind the economic development of any nation were 10 years of continuous policies, which pave the way for their development.

He said that now the government is working on the next five-year plan and today when Iread the Vision 2025 made in 2014, it seemed that we had written the same problems we are facing today in the country. In 2017-18, Pakistan had overcome the issue of energy and terrorism, the country was moving fast with the China Pakistan Economic Corridor (CPEC), but today we are backto where we were in 2013.

He said that for sustainable economic development in the country, we need continuity of policies to achieve our economic goals. "Our economy needs reliable data, with which we can measure the direction of progress."

Similarly, data sets are also required for business development and only the nations, businesses or individuals can use data in a better way can achieve their economic goals, he said.

"I am happy that there are a large number of young people here today, who will determine their future through data science and youth should have the ability to use data properly. Our young generation is going to participate in an economic marathonrace based on modern technology and data-driven economies" he said.

He said that today," We have presented the positive side of Pakistan to the world through the three day's head of the government meeting of "Shanghai CooperationOrganization" in Islamabad."

He claimed that all economic indicators of the country were showing positive. The inflation rate was down at single digit and our youth had the potential to take Pakistan toa high position in the world. While addressing the ceremony, Federal Secretary for Planning, Development and Special Initiatives Owais Manzoor Samra said that data integration, visualization and cutting-edge technology wee ways forward for the country's sustainable economic development.

PBS Chief Statistician, Naeemul Zazfar insisted that today data science was leadingevery sector of the economy and in Pakistan data-driven economy must be for sustainable economic development.

https://dunyanews.tv/en/Business/845441-pakistan-to-be-at-3-trillion-on-100-years-of-its-independence-assert







NADRA, PBS sign MoU to use data domestically, internationally

| October 22, 2024

News Stories Posted by ARY News Digital Team

ISLAMABAD: The National Database and Registration Authority (NADRA) and the Pakistan Bureau of Statistics (PBS) signed Memorandum of Understanding (MoU) to work collaboratively for the effective and efficient use of data within Pakistan and internationally.

The MoU was signed at the Pakistan-China Friendship Center. Showcasing the latest Mobile Registration Vans, the Spokesman of NADRA said that the organisation provides registration facilities to individuals in remote areas through 231 mobile vans deployed across the country.

He said that the NADRA introduced self-service KIOSKs, allowing the public to renew their lost or expired ID cards without the need of any assistance.

During the event, NADRA also showcased Rugged Enrollment Kits, portabledevices specially designed for use in the remote areas where the registration process faces difficulties. 300 of these kits have been initially provided for use in Somalia, and plans are in place to ensure their use within Pakistan in the future.

NADRA's stall attracted considerable attention from attendees at the Data Fest. Onthis occasion, Chairman NADRA invited the Chief Guest, Ahsan Iqbal Chaudhry, the Federal Minister for Planning, Development, and Special Initiatives, to visit NADRA's stall. The Chairman highlighted several registration and e-governance projects currently being managed by NADRA, both within Pakistan and internationally. The Chief Guest expressed his satisfaction with the progress and contributions of NADRA. National Data Fest 2024 serves as a significant platform where various institutions, including NADRA, and individuals from various walks of life come together. This event is part of ongoing efforts to enhance the efficient use of data in decision-making and problem-solving.

https://arynews.tv/nadra-pbs-sign-mou-to-use-data-domestically-internationally/









Islamabad: October 21, 2024: Federal Minister for Planning Development and Special Initiatives, Prof. Ahsan Iqbal inaugurated first DataFest-24 as Pakistan Bureau of Statistics achieved a historic milestone.



Islamabad: October 21, 2024: Federal Minister for Planning Development and Special Initiatives, Prof. Ahsan Iqbal inaugurated first DataFest-24 as Pakistan Bureau of Statistics achieved a historic milestone.









یا کستان کے پہلے دوروزہ "ڈیٹافسٹ 2024"کا آغاز آج ہوگا







2024 2021

اسلام آباد (کامرس رپورٹر) یاکستان بیورو آف شماریات کے زیراہمام آج 21اکتوبرے یاک جائنا فرینڈشپ سینٹرمیں یاکستان کے پہلے دوروزہ"ڈیٹا فیسٹ 2024"کا آغاز ہو گاجس میں مختلف شعبوں سے ماہرین، محققین اور ڈیٹا سے منسلک افراد کو ایک ساتھ اکٹھاکیا جائے گاتاکہ پالیبی سازی اور بہتر مستقبل کے لئے جدت کو فروغ دینے میں ڈیٹا کے اہم کر دار کوا جا گر کیا جا سکے۔"ڈیٹا فیسٹ 2024" کا مقصد پاکستان میں صحت کی دیکھ بھال تک رسائی، ساجی مساوات اور پائیدار ترقی سمیت اہم چیلنجوں سے نیٹنے کے لئے تعاون، معلومات کے تباد لے اور قابل عمل حکمت علی کے لئے ڈیٹا کے استعمال کو فروغ دینا ہے۔ تقریب میں معروف ماہرین شماریات وانفار میشن ٹیکنالوجی اور ڈیٹا سائنسدان اپنے تجربات ہے آگاہ کریں گے اور ڈیٹا کے بہتراستعال کے لئے تجاویز دیں گے۔ شرکاء علی ورکشاپس، نمائشوں اور ڈیٹاو بزولائزیشن کے ذریعے ڈیٹا ٹیکنالو جیز میں حدید ترین پیش رفت ہے آگاہ کریں گے۔ تقریب کی اہم سرگرمیوں میں موضوعاتی مباحثے شامل ہیں، جن میں گورننس، موسمیاتی تبدیلی و تغیرات اور دیگر موضوعات پر دلچیپ سیشز ہوں گے، جن میں نادرا، سیار کو، یواین ایف بی اے، یو نیسیف اور ورلڈ بینک سمیت دیگر ادارے شرکت کریں گے۔ ایونٹ میں 6 مخصوص ورک سٹیشزیر 50 ورکشاپس منعقد ہوں گی۔ تقریب میں 80 سٹالز بھی لگائے جائیں گے جن میں نادرا، سیارکو، کے پی آئی ٹی بی، آزاد تشمير (آئي ٹي بورڈ)، پاکستان سافٹ و بيرايکسپورٹ بورڈ، ورلڈ بينک، يو نيسيف، يوانن ايف يي اے، صوبائي اداره شاريات، اور آئي ٹي فرمز شامل ہیں ان سٹالز میں جدید ترین ڈیٹا مصنوعات اور ٹولز کی نمائش کی جائے گی۔ اسی دوران 6 موضوعات پر پینل مباحثے بھی ہول گے۔

Jang Epaper Pindiپاکسنان کے بہلے دو روزہ ''ڈکٹا فکسٹ 2020'' کا اَغاز اَج ہوگا

https://e.jang.com.pk/detail/779085





TRIBUNE

TODAY'S PAPER | OCTOBER 22, 2024 | EPAPER

Pakistan's first data fest kicks off

Participation from stakeholders including NADRA, SUPARCO, UNFPA, UNICEF, and the World Bank.

Our Correspondent October 21, 2024

ISLAMABAD:

The Pakistan Bureau of Statistics (PBS) will be hosting Pakistan's first-ever Data Fest-2024 at the Pak China Friendship Centre fromOctober 21-22, 2024.

The event will bring together experts, researchers and data enthusiasts from diverse fields to explore the critical role of data in shaping policies and drivinginnovation for a better future. This first-of-its-kind festival aims to foster collaboration, knowledge sharing and actionable strategies to



tackle pressing challenges in Pakistan, including healthcare access, social equity and sustainable development.

Prominent data scientists, statisticians and information technology experts will deliver inspiring speeches, showcasing the transformative power of data in policymaking and innovation. Attendees participated in hands-on workshops, exhibitions and a data visualisation competition, showcasing the latest advancements in data technologies. Key activities of the event are centred around thematic discussions that will comprise engaging sessions on governance, climate resilience, and more, with participation from stakeholders including NADRA, SUPARCO, UNFPA, UNICEF, and the WorldBank.

Moreover, keynote speeches will be delivered by international and regional experts from organisations such as the United Nations and Asian Development Bank. A total of 50 workshops will be conducted across six dedicated workstations and will cover various data integration and visualisation topics. The event features 80 stalls showcasing cutting-edge dataproducts and tools, including participation from organisations like NADRA, SUPARCO, KPITB, AJK (IT Board), Pakistan Software Export Board, World Bank, UNICEF, UNFPA, Provincial Bureau of Statistics and IT firms. Panel discussions on six topics including harnessing demographic data for policy and legislation to address Pakistan's high population will also be held.

https://tribune.com.pk/story/2504211/pakistans-first-data-fest-kicks-off







Ahsan terms data science as key for economic revolution

October 21, 2024



Addressing the 'Data Fest 2024 in Islamabad today, he said world modern data science drives the economic revolution in the world, and data analytics and advanced technology have fueled

the modern economic development and digital revolution.

The Minister said data sets are also required for business development and only thenations, businesses or individuals can use data in a better way can achieve their economic goals.

He said the youth should have the ability to use data properly as the young generation is going to participate in an economic marathon race based on modern technology and data- driven economies.

https://www.radio.gov.pk/21-10-2024/planning-minister-terms-data-science-as-key-for-economic-revolution







PBStohostfirst-ever-DataFest2024 at Pak-China Friendship Centre

October 21, 2024

ISLAMABAD - The Pakistan Bureau of Statistics (PBS) will be hosting Pakistan's first- ever Data Fest-2024 at the Pak China Friendship Centre from October 21-22, 2024, bringing together experts, researchers, and data enthusiasts from diverse fields toexplore the critical role of data in shaping policies and driving innovation for a better future.

This first-of-its-kind festival aims to foster collaboration, knowledge sharing, and actionable strategies to tackle pressing challenges in Pakistan, including healthcare access, social equity, and sustainable development. Prominent data scientists, statisticians and Information Technology experts will deliver inspiring speeches, showcasing the transformative power of data in policy-making and innovation. Attendees participated in hands-on workshops, exhibitions, and a data visualisation competition, showcasing the latest advancements in data technologies. Key activities of the event are thematic discussions that will comprise engaging sessions ongovernance, climate resilience, and more, with participation from stakeholders including NADRA, SUPARCO, UNFPA, UNICEF, and the World Bank.

Declining power demand in Pakistan fuels RLNG surplus

Further keynote speeches will be delivered by international and regional experts from organisations such as the United Nations and Asian Development Bank. A total of 50 workshops will be conducted across six dedicated workstations and will cover various

data integration and visualisation topics. The event features 80 stalls showcasing cutting-edge data products and tools, including participation from organisations like NADRA, SUPARCO, KPITB, AJK (IT Board), Pakistan Software Export Board, World Bank, UNICEF, UNFPA, Provincial Bureau of Statistics, IT firms. Panel discussions of data experts on six topics including harnessing demographic data for policy and legislation to address Pakistan's high population growth rate, welfare monitoring for better policy decision-making, climate change issues, data gaps, bridging data gaps for inclusive data systems for effective policy making, data integration for growth anddevelopment, closing human capital gaps (education) will also be held.

https://www.nation.com.pk/21-Oct-2024/pbs-to-host-first-ever-data-fest-2024-at-pak-china-friendship-centre







NADRA, PBS sign MoU to use data domestically, internationally

October 22, 2024

ISLAMABAD - An important Memorandum of Understanding (MoU) was signed between NADRA Technologies Limited and the Pakistan Bureau of Statistics during Data Fest 2024, held at the Pakistan-China Friendship Center in Islamabad on Monday. This MoU signifies the commitment ofboth organizations to work collaboratively for the effective and efficient use of data within Pakistan and internationally. Showcasing the latest Mobile

Registration Vans, the Spokesman of NADRA stated that the organization provides registration facilities to individuals in remote areas through 231 mobile vans deployed across the country. Furthermore, NADRA has introduced self-service KIOSKs, allowing the public to renew their lost or expired ID cards without the need of any assistance. During the event, NADRA also showcased Rugged Enrollment Kits, portable devicesspecially designed for use in the remote areas where the registration process faces difficulties. 300 of these kits have been initially provided for use in Somalia, and plans are in place to ensure their use within Pakistanin the future. NADRA's stall attracted considerable attention from attendeesat the Data Fest. On this occasion, Chairman NADRA invited Chief Guest, Ahsan Iqbal Chaudhry, the Federal Minister for Planning, Development, and Special Initiatives, to visit NADRA's stall. The Chairman highlighted several registration and e-governance projects currently being managed byNADRA, both within Pakistan and internationally.

The Chief Guest expressed his satisfaction with the progress and contributions of NADRA.

National Data Fest 2024 serves as a significant platform where various institutions, including NADRA, and individuals from various walks of life come together. This event is part of ongoing efforts to enhance the efficientuse of data in decision-making and problem-solving.

https://www.nation.com.pk/22-Oct-2024/nadra-pbs-sign-mou-to-use-data-domestically-internationally





"The only impossible journey is the one you never begin."





Tuesday

October 22, 2024 Rabi ul Sani 18, 1446

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Vol. XXXV, Issue 203 Regd. No. 111

ISLAMABAD

Founded by: Zahid Malik (Suara-i-Imtiaz & Hilal-i-Imtiaz)

Ahsan emphasizes government's commitment to leveraging data fornational progress

• October 22, 2024



PBS hosts Data Fest-2024 at Pak-China Friendship CentreThe 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 innovatio

for a better future. The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, FAO, ADB. These organizations bringextensive 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 wasto 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.

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 (Sitara-i-Imtiaz) welcomed all honorable guests and emphasized the significance of collaboration and knowledge sharing in advancing data science. Secretary, Ministry of Planning, Development, and SpecialInitiatives, 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 joiningthis 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.

https://pakobserver.net/ahsan-emphasizes-governments-commitment-to-leveraging-data-for-national-progress/





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 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. 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, andhealthcare 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





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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, insightsfrom leading experts. The festival welcomed delegations from regional featuring 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-2024It 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.

https://dailyislamabadtoday.com/unleashing-the-power-of-data-for-developmentempowering-decisions-with-data/





The Patriot



MABAD: Federal Minister for Planning, Ahsan Iqbal, inaugurates DataFest 2024, an event nized by the Pakistan Bureau of Statistics.

The Patriot

Ahsan reiterates the govt's commitment to expanding access to quality healthcare and education

By Staff Reporter

ISLAMABAD: Country Director Asian Development Bank Emma Fan called on Minister for Planning, Development and Special Initiatives Ahsan Iqbal Chaudhry in Islamabad on Monday to discuss ongoing and upcoming development projects supported by ADB.

During the meeting, the Minister emphasized the alignment of the recently finalized five-year development plan with the Prime Minister's broader development agenda. He highlighted the government's strategic focus on key sectors such as information technology, agriculture, and social development,

aiming to foster inclusive growth and uplift marginalized communities.

The Minister underscored the importance of modernizing infrastructure, particularly roads, to enhance connectivity within the country and with regional partners, especially Central Asia. He appreciated ADB's continued support in this regard, stressing that improvements in road infrastructure, including the Taftan section, are critical for boosting trade and regional integration.

Furthermore, Ahsan pointed out the need for greater investments in health and education, recognizing these sectors as the pillars of human development.





BUSINESS RECORDER Founded by M.A. Zuberi

PBS to host first-ever Data Fest-2024 today APP

Published October 21, 2024

ISLAMABAD: The Pakistan Bureau of Statistics (PBS) will be hosting Pakistan's first-ever Data Fest-2024 at the Pak China Friendship Centre from October 21-22, 2024, bringing together experts, researchers, and data enthusiasts from diverse fields to explore the critical role of data in shaping policies and driving innovation for abetter future.

This first-of-its-kind festival aims to foster collaboration, knowledge sharing, and actionable strategies to tackle pressing challenges in Pakistan, including healthcare access, social equity, and sustainable development. Prominent data scientists, statisticians and Information Technology experts will deliver inspiring speeches, showcasing the transformative power of data in policy-making and innovation.

Attendees participated in hands-on workshops, exhibitions, and a data visualization competition, showcasing the latest advancements in data technologies.

Key activities of the event are thematic discussions that will comprise engaging sessions on governance, climate resilience, and more, with participation from stakeholders including NADRA, SUPARCO, UNFPA, UNICEF, and the World Bank.

Further keynote speeches will be delivered by international and regional experts from organizations such as the United Nations and Asian Development Bank.

A total of 50 workshops will be conducted across six dedicated workstations and willcover various data integration and visualization topics. The event features 80 stalls showcasing cutting-edge data products and tools, including participation from organizations like NADRA, SUPARCO, KPITB, AJK (IT Board), Pakistan Software Export Board, World Bank, UNICEF, UNFPA, Provincial Bureau of Statistics, IT Firms.

Panel Discussions of Data experts on six topics including Harnessing Demographic Data for Policy and Legislation to address Pakistan's high population Growth Rate, Welfare Monitoring for Better Policy Decision-making, Climate Change Issues, Data Gaps, Bridging Data Gaps for Inclusive Data Systems for Effective Policy Making, Data Integration for Growth and Development, Closing Human Capital Gaps (Education) will also be held.

Delegations from International statistical offices, including, the Maldives Bureau of Statistics, Nepal Statistical Office, National Center for Statistics and Information, Oman, Delegates from the Asian Development Bank and UNICEF will also attend the event. Further, there will be virtual presentations from Azerbaijan, Uzbekistan and Iran.

An incubation center for research and innovation is specially designed for academia and researchers to showcase their projects, and research work using different data sets using integrated data sets.

Various foundations and social welfare organizations also participated in the event.

From Academia, Institutions like LUMS, FAST, NUST, and Quaid-e-Azam University will attend Data Fest-2024.

It is believed that Data Fest-2024 will increase awareness and utilization of data forpolicy planning. It helps in strengthening collaboration among government, private sector, academia, and civil society. This festival will lead to innovations in data analytics and visualization techniques and will enhance data literacy and analytical skills among participants.

Data Fest-2024 will be 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 thenation.

https://www.brecorder.com/news/40328107





PAKISTAN TODAY

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AHSAN HOPES PAKISTAN ECONOMY VOLUME TO REACH \$3 TRILLION IN 23 YEARS

IS AMARAE

APE

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 cra, 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 and this while addressing the 'Data Fest 2024, Organized by Pakistan Bureau of Statistics (PBS) here.

Chairman NADRA Licutenant, General, Muhammad Munir Afsar, Federal Secretary for Planning, Development and Special Initiatives, Owais Manzoor Samra, Chief Statistician, PBS, Nacem ul Zazfar and representatives of federal and provincial ministries and other stakeholders particited in the ceremony. The main strategic partners for DataFest-2024 are UNICEF, UNFPA, the World Bank, ILO, UNHCR, PAO, 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.

The Minister said that behind the economic development of any nation are 10 years of continuous policies, which pave the way for their development

He said that now the government is working on the next five-year plan and today when I read the Vision 2025 made in 2014, it seemed that we had written the same problems we are facing today in the country.

In 2017-18, Pakistan had overcome the issue of energy and terrorism, the country was moving fast with the China Pakistan Economic Corridor (CPEC), but today we are back to where we were in 2013. He said that for sustainable economic development in the country, we need continuity of policies to achieve our economic goals. "Our economy needs reliable data, with which we can measure the direction of progress."

Similarly, data sets are also required for business development and only the nations, businesses or individuals can use data in a better way can achieve their economic goals, he said.

"I am happy that there are a large number of young people here today, who will determine their future through data science and





youth should have the ability to use data properly. Our young generation is going to participate in an economic marathon race based on modern technology and data-driven economics" he said.

On the occasion, the minister 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 analytics for the prosperity and well-being of Pakistan's future.

He said that today," We have presented the positive side of Pakistan to the world through the three days head of the government meeting of 'Shanghai Cooperation Organization' in Islamabad." He said that all economic indicators of the country are showing positive.

The inflation rate is down at single digits and our youth have the potential to take Pakistan to a high position in the world.

He appreciated PBS's efforts in organizing the 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. While addressing the ceremony, Federal Secretary for Planning, Development and Special Initiatives, Owais Manzoor Samra said that data integration, visualization and cutting-edge technology are ways forward for the country's sustainable economic development.

Chief Statistician, PBS, Nacem- ul -

Zafar said that today data science is leading every sector of the economy and in Pakistan data-driven economy must be for sustainable economic development.

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.

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The agreements will also establish datasharing 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 , PBS spokesperson.

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.

https://www.pakistantoday.com.pk/2024/10/22/epaper 24-10-22-isb/







Federal Minister for Planning, AhsanIqbal addressing the inaugural ceremony of DataFest 2024, an eventorganized by the Pakistan Bureau of Statistics.











APP43-

211024

ISLAMABAD: October 21 – Federal Minister for Planning, Ahsan Iqbal, inaugurates DataFest 2024, an event organized by the Pakistan Bureau of Statistics.

https://www.app.com.pk/photos-section/federal-minister-for-planning-ahsan-iqbal-addressing-the-inaugural-ceremony-of-datafest-2024-an-event-organized-by-the-pakistan-bureau-of-statistics/







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دُيثا تبادله: مسابقتي كميشن،شاريات بيورومين مفاجمتي يا دواشت پردستخط

مہنگائی تیزی سے بنچ اور معیشت او پر جارہی ،احسن اقبال ، ڈیٹا کا نفرنس سے خطاب اسلام آباد (اے پی پی) سابقتی کمیشن آف پاکستان (سی بی پی) اور پاکستان شاریات بیورو کے درمیان ڈیٹا اور معلومات کے تبادلہ کے لئے مفاہمتی یا دواشت پر دستخط کئے گئے ۔مسابقتی کمیشن کے چیئر مین ڈاکٹر کمیر احمہ سدھواور شاریات بیورو کے ممبر سرور گوندل نے بیشنل ڈیٹا کا نفرنس کے موقع پر مفاہمتی یا دواشت پر دستخط کئے ۔ ڈیٹا کا نفرنس سے خطاب کرتے ہوئے پر وفیسر احسن اقبال نے کہا کہ مہنگائی تیزی سے بنچ آ رہی اور معیشت او پر جارہی ہے ، پاکستان کے لئے 2024 ایک اہم سال ہے ۔ہم اپنے مستقبل کی سمت متعین کر رہے ہیں۔ ترقی کی سمت متعین کرنے کے لئے قابل بھروسہ اور معیاری ڈیٹا کی فراہمی ناگزیر ہے تا کہ درست فیصلے کئے جا عیں ۔معاشی میدان میں ترقی کے لئے ہمیں پالیسیوں کے تسلسل اور استحکام کی اشد ضرورت ہے ۔ی بی پی اور جا عیں ۔معاشی میدان میں ترقی کے لئے ہمیں پالیسیوں کے تسلسل اور استحکام کی اشد ضرورت ہے ۔ی بی پی اور بیا کسی اور سینڈری ڈیٹا پر شخیق ، مسابقتی اور انکوائری رپورٹس تیار کرنے میں بھی معاونت کریں گے اور ڈیٹا جمع کرنے کے لئے مشتر کہ شعبہ جات اور معلومات میں بھی تعاون کریں گے ۔ ہمیں معاونت کریں گے اور ڈیٹا جمع کرنے کے لئے مشتر کہ شعبہ جات اور معلومات میں بھی تعاون کریں گے ۔ہمیں معاونت کریں گے اور کی کسی تھی تعاون کریں گے ۔ ہمیں

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Ahsan hopes Pakistan economyvolume to reach \$3 trillion in 23 years

21/10/2024



<u>ISLAMABAD</u>, OCT 21 (DNA) — 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 thiswhile 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 expertisein 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.

The Minister said that behind the economic development of any nation are 10 years of continuous policies, which pave the way for their development He said that now the government is working on the next five-year plan and today when I read the Vision 2025 made in 2014, it seemed that we had written the same problems we are facing today in the country.

In 2017-18, Pakistan had overcome the issue of energy and terrorism, the country was moving fast with the China Pakistan Economic Corridor (CPEC), buttoday we are back to where we were in 2013. He said that for sustainable economic development in the country, we need continuity of policies to achieve our economic goals.

-Our economy needs reliable data, with which we can measure the direction of progress. Similarly, data sets are also required for business development and only the nations, businesses or individuals can use data in a better way can achieve their economic goals, he said.

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On the occasion, the minister 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 privatesectors. He highlighted the importance of utilizing big data and data analytics for the prosperity and well-being of Pakistan's future.

He said that today, We have presented the positive side of Pakistan to the world through the three days head of the government meeting of Shanghai Cooperation Organization in <u>Islamabad</u>. He said that all economic indicators of the country are showing positive.

The inflation rate is down at single digits and our youth have the potential to take Pakistan to a high position in the world. He appreciated PBS's efforts in organizing the successful Data Fest-2024 and thanked all international delegations of Nepal, Oman, Thailand, Australia, Uzbekistan, Azerbaijan andIran for their participation and all university students for joining this event.

While addressing the ceremony, Federal Secretary for Planning, Development and Special Initiatives, Owais Manzoor Samra said that data integration, visualization and cutting-edge technology are ways forward for the country's sustainable economic development.

Chief Statistician, PBS, Naeem- ul – Zafar said that today data science is leading every sector of the economy and in Pakistan data-driven economy must be for sustainable economic development.

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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.

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 technologieslike artificial intelligence and big data, and to develop educational programs thatup-skill professionals in data science.

The agreements will also establish data-sharing frameworks to foster innovationand 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, PBS spokesperson.

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.

—DNA

https://islamabadpost.com.pk/ahsan-hopes-pakistan-economy-volume-to-reach-3-trillion-in-23-years/





Profit



October 21, 2024

Ahsan hopes Pakistan economy volume toreach \$3 trillion in 23 years



ISLAMABAD: Federal Minister for Planning, Development and Special Initiatives, Ahsan Iqbal on Mondayhoped 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 whileaddressing 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 haveseen 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.

The Minister said that behind the economic development of any nation are 10 years of continuous policies, which pave the way for their development

He said that now the government is working on the next five-year plan and today when I read the Vision 2025 made in 2014, it seemed that we had written the same problems we are facing todayin the country.

In 2017-18, Pakistan had overcome the issue of energy and terrorism, the country was movingfast with the China Pakistan Economic Corridor (CPEC), but today we are back to where we were in 2013.

He said that for sustainable economic development in the country, we need continuity of policiesto achieve our economic goals.

https://profit.pakistantoday.com.pk/2024/10/21/ahsan-hopes-pakistan-economy-trillion-in-23-years/

volume-to-reach-3-





LEADPakistan Read to Lead

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

October 22, 2024



ISLAMABAD

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—Our economy needs reliable data, with which we can measure the direction of progress. Similarly, data sets are also required for business development and only the nations, businesses or individuals can use data in a better way can achieve their economic goals, he said.

—I am happy that there are a large number of young people here today, who willdetermine their future through data science and youth should have the ability touse data properly. Our young generation is going to participate in an economic marathon race based on modern technology and data-driven economies he said.

On the occasion, the minister 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 privatesectors.

He highlighted the importance of utilizing big data and data analytics for the prosperity and well-being of Pakistan's future.

He said that today, We have presented the positive side of Pakistan to the world through the three days head of the government meeting of Shanghai Cooperation Organization' in Islamabad. He said that all economic indicators of the country are showing

positive. The inflation rate is down at single digits and our youth have the potential to take Pakistan to a high position in the world. He appreciated PBS's efforts in organizing the 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. While addressing the ceremony, Federal Secretary for Planning, Development and Special Initiatives, Owais Manzoor Samra said that data integration, visualization and cutting-edge technology are ways forward for the country's sustainable

development.Chief Statistician, PBS, Naeem- ul - Zafar economic said that today data science isleading every sector of the economy and in Pakistan data-driven economy must sustainable he for economic development. Under the theme —Data for Life and Equityl, 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 sustainable development. In a major step to healthcare access, social equity, and 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 technologieslike artificial intelligence and big data, and to develop educational that programs skill professionals data in

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https://leadpakistan.com.pk/news/ahsan-hopes-pakistan-economy-volume-to-reach-3-trillion-in-23-years/









الشيم احسان آبال UNICEF, من البال UNICEF, من السيال UNICEF, من الله UNICEF, من الله UNICEF, AD, WORLD BANK, ILO, UNHCR, FAO, الموسيق مين وسيق مهارت ركحتى الله من وسيق مهارت ركحتى إلى - "زندگى اور مساوات كافية" الموسيق تبديلى وقفيرات الفيشول شي المايق يك، گورش، موسيق تبديلى وقفيرات اقات المقام، في الفهام اوروية ولائزيش بيسے المايق مسائل بيسے محت كى دكمير بحال الك رسائل بيسے محت كى دكمير بحال الك رسائل بيسے محت كى دكمير بحال الك رسائل سائل مسال الله الموادت اور بائيدارتر في سميت ديكر مسائل كل مساوات، اور بائيدارتر في سميت ديكر مسائل كل مساوات، اور بائيدارتر في سميت ديكر مسائل كل كل كل كل في في كاستعال كوفروغ دينا قات كل كاستعال كوفروغ دينا قات -









سلام آباد: وفا قی وزیراحسن اقبال ڈیٹافیسٹ نمائش کا افتتاح کررہے ہیں

معاشى ترقى كيلئے ياليسيوں كے شكسل كى ضرور : احسن اقبال

ورست فیصلے کرنے کیلیے قابلِ بھروسہ اور معیاری ڈیٹا کی فراہمی ناگزیر: خطاب اسلام آباد (نیوزر پورٹر 1 اے پی پی) وفاقی وزیر برائے منصوبہ بندی، ترقی، اصلاحات وخصوسی

اقد ایا ۔ اس اقبال نے لیا ہے کہ پاکستان کے لیے 2024 ہم سال ہے، جہاں ہم الے مستقبل کی سے مستقبل کی فراہمی ناگر یہ جا کہ ہم درست سے مستقبل کی فراہمی ناگر یہ جا کہ ہم درست فیلے کر کئیں اور جینا اور اور جینا اور ج

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The First English Daily of Balochistan



Country's economy volume likely to reach \$3tin 23 years: Ahsan

22-10-2024

Staff Report ISLAMABAD: Federal Minister for Planning, Development and Special Initiatives, Ahsan Igbal 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. The Minister said that behind the economic development of any nation are 10

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https://www.balochistantimes.pk/post/country%E2%80%99s-economy-volume-likely-to-reach-3t-in-23-years-ahsan







CCP and PBS Sign MoU for Enhanced Data Sharing at National Data Fest 2024

Oct 21, 2024 #CCP, #Enhanced Data Sharing, #MIU, #National Data Fest 2024, #Pak China Friendship Centre, #PBS, #sign MoU

ISLAMABAD: The Competition Commission of Pakistan (CCP) and the PakistanBureau of Statistics (PBS) have signed a Memorandum of Understanding (MoU) to strengthen cooperation and improve data utilization. The MoU was formalized at theinaugural National Data Fest-2024, held at the Pak China Friendship Centre.

Dr. Ahsan Iqbal, Minister for Planning, Development & Special Initiatives, graced the event as the Chief Guest, accompanied by esteemed officials including Lt-Gen Munir Afsar, Chairman NADRA, Mr. Awais Manzur Sumra, Secretary Planning, and Dr. Naeem Uz Zafar, Chief Statistician. Key representatives from various Federal and Provincial Ministries were also in attendance.

Addressing the event, Dr. Ahsan Iqbal stated, -2024 is an important year for Pakistan, where we are defining our future direction. He highlighted the importance of providing reliable, quality data for informed decision-making and technological advancement. Dr. Iqbal stressed the need for policy continuity and stability to ensure sustainable economic development and keep pace with global progress.

The MoU was signed by Dr. Kabir Ahmad Sidhu, Chairman CCP, and Muhammad Sarwar Gondal, Member PBS. The agreement aims to promote efficient data sharing and in-depth analysis, supporting evidence-based decision-making.

Market data is important for CCP as it helps identify potential collusions, price manipulations, and cartels. The MoU will enhance CCP's ability to monitor and analyse market data across sectors, boosting its capacity to detect anti-competitive practices.

In the past, the CCP used to collect evidence using traditional methods such as dawn raids and inquiries from market etc. However, with the establishment of the Market Intelligence Unit (MIU), the CCP now employs modern detection techniques to proactively monitor abuse of dominant positions, cartelization, deceptive marketing, and mergers. MIU uses market data to keep surveillance of the various sectors of the economy.

https://customnews.pk/2024/10/21/ccp-and-pbs-sign-mou-for-enhanced-data-sharing-at-national-data-fest-2024/







Data-Fest 2024 starts in Islamabad

October 21, 2024

Islamabad, Pakistan: The Federal Minister for Planning AhsanIqbal will be the chief guest at the Data-Fest 2024, set to takeplace today on October 21-22, 2024 at the Pak-China Friendship Centre, Islamabad.

This inaugural event brings together data experts, policymakers, researchers, and thought leaders to explore the pivotal role of data inshaping Pakistan's future across sectors. Key sessions will focus on data-driven governance, fiscal resilience, disaster risk management, climate adaptation, and more.

Event Highlights:

- Keynote speeches from global data experts
- Thematic panel discussions on crucial national issues
- Data innovation displays and interactive workshops
- Networking opportunities with industry leaders and decision-makers According to an official press release, 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 placefor 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 howdata can drive decision-making, spark creativity, and lead us to a future of knowledge and collaboration. This festival focuses on the vital role ofdata in improving life and starts a series of projects aimed at using data for societalgood.

https://dnd.com.pk/technology/data-fest-2024-starts-in-islamabad







Unleashing Power of Data for Development

adminOctober 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 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.

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-bei

of Pakistan''s future.Chief Statistician Dr. Naeem-uz-Zafar (ارباتاره المباز), 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 Sumrain 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 allinternational 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 indata utilization," said Mr. Muhammad Sarwar Gondal (اميناز عربال المناز عربال ا

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.

https://dnews24.tv/unleashing-power-of-data-for-development-empowering-decisions-with-data/







Islamabad: The Competition Commission of Pakistan (CCP) and the Pakistan Bureau of Statistics (PBS) have signed a Memorandum of Understanding (MoU) to strengthen cooperation and improve data utilization





Relation Times

Editor: Shakowi Altmost Kalyana

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Tuesday, October 22, 2824

"Unleashing the Power of Data for Development" "Empowering Decisions with Data"



MUHAMMAB DANIYAL, SPECIAL CORRESPONDENT, DAILY RELATION TIMES, ISLAMABAD: The Pakisann Bureau of Statistics (PBS) proudly hosted Data Fest-2024 at the Pak China Friendship Centre, bringing together experts, researchers, and data certhusiases 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 adventures.

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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 as potential to develop data-driven solutions Pakistan's challenges. He stressed the importance of collaboration among experts to tackle issues like demographic growth and orbanization, which require innovative strategies. He emphasized the government's commitment to levernging data for national progress. He underscored the importance of datadriven decision-making in addressing key issues such as poverty alleviation. eclocation, 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 wellbeing of Pakistan's future.

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\$3 Trillion Economy Targeted by 2047: Igbal

October 21, 2024

Islamabad (TDI): Pakistan's Minister for Planning, Development and Special Initiatives, Ahsan Iqbal, expressed optimism on Monday that country's economy will reach a volume of \$3 trillion, positioning the country among the top 10 economies globally by the centenary of its independence in 1947.

Speaking at the "Data Fest 2024" organized by the Pakistan Bureau of Statistics (PBS) at the Pakistan-China Friendship Centre, Iqbal emphasized the importance of data-driven and knowledge-based economies in today"s world. He highlighted that data integration and artificial intelligence are crucial for sustainable economic development.

The event was attended by various dignitaries, including NADRA Chairman Lieutenant General Muhammad Munir Afsar, Federal Secretary for Planning Owais Manzoor Sumra, Chief Statistician Naeem-ul-Zafar, and representatives from federal and provincial ministries.

Iqbal noted, "We are living in an era of unprecedented change, withrapid innovations reshaping our world." He stressed that modern data science is a key driver of economic progress, with data analytics and advanced technologies fueling the digital revolution.

He pointed out that quality data is foundational to any economic theory and essential for development. He explained that sustainable economic growth is built on ten years of consistent policies, and the government is currently working on the next five-year plan.

Reflecting on the Vision 2025 framework created in 2014, he remarked that it addressed many of the same issues Pakistan faces today.

While acknowledging past achievements, such as overcoming energyand terrorism challenges in 2017-18 and the momentum gained from the China-Pakistan Economic Corridor (CPEC), he lamented a regression to conditions similar to those in 2013

He emphasized the need for policy continuity to achieve economic goals.

"Our economy requires reliable data to accurately measure progress," hesaid

Iqbal highlighted the necessity of robust data sets for business development, asserting that nations and individuals who effectively harness data can achieve their economic aspirations

He expressed hope for the young attendees, stating that they would shape the future through data science, and urged them to cultivate their data skills.

He also noted the positive representation of Pakistan at the recent Shanghai Cooperation Organization summit, asserting that economic indicators show favorable growth, with inflation rates falling to single digits. Iqbal reaffirmed the potential of Pakistan's youth to elevate the nation on the global stage.

During the ceremony, Federal Secretary Owais Manzoor Samra emphasized that data integration, visualization, and cutting-edge technology are essential for sustainable economic development.

Chief Statistician Naeem-ul-Zafar remarked that data science is integral to every sector of the economy and must underpin Pakistan's pursuit of adata-driven economy.

https://thediplomaticinsight.com/3-trillion-economy-targeted-by-2047-iqbal/







CCP, PBS sign MoU for enhanceddata sharing

D PBS fest

CCP

- 18:15
- October 21, 2024

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The MoU was formalized at the inaugural National Data Fest-2024, held at the Pak China Friendship Centre.

Ahsan Iqbal, Minister for Planning, Development & Special Initiatives, graced the event as the Chief Guest, accompanied by esteemed officials including Lt- Gen Munir Afsar, Chairman NADRA, Awais Manzur Sumra, Secretary Planning, and Naeem Uz Zafar, Chief Statistician. Key representatives from various Federal and Provincial Ministries were also in attendance.

Addressing the event, Ahsan Iqbal stated, "2024 is an important year for Pakistan, where we are defining our future direction."

He highlighted the importance of providing reliable, quality data for informed decision-making and technological advancement.

Iqbal stressed the need for policy continuity and stability to ensure sustainable economic development and keep pace with global progress.

The MoU was signed by Kabir Ahmad Sidhu, Chairman CCP, and MuhammadSarwar Gondal, Member PBS. The agreement aims to promote efficient data sharing and in-depth analysis, supporting evidence-based decision-making.

Market data is important for CCP as it helps identify potential collusions, price manipulations, and cartels.

The MoU will enhance CCP"s ability to monitor and analyse market data across sectors, boosting its capacity to detect anti-competitive practices.

In the past, the CCP used to collect evidence using traditional methods such asdawn raids and inquiries from market etc.

However, with the establishment of the Market Intelligence Unit (MIU), the CCP now employs modern detection techniques to proactively monitor abuseof dominant positions, cartelization, deceptive marketing, and mergers.

MIU uses market data to keep surveillance of the varioussectors of the economy.

Posted on: 2024-10-21

https://mettisglobal.news/ccp-pbs-sign-mou-for-enhanced-data-sharing







CCP, PBS Sign MoU to StrengthenCooperation and Improve Data Utilization

By ProPK Staff | Published Oct 21, 2024 | 6:33 pm



The Competition Commission of Pakistan (CCP) and the Pakistan Bureau (PBS) have signed of of **Statistics** a Memorandum

Understanding (MoU) to strengthen cooperation and improve data utilization. The MoU was formalized at the inaugural National Data Fest-2024, heldat the Pak China Friendship Centre.

Planning Minister Ahsan Iqbal graced the event as the Chief Guest, accompanied by Lt-Gen Munir Afsar, Chairman NADRA, Awais Manzur Sumra, Secretary Planning, and Dr. Naeem Uz Zafar, Chief Statistician. Key representatives from various Federal and Provincial Ministries were also in attendance.

Addressing the event, the minister said 2024 is an important year for Pakistan, where we are defining our future direction. He highlighted the importance of providing reliable, quality data for informed decision- making and technological advancement. He stressed the need for policy continuity and stability to ensure sustainable economic development and keep pace with global progress.

The MoU was signed by Dr Kabir Ahmad Sidhu, Chairman CCP, and Muhammad Sarwar Gondal, Member PBS. The agreement aims to promote efficient data sharing and in-depth analysis, supportingevidence-based decision-making. Market data is important for CCP as it helps identify potential collusions, price manipulations, and cartels. The MoU will enhanceCCP"s ability to monitor and analyze market data across sectors, boosting its capacity to detect anti-competitive practices.

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https://propakistani.pk/2024/10/21/ccp-pbs-sign-mou-to-strengthen-cooperation-and-improve-utilization/

<u>data-</u>







Pakistan Bureau of Statistics to Host First Data Fest 2024 in Islamabad

October 20, 2024

ISLAMABAD (AIA) The Pakistan Bureau of Statistics (PBS) will

host the country's inaugural Data Fest 2024 at the Pak-China Friendship Centre from October 21 to 22, bringing togetherexperts, researchers, and data enthusiasts to explore the role ofdata in shaping policies and driving innovation for a brighter future.

This first-of-its-kind event aims to foster collaboration and knowledge-sharing while offering actionable strategies to tacklekey challenges in Pakistan, such as healthcare access, socialequity, and sustainable development.



Prominent data scientists, statisticians, and IT experts will deliver keynote speeches, highlighting the transformative power of data in policymaking and innovation. Attendees will have the opportunity to participate in hands-on workshops, exhibitions, and a data visualisation competition, showcasing the latest advancements in data technology.

Key activities will include thematic discussions on governance, climate resilience, and other pressing topics, with participation from major stakeholders including NADRA, SUPARCO, UNFPA, UNICEF, and the World Bank. International and regional expertsfrom organisations such as the United Nations and the Asian Development Bank will also deliver keynote addresses.

The event will feature 50 workshops across six dedicated workstations covering various topics in data integration and visualisation. Eighty stalls will showcase cutting-edge data products and tools, with representation from key organisations including the Pakistan Software Export Board, KPITB, and Provincial Bureaus of Statistics.

Panel discussions will cover six critical areas, including harnessing demographic data for policymaking, monitoring welfare for better decision-making, addressing climate change,

bridging data gaps for inclusive policymaking, data integration for growth, and closing gaps in human capital (education).

Delegations from international statistical offices, includingrepresentatives from the Maldives, Nepal, and Oman, and delegates from the Asian Development Bank and UNICEF, will attend the event. Virtual presentations will also be given by delegates from Azerbaijan, Uzbekistan, and Iran.

The event will feature an incubation centre designed for academia and researchers to showcase their projects, using integrated data sets to highlight innovative research. Various foundations, social welfare organisations, and academic institutions like LUMS, FAST, NUST, and Quaid-e-Azam University will also participate.

Data Fest 2024 is expected to raise awareness of the importance of data in policy planning, strengthen collaboration between government, the private sector, academia, and civil society, and drive innovations in data analytics and visualisation. The festival marks the beginning of collaborative projects aimed at utilising data to benefit society.

PBS encourages all stakeholders to join this vital initiative to leverage data for improving lives and driving sustainable development across Pakistan.

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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 Honourable 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 handson 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.

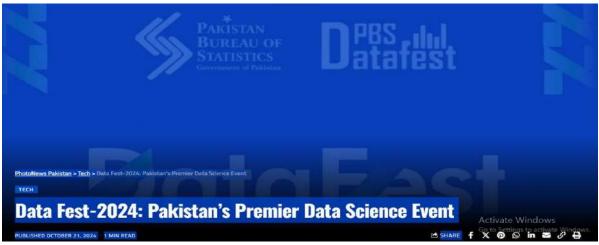








Data Fest-2024: Pakistan"s Premier Data Science Event



Data Fest-2024: Pakistan's Premier DataScience Event

Published October 21, 20241 Min Read

Pakistan Bureau of Statistics to host first-ever-Data Fest 2024 at Pak-ChinaFriendship Centre. Photo Credits: PBS

SHARE

The Pakistan Bureau of Statistics (PBS) is set to host the nation"s inaugural Data Fest-2024 at the Pak China Friendship Centre from October 21-22, 2024. This event will gather experts, researchers, and data enthusiasts from various sectors todiscuss data"s essential role in policy formation and driving innovation towards abetter future. The festival will address major issues such as healthcare access, social equity, and sustainable development in Pakistan.

The Pakistan Bureau of Statistics (PBS) will be hosting Pakistan"s first-ever DataFest-2024 at the Pak China Friendship Centre from October 21-22, 2024, bringingtogether experts, researchers, and data enthusiasts from diverse fields to explore the critical role of data in...

Leading data scientists, statisticians, and IT professionals will offer motivationaltalks illustrating data"s transformative impact on policy and innovation.

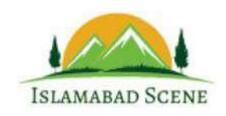
Participants will also participate in interactive workshops, exhibitions, and a datavisualization contest highlighting recent technological developments. The festival"s core will involve thematic discussions on governance and climate resilience, featuring contributions from key stakeholders like NADRA, SUPARCO, UNFPA, UNICEF, and the World Bank.

The event will include 50 workshops across six stations covering diverse data integration and visualization aspects. It will also feature 80 stalls displaying the latest data products and tools from organizations such as NADRA, SUPARCO, KPITB, AJK IT Board, Pakistan Software Export Board, World Bank, UNICEF, UNFPA, Provincial Bureau of Statistics, and various IT companies.

https://photonews.com.pk/data-fest-2024-pakistans-premier-data-science-event/







https://www.islamabadscene.com/pakistans-first-data-fest-2024-kicks-off-in-islamabad/

Pakistan's first Data Fest 2024 kicks off inIslamabad **ByStaff**

October 21, 2024



The two-day event, running from October 21-22, brings together a wide array of experts, researchers, and data enthusiasts to emphasize the pivotal role of data in policy development, innovation, and addressing Pakistan's critical challenges such as healthcareaccess, social equity, and sustainable development.

The festival is designed to foster collaboration, knowledge-sharing, and the development of practical strategies for tackling pressing national issues. It will include keynote speeches from prominent data scientists, statisticians, and IT experts, illustrating how data can drive innovative solutions in governance, policy-making, and beyond.

Ahsan Iqbal envisions \$3 Trillion economy for Pakistan in 23 yearsthrough data-driven initiatives

Federal Minister Ahsan Iqbal expressed optimism that Pakistan"s economy could reach

\$3 trillion within 23 years, positioning the country among the world"s top 10 economiesby 2047. Speaking at <u>Data Fest 2024</u>, he emphasized, "Our economy needs reliable data,

with which we can measure the direction of progress," and highlighted that "data scienceis the core of artificial intelligence," essential for sustainable economic development.





Iqbal underscored the necessity for continuous policies and data integration to address pressing issues like poverty and education, advocating for a collaborative approach among public and private sectors to foster innovation and ensure the country's prosperity.

PAKISTAN HOSTS ITS FIRST-EVER DATA FEST AS THE COUNTRY EYES DIGITAL TRANSFORMATION.

PLANNING MINISTER AHSAN IQBAL EMPHASIZES THE ROLE OF HIGH-QUALITY DATAIN SHAPING THE NATION'S FUTURE, CALLING 2024 A PIVOTAL YEAR FOR POLICY REFORM. #DIGITALREVOLUTION #DATAFEST2024 PIC.TWITTER.COM/DPA4ZOK6RK

— Ministry of Planning and Development (@PlanComPakistan) October 21, 2024

Data Fest 2024

Workshops, exhibitions, and a data visualization competition are also part of the event, providing participants with hands-on experience and insights into the latest data technologies.

A key highlight of the festival is its focus on thematic discussions, with sessions dedicated to areas like governance, climate resilience, and demographic data. Participantswill engage in these sessions alongside stakeholders such as NADRA, SUPARCO, UNFPA, UNICEF, and the World Bank.

The event will feature a total of 50 workshops held across six workstations, each covering topics related to data integration and visualization.

Around 80 stalls have been set up by various organizations, showcasing state-of-the-art data products and tools. Among the exhibitors are notable institutions like NADRA, SUPARCO, the Pakistan Software Export Board, and the Khyber Pakhtunkhwa IT Board.International organizations such as the United Nations and the Asian Development Bank will also contribute to the event, with delegates from countries including the Maldives, Nepal, and Oman in attendance. Virtual presentations from Azerbaijan, Uzbekistan, and Iran will further enhance the event"s global perspective.

An incubation center, specially designed for academia and researchers, will serve as a platform for presenting innovative projects utilizing integrated data sets. Institutions likeLUMS, FAST, NUST, and Quaide-Azam University are participating, along with various foundations and social welfare organizations.

Data Fest 2024 is expected to raise awareness about the importance of data in policy planning, promote collaborations across sectors, and spark innovations in data analytics and visualization. It marks the beginning of future collaborative efforts aimed at leveraging data for societal improveme







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

22:20 🖸 2024 اگر 2024

اسلام آباد (أردو پوائٹ اخبار آن ہترین - اے پی پی۔ 21 اکتوبر 2024ء) پاکتان ادارہ شاریات نے پاک چاتنا فریندشپ سینٹر میں پاکتان کے پہلے 'ڈیٹا فلیٹ 2024' کی میزبانی کی جس میں مختلف شعول ہے تعلق رکھنے والے ماہرین، محققین اور ڈیٹا ہے منسلک افراد کو اکٹھا کیا گیا تاکہ پالیسی سازی اور بہتر مستقبل کے لئے جدت کے فروغ میں ڈیٹا کے اہم کردار کو اجاگر کیا جا سکے۔

ڈیٹافیٹ کے اہم سڑ بھک شراکت داروں میں اے ڈی بی، این اے او، یواین ایج سی آر، آئی ایل او، ورلڈ بینک، یواین ای پی اے اور یونیٹ شامل میں، یہ تنظییں عالمی ترقی ، عوامی صحت اور تعلیم میں وسیع مہارت رکھتی میں۔ 'زندگی اور مساوات کا ڈیٹا کے عوان کے تحت اس فیسٹیول میں مالیاتی لیک، گورننس، موسمیاتی تبدیلی و تغیرات ، آفات کے خطرات کا انتظام، ڈیٹا انتخام اور ویژولائریشن بیلے اہم موضوعات پر توجہ مرکوزکی گئی۔

اس کا مقصد پاکتان کو در پیش ممائل بیلیے صحت کی دیکی بھال تک رسائی، ساجی مماوات، اور پائیدار ترقی سمیت دیگر ممائل کے مل کے لئے تعاون، علم کا تبادلہ، اور قابل عل محمت علی کے لئے ڈیٹا کے استعال کو فروغ دینا تھا۔ اس تقریب کا افتتاح وفاقی وزیر برائے منصوبہ بندی، ترقی و خصوصی اقدامات پروفیسر احن اقبال نے کیا۔ انہوں نے ڈیٹا فیسٹ 2024 کے کامیاب انعقاد پر پاکستان ادارہ شاریات کی تعریف کرتے ہوئے کہا کہ یہ فیسٹیول پاکستان کو در پیش پتینجز کے لئے ڈیٹا پر مہنی مل فراہم کر سکتا ہے۔

انہوں نے ماہرین کے درمیان تعاون کی اہمیت پر زور دیا تاکہ آبادی میں اضافے بیسے مسائل کو جدید تھمت علی کے ذریعے مل کیا جاسکے۔ انہوں نے قومی ترقی کے لئے ڈیٹا کے استعال کے عوالے سے مکومت کے عزم کواجاً گرکیا اور غربت کے خاتمے، تعلیم اور صحت کے مسائل کو مل کرنے میں ڈیٹا پر مبنی فیصلول ،سرکاری اور نجی شجے کے درمیان تعاون اور ملکی ترقی و نوشحالی کے لئے ڈیٹا کے استعال کی اہمیت پر زور دیا۔

پیٹ شاریات ڈاکٹر نعیم الظفر(ستارۂ املیاز) ، نے تمام معزز معانوں کا خیرمقدم کیا اور ڈیٹا سائنس کوآگے بڑھانے میں تعاون اور علم کے تبادلے کی اہمیت پر زور دیا۔ سیکرٹری برائے وزارت منصوبہ بندی، ترقی اور خصوصی اقدامات اولیں منظور سرا نے اپنے خیالات کا اظہار کرتے ہوئے ڈیٹا کی جدتوں کو دریافت کرنے کے لئے ڈیٹا ماہیرین کواکٹاکرنے پرڈیٹا فلیٹ کے کر دار کوا ہاگر کیا۔

انہوں نے ڈیٹا فیٹ کے کامیاب انعقاد پر پاکستان ادارہ شماریات کو سراہا اور نیپال، عمان، تحاتی لینڈ، آسٹریلیا، ازبحتان، آذربایجان اور ایران سے آنے والے مین الاقوامی وفود اور یونیورسٹی کے طلباء وطالباتِ کا تقریب میں شرکت پر شکریہ اداکیا۔ مختلف شعبوں کے درمیان تعاون کو بڑھانے کے لیے ایک اہم قدم





کے طور پر، ٹیکنالوجی، تعلیمی اداروں، مالیات اور حکومت کے ساتھ متعدد مفاجمتی یادداشتوں پر دستولے کے جم کا مقسد جدید ڈیٹا ٹیکنالوجیز جیسے (Artificial) Intelligence) اور (Big Data) پر مشترکہ تحقیق کو فروغ دیٹا، اور ڈیٹا سائنس میں پریشہ ور افراد کی صلاحیتوں کو بہتر بنانے کے لئے تعلیمی پروگراموں کو تیار کرنا ہے ۔

ان معاہدوں کے ذریعے ڈیٹا شیزنگ کے فریم ورک ہمی قائم کئے جائیں گے ناکہ جدت کو فروغ دیا جا سکے اور طلباء کے لئے انٹرن شپ کے مواقع فراہم کئے جا سکیں۔ ترجان پاکتان ادارہ شاریات محد سرور گوندل (ستارۂ امتیاز) نے کہا کہ ان یادداشتوں کے ذریعے شراکت داری ہیں ڈیٹا کے استعال میں جدت کوآگے بڑھانے کے لئے ڈیٹاکی طاقت کواستعال کرنے کا موقع دےگی۔

تقریب میں نمایاں ماہرین شاریات اور ڈیٹا سائندانول کی مثاثر کن تھاری، علی ورکشالی، نمائشول، اور ڈیٹا ویہ وائریشن کے ذریعے پالیسی سازی اور جدت میں دُیٹا کی اٹھائی طاقت کو اجاگر کیا گیا۔ تقریب کی اہم سمر گرمیول میں موضوعات میں شامل تھے بن میں گورننس، موسیاتی تغیروتبدل، اور دیگر موضوعات پ دگھپ سیشنز منعقد کئے بچن میں سپار کو بادرا، یونیسٹ اور ورلا بینک اور دیگر ادارول نے شرکت کی۔

اقوام متحدہ اور ایشائی ترقیاتی بینک بیسے اداروں سے تعلق رکھنے والے قومی اور بین الاقوامی ماہیان نے اہم تھارے بیش کیں ۔ تقریب میں مجموعی طور پر 8 مخصوص ورک سلیشنز پر 32 ورکشانیس کا افتقاد کیا گیا، بن میں مختلف ڈیٹا سائنس کے موضوعات کا اعاط کیا گیا۔ تقریب میں 100 اسالز لگائے گئے بن میں جدید ترین ڈیٹا مصنوعات اور لولز کی ناکش کی گئی بن میں اور لگاں، جاز اور لیلی نارجیے اداروں کی شرکت بھی شامل ہے ۔

دواہم پیش مباحق میں ڈیوگرافک ڈیا کو ہوئے کار لاتے ہوئے معروف ماہرین کے تجربات کی روشی میں پاکتان کی آبادی میں اضافے کی بلند شرح سے متعلق پالیمیوں اور ہمتر مضوبہ ہندی کے لئے فلاح وہبودی توجہ مرکوز کی گئے۔ فیسٹیول میں علاقائی شاریاتی دفاتر کے وفود کا نیر مقدم کیا گیا، بن میں مالدیپ ادارہ شاریات، نیپال شاریاتی دفتر، قومی سینز برائے شاریات (عان)،الشائی ترقیاتی بینک اور یونیسٹ وفود شامل تھے۔

سر کاری اور نیم سرکاری ادارے بیسے پاکتان ادارہ شاریات ، کادرا، ایف نی آر، سپارکو این آئی ٹی ب، پی ایس ای بی، پی آئی ٹی بی اوریڈیو پاکتان جکر نگی شجے میں معروف آئی ٹی اور ٹیلی کام شخصیوں بیسے یوفون، جاز اور پی ٹی سی ایس نے شرکت کی اور اپنے سالز پر معلومات پیش کیں ۔ محکومت فاؤنڈیشٹر اور فلا می تنظیموں نے مہمی اس تقریب میں صد لیا۔

تعلیمی شجے سے نسٹ، فاسٹ، لمزاور قائدا عظم یونیورسی نے ڈیا فیسٹ 2024 میں شرکت کی۔ ڈیا فیسٹ -2024 پالیسی سازی کے لئے اعداد وشار کے بارے میں شور اور استعال میں اصافہ کرے گا۔ اس سے حکومت کو ٹھی، تعلیمی اداروں اور سول سوسائٹی کے درمیان تعاون کو مصبوط بنانے میں مدد ملے گی۔ یہ فیسٹیول ڈیٹا تجزیات اور بسری چھنیک میں جدت کا باعث بن کر شرکاء میں ڈیٹا نواندگی اور تجزیاتی صلاحیتوں میں اصافہ کرے گا۔

ڈیا فیمٹ 2024 نے ساجی بہتری کے لئے اعداد وشار کو استعمال کرنے کے مقصد سے متعدد مشترکہ مضوبوں کا آغاز کیا۔ پاکستان ا دارۂ شاریات تمام شراکت داروں کو دخوت دیتا ہے کہ وہ ملک محرمیں زندگیوں کو بہتر بنانے اور پائیدار ترقی کو آگے بڑھانے کے لئے ڈیٹا سے فائدہ الحمانے کے اس اہم اقدام میں شامل ہوں۔

https://www.urdupoint.com/daily/livenews/2024-10-21/news-4199493.html





Ahsan Hopes Pakistan Economy VolumeTo Reach\$3TrillionIn23Years



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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

ISLAMABAD, (APP - UrduPoint / Pakistan Point News - 21st Oct, 2024) 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 forthe 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 PakistanBureau of Statistics (PBS) here.

Chairman NADRA Lieutenant, General, Muhammad Munir Afsar, Federal Secretary for Planning, Development and Special Initiatives, Owais ManzoorSamra, 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 thattoday "we have entered a world that is undergoing the most rapid changes inhuman 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 theworld, 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 worldand for that, our economy needs very reliable data.

The Minister said that behind the economic development of any nation are 10 years of continuous policies, which pave the way for their development





He said that now the government is working on the next five-year plan andtoday when I read the Vision 2025 made in 2014, it seemed that we had written the same problems we are facing today in the country. In 2017-18, Pakistan had overcome the issue of energy and terrorism, the country was moving fast with the China Pakistan Economic Corridor (CPEC), but today we are back to where we were in 2013.

He said that for sustainable economic development in the country, we needcontinuity of policies to achieve our economic goals.

"Our economy needs reliable data, with which we can measure the directionof progress."

Similarly, data sets are also required for business development and only thenations, businesses or individuals can use data in a better way can achieve their economic goals, he said.

"I am happy that there are a large number of young people here today, who will determine their future through data science and youth should have the ability to use data properly.

Our young generation is going to participate in an economic marathon racebased on modern technology and data-driven economies" he said.

On the occasion, the minister underscored the importance of data-driven decision-making in addressing key issues such as poverty alleviation,

education, and healthcare while encouraging collaboration between publicand private sectors.

He highlighted the importance of utilizing big data and data analytics for the prosperity and well-being of Pakistan's future.

He said that today," We have presented the positive side of Pakistan to the world through the three days head of the government meeting of "ShanghaiCooperation Organization" in Islamabad." He said that all economic indicators of the country are showing positive.

The inflation rate is down at single digits and our youth have the potential totake Pakistan to a high position in the world.

He appreciated PBS's efforts in organizing the 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.

While addressing the ceremony, Federal Secretary for Planning, Development and Special Initiatives, Owais Manzoor Samra said that data integration, visualization and cutting-edge technology are ways forward forthe country's sustainable economic development.

Chief Statistician, PBS, Naeem- ul - Zafar said that today data science is leading every sector of the economy and in Pakistan data-driven economymust be for sustainable economic development. Under the theme "Data for Life and Equity", the festival addressed key areassuch 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 actionablestrategies to tackle pressing challenges in Pakistan, including healthcareaccess, social equity, and sustainable development.

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 toadvance key initiatives, including collaborative research on cutting-edge datatechnologies 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, PBSspokesperson.

Key Activities of the event were, Thematic Discussions comprising engagingsessions on governance, climate resilience, and more, with participation fromstakeholders including UNICEF, UNFPA, the World Bank, NADRA and SUPARCO.

https://www.urdupoint.com/en/business/ahsan-hopes-pakistan-economy-volume-to-reach-1874186.html











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1 الم سور تقل شراكت وارول

UNICEF, UNFPA, WOR

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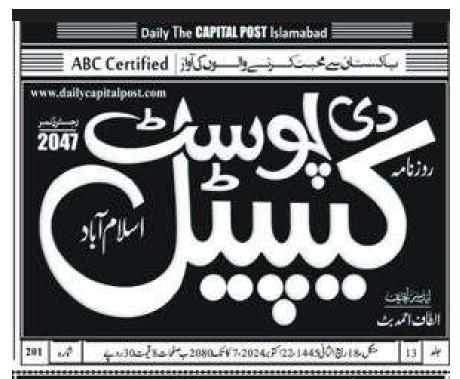


پاکٹان ادارہ شاریات بنیاک چا کافریڈ شپ بینٹر میں پاکٹان کے پہلے "ڈیٹافیسٹ 2024 کی میز بانی کی مہاہرین ، مختقین ،اورڈیٹا سے نسلک افراد کواکٹھا کیا گیا فیسٹیول میں مالیاتی کیک، گوزش ،موسیاتی تبدیلی و تغیرات ، آفات کے خطرات کا انتظام ، ڈیٹا افغام ادر دیڑوالٹزیشن جیسے اہم موضوعات پر لوجہ مرکوز کی گئی اسلام آباد (پریس ریلیز) اسلام آباد پاکٹان ادارہ شاریات نیاک جا کافریڈٹ مینٹوش پاکٹان کے پہلے "ڈیٹا فیسٹ "2024 کی (بقیہ 16 سفر 3 پر









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محند او تعلی شد و قط مهاری وتعتى جيء من تعلى اور مساوات كا ان الكانون كالحدال المنظول على النواقي للسر أوسى و Gover موسمياني تبديلي ولكيران وأغاث ك تطواره كالكام، وأيَّا المقيام 12 5 Fred 11 المانعونات يراقيه مراوات كالأساس كالمتفعد بالنتان كالدقاف مسأكل الين صحت كي وكي إعال تك وما في و





(SUPARCO) (FBR) IJ MIPITED JJJJJJJPSEBJ وغربو بالنتان ني وجيكه الحي الصابحي معروف الأولاء للكام اللمون والمناسية فى ي الى الحرك كى الداية، عار يسطوات وال من والله والأيام عبرة في تطبيع الما أي ال ترب على عد ليا. تنبي الله سه PURMLUMS, FAST, NUST ELLINE TO CONTROL ES 2/2024 LEGIL July 2 E UNUT-2024 LACILI العادوالارك بارت على العوادرات على المناز كري مي من من من كري أن شيد منكي AND TONGOLOGICAL OF LOCAL COMMENT بعضاء الأواران والمتأثث والمتاريخ العرق المثلب شريعت كالماحث ين كرفها شرارتا الوائد كي اور تجوياتي مقاليتون عن الفائد كري 2 Eddish 2004 adold العاد والأركز ومثمال كرسال كالمتعدسان متعاد عليز كرمتمويون كالأفاركيار والتان اواراكار وان Alberta Brade United Stoll LIBRAGALW X FULLIOR MULLIPHOTELSTELLINE

المنا مالنس على وله ورافراد كي منا يوتون أو الإ يقاسل كما المسائل يوارا الان الأي الرائيس ان معامدان کے ارسال ان شیخک کے فریح Lilland ELL GELTES Lin ورا ما تك برطائك في اعزي ف كاموقع قرايم كي مانكن الرهان بالتان بالارتار بات 542000 Delano مهن الماشقال مراري شواكت واري السي ک و الاید عمالیال اوری عماری الای وع سائلسالوں کی حال کی تقدیر، مملی وریخ ایکن مازی دورجات می ای کی المتلاقي خالات كو الماكر كما الرارائز ريب كي الم مركزيون بحراميلوماتي مباسنة شال يقدين يك كوش و موسيق تقيره تعاليه عام ويك مهلوعات يروليب سيلوطنها كالمساحق شرياركون والمتحارات المتحاجب الاروائة وتكساورونك الله والمراكب في المراجع المعاد المراكب الرقباني وتك الصادران المساتسل ركان والسا あいなかし はからずかのからう John 8 1 18 30 3 1 mc For wet 2 Chicago datus de C

اللكي المعاولات الدياتية الدين الميت والمر مبال سے حق کے تعاون الع کا الال اور الرواع ويا تفاران تقريب كالفلاع سوزونا في وزر واست متعود بشای، ژبی اور تعوین اقدها بناء والميراسي اقال سفاكيا والبوارات الماليد 2024 مالالا مالالا ياكنان دورهد بإت وكالريف كرسة دوسة كها كروامتل بالتان أروق اللغارك 上いかーよびかりからといる عام کی سک ورمیان تحاوی کی البینت بر (۱۹۰۸) الارتهاي بحراشاك فصمالك وي عمدو مل سكاد يا الرائع الأيا بالتكر الهول سة أى وقى كالحالة كاستال كروا こっけんりんりょうりん こうし خارجي البيم الارحمت الكرمسال كالأكراب الثال الها ياتي فيعلون مركاري الدركي تتصريحان البادن اور کل و فرقول کے لیے وہ کا استعل كي المهيد والعروباء عطب الإراجة والم 10 14 19 19 10 2 11 15 15 16 18 18 大きなながらしいいがられるから الغاوان الدعم سك واوسك كي وابست يرزورويا تكريا في زاسة وزادت مشور بشري ترقي ود المسامي القرابات ويناب اولي منظور مراحة

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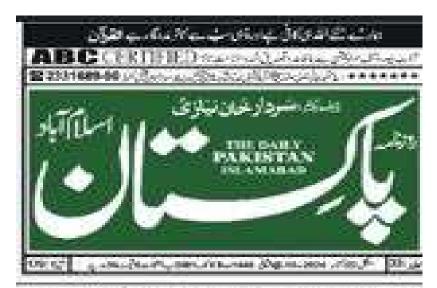


اسلام آباد، وفاتی وزیر برائے منصوبہ بندی بزتی ،اصلاحات وضوسی اقد امات احسن اقبال وینافید 2024 کا افتتاع کردہے ہیں









ملک کے پہلے ڈیٹافیسٹ کا انعقاد مڈیٹا استعمال کی ایست پرزہ





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عكمت ملى كے لئے ڈیٹا كے استعمال كوفروغ دینا تھا۔اس تقريب كاافتتاح معزز وفاتى وزير برائ منصوبه بندىء ترتی اورخصوصی افتدامات، بروفیسراحسن اقبال نے کیا، انبول نے ڈیٹافیٹ 2024 کے کامیاب انعقاد پر یا کستان ادار شاریات کی تعریف کرتے ہوئے کہا کہ ہے فيسنول باكتان كودر فيش چيلنجزك ليدويا رجى عل فراہم گرسکتا ہے۔ انہوں نے ماہرین کے درمیان تعاون کی اہمیت برزور دیا تا کہ آبادی میں اضافے جیسے سائل کو جدید تخب ملی کے ذریع حل کیا جا تھے۔ انبوں نے قوی رق کے لیے دیا کے استعمال کے حوالے سے حکومت کے عزم کو اجا گر کیا اور غربت کے خاتے، فلیم اور سحت کے مسائل کوحل کرنے میں ڈیٹا پر بنی فصلول سرکاری اور تھی شعے کے درمیان تعاون اور ملی رتی وخوشحالی کے لئے ڈیٹا کے استعمال کی اہمیت برزور ويا- چيف شاريات واكثرهيم الطفر)ستاراتماز (، في تمام معززمهانوں كافير مقدم كيا۔ اور فياسائنس كو آ مے بوحائے میں تعاون اور علم نے جاد لے کی اہمیت برزور دیا۔ سیکریٹری برائے وزارت منصوبہ بندی، ترقی اور خصوصی اقدامات، جناب اولیس منظور سرانے اپنے خالات كاظهاركرت بوع دياكى جدون كودريافت کرنے کے لئے ویا ماہرین کو اکھا کرنے رویا ایسات کے کردار کو اچا کرکیا۔



الله المراجع المراجع

نتان خان مساوات، اور بائد ارتر فی سب دیگر مساوات، اور بائد ارتر فی سب دیگر مسال کے طل کے لیے تعاون مقم کا جادل، اور قائل عمل





News Channel

Associated Press of Pakistan



Federal Minister for Planning Ahsan Iqbal's speech at the Data Fest 2024 event | APP



https://www.youtube.com/watch?v=LW92A6kLuEQ

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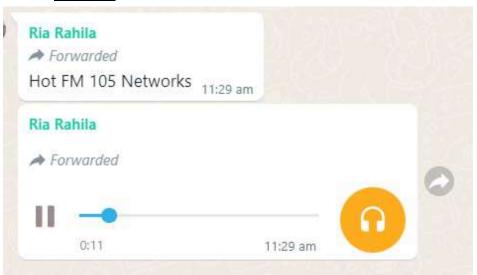








Radio







Day 2

October 22

Monitoring on Closing Ceremony of Datafest

2024

PakChina Freindship Center Islamabad

Datafest2024





S.No	News Papers	Dates
1	Ptv World	23-10-2024
2	Soon Times	23-10-2024
3	Destination	23-10-2024
4	Asian Sun	23-10-2024
5	Islamabad News	23-10-2024
6	Jehan	23-10-2024
7	Sahafat	23-10-2024
8	Al-Akhbar	23-10-2024
9	Sub News	23-10-2024
10	The Capital post	23-10-2024
11	Asas	23-10-2024
12	Qavi Akhbar	23-10-2024
13	Metro Watch	23-10-2024





Data Fest 2024: Empowering decisions with Data

اعداد کی زباں۔ترقی کا نشاں

On October 22nd 2024, the Pakistan Bureau of Statistics (PBS) successfully hosted DataFest 2024 in Islamabad, an event that brought together a diverse array of experts, researchers, and data enthusiasts dedicated to exploring the trans-formative power of data in modern society. This significant gathering highlighted the vital role of data in informed decision-making, innovation, and societal progress. The event fostered collaboration and knowledge sharing, inspiring new solutions to tackle challenges and boost Pakistan's economic growth. 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. The concluding ceremony was organized on 22nd October 2024 in the evening.

The Pakistan Bureau of Statistics' Data Festival focused on five pivotal themes addressing Pakistan's critical issues, showcased the importance of leveraging data for meaningful change. By emphasizing reliable and transparent data, DataFest themes demonstrated its potential to drive informed decision-making and national progress. The Pakistan Bureau of Statistics focus on capacity building and collaborative efforts is essential for advancing these themes, fostering a data-driven environment that supports Pakistan's development. On 21st October 2024, PBS organized 2 panel discussions on 1st day and 4 panel discussion on 2nd day of the event wherein prominent International and National experts representing various organization participated for sharing their vision to tackle the challenges being faced in the thematic areas.

The festival featured vibrant exhibitions and stalls showcasing cutting-edge data solutions, innovative technologies. Pakistan's leading data producers and users, including Provincial Bureau of Statistics, NADRA, Provincial IT Boards, Academia, UN Organizations and the Private Enterprise converged to showcase data's transformative power. They emphasized data integration's significance for transparency, informed decision-making, ensuring accuracy and public trust in systems supporting key national policies. This collaborative effort underscored capacity building and cross-sectoral collaboration as vital for effective data utilization. This drew overwhelming student participation, with young enthusiasts eagerly volunteering and engaging in the event, highlighting their eagerness to uncover the potential of data.

Beside these interactive activities and six panel discussions around 60 presentations by keynote speakers and renowned experts belongs to diverse field were also delivered on variety of topics on workshop stations. Students from academia also participated in the data fest and presented their projects. Project Competition between universities also held and Air University Islamabad secured 1st Position, second position secured Air University Kamra and 3rd by Arid Agriculture University Rawalpindi.

Mr. Muhammad Sarwar Gondal, (ستاره امتيان), Member SS/RM & Spokes Person PBS, highlighted the importance of continuing to build on the connections and knowledge gained during the event. The collaborative spirit demonstrated at DataFest-2024 was a key factor in making the event both memorable and productive, paving the way for future innovations in data-driven solutions. He extended his heartfelt thanks to all key note speakers, presenter, panelist, moderators, participants and stakeholders for their contributions to the success of the event.





In closing remarks, Dr. Naeem-uz-Zafar, (ستاره امتياز) Chief Statistician, PBS, expressed sincere gratitude to all participants for their active involvement and contributions throughout the two-day event. The event successfully brought together experts and enthusiasts for a journey of learning, collaboration, and innovation in the field of data science. The Chief Statistician recognized the passion and dedication of DataFest ambassadors, volunteers and faculty members from various universities who actively contributed to the event. He expressed gratitude for attendee's engagement, highlighting the productive discussions and meaningful connections that will motivate data-driven progress. He also thanked all international delegations visiting Pakistan from Nepal, Oman, Thailand and Australia as well as those who joins online experts from SESRIC, Azerbijan, Uzbekistan and Iran for their participation. Chief Statistician shared from key learning outcomes of the event and hope that this event will pave a way of evidence-based decision making.

DataFest-2024 was more than just an event; it represented a collective vision for a data-driven future in Pakistan. PBS remains dedicated to advancing data-driven solutions that address contemporary challenges and improve national welfare. The festival set the stage for ongoing collaboration among stakeholders and highlighted the potential of data to transform lives and create a more equitable and prosperous future for all Pakistanis. In the last but not least PBS is thankful to all the partners and stakeholders on their efforts for making this event beneficial and fruitful for all stakeholders.

(ستاره امتیاز) Muhammad Sarwar Gondal

Member (Support Service / RM) Spokes Person (PBS)

پریس ریلیز پالیسی سازی اور جدت میں ڈیٹا کی انقلابی طاقت

پہلا ڈیٹا فیسٹ۔ 2024،اعداد کی زباں ترقی کا نشاں"

اکتوبر 2024 ء کو پاکستان ادارہ شماریات نے اسلام آباد میں ڈیٹا فیسٹ 2024 کا کامیاب انعقاد کیا، اس تقریب میں ماہرین، 22 محققین اور ڈیٹا سے منسلک افراد کی ایک کثیر تعداد نے شرکت کی جو جدید معاشرے میں ڈیٹا کی تبدیلی کی طاقت کو تلاش کردار کرنے کے لئے پر عزم تھے۔ اس اہم اجتماع نے باخبر فیصلہ سازی، جدت اور معاشرتی ترقی میں اعداد و شمار کے اہم کردار کو اجاگر کرتے ہوئے تعاون اور معلومات کے تبادلے کو فروغ دیا، درپیش چیلنجوں سے نمٹنے اور پاکستان کی اقتصادی ترقی کو اجاگر کرتے ہوئے دینے دئے لئے نئے حل کی ترغیب دی۔ ڈیٹا فیسٹ 2024 کے اہم اسٹریٹجک شراکت دار بیں ۔ یہ تنظیمیں عالمی ترقی، صحت عامہ اور تعلیم ADBاور ADBاور 2024 کا کتوبر 2024 کی شام کو منعقد کی گئی۔ میں وسیع مہارت رکھتی ہیں۔ اختتامی تقریب 22 اکتوبر 2024 کی شام کو منعقد کی گئی۔

پاکستان ادارۂ شماریات کے ڈیٹا فیسٹیول میں پاکستان کے اہم مسائل کو حل کرنے والے پانچ اہم موضوعات پر توجہ مرکوز کی گئی، جس میں بامعنی تبدیلی کے لئے ڈیٹا سے فائدہ اٹھانے کی اہمیت کو اجاگر کیا گیا۔ قابل اعتماد اور شفاف اعداد و شمار پر زور دے کر ، ڈیٹا فیسٹ تھیمز نے باخبر فیصلہ سازی اور قومی ترقی کے لئے اپنی صلاحیت کا مظاہرہ کیا۔ قابل اعتماد اور شفاف اعداد و شمار باخبر فیصلہ سازی اور قومی ترقی کے لئے انتہائی اہمیت کے حامل ہیں پاکستان ادارۂ شماریات کا استعداد کار بڑھانے کے لئے مشتر کہ کوششوں پر توجہ دینا پاکستان کی ترقی میں معاون ثابت ہو گا۔ 21 اکتوبر 2024ء کو پاکستان ادارۂ شماریات نے ایونٹ کے پہلے دن 2 اور دوسرے روز 4 پینل مباحثوں کا انعقاد کیا جس میں مختلف تنظیموں کی نمائندگی کرنے والے ممتاز بین الاقوامی اور قومی ماہرین نے موضوعاتی شعبوں میں درپیش چیانجز سے نمٹنے کے لئے اپنے نقطہ کرنے کا لئے شرکت کی۔





فیسٹیول میں جدید ترین ڈیٹا سلوشنز اور جدید ٹیکنالوجیز کی نمائش کے لیے اسٹالز لگائے گئے۔ صوبائی ادارہ شماریات، نادرا، صوبائی آئی ٹی بورڈز، تعلیمی اداروں، اقوام متحدہ کی تنظیموں اور نجی انٹرپرائزز سمیت پاکستان کے معروف ڈیٹا پروڈیوسرز اور صارفین نے ڈیٹا کی تبدیلی کی طاقت کو ظاہر کرنے کے لئے جمع ہوئے۔ انہوں نے شفافیت، باخبر فیصلہ سازی، درستگی کو یقینی بنانے اور اہم قومی پالیسیوں کی حمایت کرنے والے نظاموں میں عوام کے اعتماد کے لئے ڈیٹا انضمام کی اہمیت پر زور دیا۔ اس مشترکہ کوشش نے موثر اعداد و شمار کے استعمال کے لئے صلاحیت سازی اور بین الشعبہ جاتی تعاون کو اہم قرار دیا۔ اس تقریب میں طالب علموں نے بھرپور شرکت کی، ڈیٹا سے منسلک نوجوان افراد نے اس تقریب میں رضاکار انہ طور پر حصہ لیا جوڈیٹا کی صلاحیت کو اجاگر کرنے کے لئے ان کے عزم کی نمائندگی کرتا ہے۔

ان سرگرمیوں میں چھ پینل مباحثوں کے علاوہ اہم مقررین اور مختلف شعبوں سے تعلق رکھنے والے معروف ماہرین کی جانب سے ورکشاپ اسٹیشنوں پر مختلف موضوعات پر تقریبا 60 پریزنٹیشنز بھی پیش کی گئیں۔ تعلیمی اداروں کے طلباء نے بھی ڈیٹا فیسٹیول میں حصہ لیا اور اپنے پراجیکٹس پیش کیے۔ یونیورسٹیوں کے درمیان پراجیکٹ مقابلہ بھی منعقد ہوا جس میں ایئر یونیورسٹی ایئر یونیورسٹی راولپنڈی نے تیسری ایئر یونیورسٹی اسلام آباد نے پہلی، ایئر یونیورسٹی کامرہ نے دوسری اور ایریڈ ایگریکلچر یونیورسٹی راولپنڈی نے تیسری پوزیشن حاصل کی۔

ممبر ایس ایس/آر ایم اور فوکل پرسن پاکستان ادارهٔ شماریات جناب محمد سرور گوندل (ستارهٔ امتیاز) نے تقریب کے دوران حاصل ہونے والے رابطوں اور معلومات کو جاری رکھنے کی اہمیت پر روشنی ڈالی۔ ڈیٹا فیسٹ 2024 میں دکھائے گئے باہمی تعاون کا جذبہ اس تقریب کو یادگار اور نتیجہ خیز بنانے میں ایک اہم جزو تھا، جس سے ڈیٹا پر مبنی حل میں مستقبل کی جدت کی راہ ہموار ہوئی۔ انہوں نے تقریب کی کامیابی میں کردار ادا کرنے پر تمام کلیدی مقررین، پریزنٹر، پیناسٹ، منتظمین، شرکاء اور اسٹیک ہولڈرز کا تہہ دل سے شکریہ ادا کیا۔

اختتامی کلمات میں پاکستان ادارہ شماریات کے چیف شماریات ڈاکٹر نعیم الظفر (ستارہ امتیاز)نے دو روزہ ایونٹ میں فعال شرکت اور تعاون پر تمام شرکاء کا تہہ دل سے شکریہ ادا کیا۔ اس تقریب نے ڈیٹا سائنس کے شعبے میں سیکھنے، تعاون اور جدت کے سفر کے لئے ماہرین اور ڈیٹا سے منسلک افراد کو کامیابی کے ساتھ اکٹھا کیا۔ چیف شماریات نے ڈیٹا فیسٹ کے سفیروں، رضاکاروں اور مختلف یونیورسٹیوں کے فیکلٹی ممبران کے جذبے اور لگن کو تسلیم کیا جنہوں نے اس ایونٹ میں فعال طور پر حصہ لیا۔ انہوں نے شرکاء کی مصروفیت پر شکریہ ادا کیا ، نتیجہ خیز تبادلہ خیال اور بامعنی رابطوں کو اجاگر کیا جو ڈیٹا پر مبنی ترقی کی حوصلہ افزائی کریں گے۔ انہوں نے نیپال، عمان، تھائی لینڈ اور آسٹریلیا سے پاکستان آنے والے کیا جو ڈیٹا پر مبنی ترقی کی حوصلہ افزائی کریں گا بھی شکریہ ادا کیا۔ SESRICتمام بین الاقوامی وفود کے ساتھ ساتھ جیف شماریات نے ایونٹ شواہد پر مبنی فیصلہ سازی کی راہ ہموار کرے گا۔

ڈیٹا فیسٹ 2024 پاکستان میں اعداد و شمار پر مبنی مستقبل کے لئے ایک اجتماعی وژن کی نمائندگی کرتا ہے۔ پاکستان ادارہ شماریات ڈیٹا پر مبنی حل کو آگے بڑھاتے ہوئے ملک کو درپیش چیلنجز سے نمٹنے اور فلاح وبہبود کے لئے وقف ہے تقریب نے اسٹیک ہولڈرز کے مابین جاری تعاون کے لئے پلیٹ فارم فراہم کیااور تمام پاکستانیوں کے لئے زیادہ منصفانہ اور خوشحال مستقبل بنانے کے لئے ڈیٹا کی صلاحیت کو اجاگر کیا۔ آخر میں پاکستان ادارۂ شماریات تمام شراکت داروں اور اسٹیک ہولڈرز کا شکریہ ادا کرتا ہے جنہوں نے اس ایونٹ کو تمام اسٹیک ہولڈرز کے لئے فائدہ مند اور نتیجہ خیز بنایا.















































PBS Holds Data Fest 2024: Key MoUs Signed To Enhance Collaboration In Data Management

The Data Fest 2024, held at the Pakistan-China Friendship Center, concluded with significant milestones, including the signing of various memorandums of understanding between the Pakistan Bureau Of Statistics, NADRA Technologies Limited, the Competition Commission Of Pakistan, and other

Insurgered by Federal Minister For Planning And Development Absortable, this two day event

Inaugurated by Federal Minister For Planning And Development Ahsan Iqbal, this two-day event marked a groundbreaking initiative aimed at promoting statistical literacy and enhancing awareness vital of about the role data in today's Organized by the Pakistan Bureau Of Statistics, the festival attracted a diverse audience, including government officials, policymakers, students, researchers, and members of the general public. Beyond just skills and technology, the fest aims to build connections, boost economic growth, and push nation data-driven our towards progress.

Data fest 2024 was designed to demystify data science, showcasing its practical applications and importance in informed decision-making and technological advancement. Speakers emphasized the necessity of reliable, high-quality data to drive progress across various sectors.

This first-of-its-kind festival in Pakistan is set to pave the way for future discussions and innovations in data utilization, positioning the nation to harness the power of data for socio-economic development.







NADRA, PBS sign "MoU" to enhance data collaboration

O Both parties agreed to work collaboratively for effective, efficient use of data within Pakistan and internationally.

Soon Times Contespondent

As important Memorandism of Understanding (MeU) was signed between NADEA Technologies Laured and the Pokistan Duran of Statistics during Data Fest 2024, held at the Pakistan-China: Friendabilip Center of Johnsabad.

This Moll signifies the commitment of both organizations to work collaboratively for the effective and effected use of data within Poisson and orientationally.

Showcamp the latest Mobile Registration Vaus, the Spokesmon of NADRA states that the organization provides registration facilities to individuals in remote areas through 251 mobile vausdeployed accounts.



Furthermore, NADRA has attroduced adf-service KIOSKs, allowing the public to renew their lost or expired ID earth without the record of urn associates.

During the event, NADRA alsoshowersed Ragged Timufiment Kils, portable devices specially designed for use in the remote areas where the registration process faces-difficulties

300 of these kits have been initially provided for me in Somalia, and plans are in place to course their use within Pakistan in the fature.

NADRA's stall attracted considerable attention from

attendence the Data Feet. On this occasion, Choirman NADRA invited the Chief Guest, Aham lighted Chandley, the Federal Minister for Planning, Development, and Special Initiatives, to vine NADRA's and

The Chairman highlighted several registration and egovernmence projects currently, being managed by NADRA, both withy in Pakistan and internationally. The Chief Guest expressed has satisfaction with the proposes and contributions of NADRA.

National Data Fest 2024 servenas a significant platform where varietis institutions, including NADRA, and individuals from various walks of life come together.

This event is part of orgoing efforts to enhance the efficient use of data in decision-making and problem-solving







Data of Pakistan Bureau of Statistics helps in making policy: Saman Rai

STAFF REPORTER

RAWALPINDI

Director Population Punjab Saman Rai has said that the data of Pakistan Bureau of Statistics helps in making policy. We have to increase the resources in view of the growing population. She expressed these views while speaking on the occasion of participating in the Datafest festival organized by the Pakistan Bureau of Statistics. According to the details, datafest festival by Pakistan Bureau of Statistics was organized in Pakistan China Center Islamabad. Director General Population Welfare Punjab Saman Rai specially participated in the festival. Director Population Welfare Department Rawalpindi Shireen Sukhan and other officers also participated in

the festival. Speaking on this occasion, Director General Population Welfare Punjab Saman General Rai said that it is a good welfare initiative to organize the Datafest festival Pakistan Bureau Statistics. Pakistan Bureau of Statistics data helps in policy making. She said that we have to increase the resources in view of the increasing population. PBS data helps in increasing the capacities of the provincial bureaus.











Pakistan Bureau of Statistics (PBS) successfully hosted the first Datafest 2024

hosted the first Datafest 2d

Asid Euroog

Islamashad: The Polistan
Bureas of Statistics (PRS) seccessfully bosted Dutafest 2004; in blumahad,
an event that brought together a devene serray of
experts, researchers, and data enthusiasts dedicated to exploring the trans-formative power of
data in modern society. This significant gathering highlighted the vital rule of data in informed
decision-making, insocration, and societal
progress. The event fortered colaborations and
lacor-ledge sharing, inspiring new solutions to
tackle challenges and boost Palistan's economize growth. The main strategic partners for
DataFest-cone are UNICEF, UNPPA, the World
lank, ILO, UNBUR, FAO, ADB. These organizations being extensive expertise in global
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event wherein prominent International and National experts representing various organiza-tion participated for sharing their vision to tack-le the challenges being faced in the thematic areas. The Sestival Seatured vibrant exhibitions areas. The festival fostured vibrant exhibitions and stalls showcasing cutting-odge data solutions, insurative technologies, Pakistan's lending data producers and users, including Provincial Burarus of Statistics. NADRA, Provincial IT Boards, Azademia, UN Organizations and the Private Entreprise converged to showcase data's transformative power. They compliasized data integration's significance for transparency, informed decision-making, ensuring accuracy and public trust in systems supporting kee national policies. This collaboration as vital for effective data utilization. This drew overwhelm-



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https://youtu.be/olSJi75iuW0?si=KGoE85WHa7b-4 PK















https://youtu.be/wz3K6nJFD-k?si=FC2UhkYI-ILu0BMa







پالیسی سازی اور جدت میں ڈیٹا کی انقلانی طاقت" پہلاڈیٹافیسٹ -2024،اعداد کی زباں بر تی کا نشاں

اسلام آباد (بيوره جيف) ياكستان اداره شاريات في اسلام آباد ي ويافيس 2024 كاكامياب انتقادكياء ال تقريب من ماهرين مختفين اور فينات شلك افرادك اليكير تعداد في شرك كى جوجديد سعاش ين ديا كى جديلى طاقت كوعائل كرنے كے لئے يوم سے ال اہم اجل في إخر فيعله سازي، جدت اورمعاش تي ترتي مين الداد وشارك الم كرداركوا جاكر كرتے ہوئے تعاون اور معلومات كے جاد كے وقروغ ديا، ورويش چيلنبول ے منے اور پاکستان کی اقتصادی رتی کوفروغ دیے کے لئے عظم کی رُفِي وي - وَيَا فِيك 2024 كما ايم الرحيك شراكت وار UNICEF, UNFPA, World Bank, ILO, UNHCR, FAO اور ADB بن - يتعليس مالي رق صحت عامداور تعليم بن وسع مهارت ركفتي بين - العتاى تقريب 22 اکور 2024 کی شام کو منعقد کی گل یاکستان اداره شریات کے فیا فيشيول يس باكتان كابم سائل كومل كرفواك يافي ابم موضوعات ير الدرم اوز كائن، جس على ماسى تبديل كرك الناسه الله الفال ك ابهت كواج أكركيا كيا- قابل اعتاد وادخفاف اعداد وشارير زورو ي كروفيا فيد تعمر نيا فرنيدمان اورة ي ترقى كالتا في ملاحيد كامظامره كيا- قائل احماد اور خفاف اعداد وهرباخر فيصله سازى أورقوى زتى كے لئے انجائی اہیت کے حال ہیں۔ یا کتان ادارہ شاریات کا استعداد کار برحائیک ليح مشتر كدكو ششول يرتوجدويا بإكستان كالرق شي معاون ايت موك-21 ا كؤير 2024ء كو ياكتان ادارہ عرايات في اينت كے يہلي دن 2 اور ووسر عدوز 4 ييل ماحول كالنعادكياجس عى القف عقيول كا فاكدك كرتے والے متاز بين الاقوامي اور قوى ماہرين نے موضوعاتى شعبول ميں در فيل چيلنجز سے مفت ك لئے است فتلا نظر كا جادل كرنے ك لئے شركت کی فیسٹیول میں جدیوترین ایٹا سلوھنو اور جدید تیکنالوجیو کی فرائش کے۔ اسالز لگائے معے موبائی ادارہ الديات، تادراء سوبائي آئي في يورا (الليمي ادارول، اقرام عقده كي تظيمول اور في انثر يرائز زسيت ياكستان كي معروف ویا برووبرزا ورصارفین نے ویٹا کی تبد فی کی طاقت کو گاہر کرنے کے لئے جع ہوئے۔انبول نے شفافیت، ہا خر فیصلہ سازی در عظی کو مینی منانے اوراہم قومی پالیمیوں کی جاہت کرنے والے نظاموں میں عوام کے احتاد کے لئے ڈیٹا انتہام کی ایمیت برزور دیا۔اس مشتر کدکوشش فے موثر اعداد و شارک استعال کے لئے صلاحیت سازی اور مین الشبر جاتی تعاون کواہم قرار دیا۔ اس تقريب مي طالب علمول في مرور شركت كي، وياس شلك أوجوان افراد نے اس تقریب شی رضا کاراندطور پر حصد لیا جوؤینا کی مداحیت کواجاگر كرنے كے لئے ان كورم كى لائدكى كرتا ہے۔ان مركرموں على جويل

مباحثوں کے علود اہم مقررین اور مختلف شعبوں سے تعلق رکھنے والے مفروف بابرین کا جانب سے ورکھاب اسٹشنوں پر الکف موضوعات پر تقریبا60 پر بچھٹو بھی ٹیٹر کا کئیں۔ فلعی اداروں کے طلباء الے بھی ویا فیلیول میں حدایا اور اے براجلش وی کے۔ یو فورشیول کے درمیان براجیک مقابلہ بھی معقد ہواجس میں ایر و غورش اسام آباد نے مُل اير ي عور في كامره في دوري اورايد يدا يريكم يكير يو عور في داوليشرى في تبري يوزيش حاصل كي يمبرايس ايس/آرايم اورفوكل يرس بإكستان اداره شاریات جناب محدر در کوندل (ستار داخیاز) نے تقریب کے دوران حاصل موت والدرابطول اورمعلومات كوجارى ركف كي ايميت يررشي والى ويا فیست 2024 میں دکھائے گئے ہاہمی تعاون کا جذب اس تقریب کو یاد گاراور متیے خیز بنانے میں ایک اہم بروقا، جس سے ڈیٹا رمنی حل میں منتقلی کی جدت کی راہ موار ہوئی۔ شہول نے تقریب کی کا میانی ش کر دار اداکر نے پر تمام کلیدی مقرر نین، پریز عربی بلسف بشکلیون، شرکاء که اور استیک بولد رد کا تهدول عظر ساوا كيا-افقا ى كلمات على إكتان ادارو عاريات كرجيف شاريات ذاكرهم اظفر (ستاره امتياز) في دوروزه الونث من فعال شركت اورتعاون رِتمام شركا مكاتبول في فكرياداكيا-اى تقريب في اسائنس ك شع ين سيكف تعاون اور جدت ك سفر ك التي مايرين اور أيا ي عسك افراد كوكامياني كرماته اكفاكيا- بايف الديات في إينافيسك ك شیروں ، رضا کارول اور فتلف یو نیورسٹیوں کے پیکائی مبران کے جذیے اور كن كوشليم كيا جنيول في الالانت عن فعال طور يرحصدالإ-انبول في شركاء لا كى معروفيت يشكربياداكيا، نتيج خرجادل خيال ادر باسعى رابطول كو اجا کرکیا جوڈ بٹایٹی ترتی کی حصل افزائی کریں سے۔ انبول نے غیال مثان ، تمائی لینڈ اور آ طریلیا سے پاکتان آنے والے تمام بین الاقوائی وقود کے ساتھ ساتھ SESRIC ، اُ درباتھان، از بکتان اور ایران کے آن لائن ماہرین کا بھی شکریادا کیا۔ پیف ارات نے ایون کے اہم تائ سے آگاہ كيا اوراميد فا برك كدبيا ونث ثوابريثي فيعلدسازي كي راه بموادكر عا-فیٹائیے 2024 پاکتان می اعدادو شار پری مستقبل کے لئے ایک اجا کی وزن کی تمانعدگی کرتا ہے۔ یا کتان ادار ? شاریات ڈیٹا پری مل کو آگ برحات ہو مملک کوروش چینگیز نے ممال ورفائ و بربود کے لئے وقت ہے تقریب نے اسٹیک جولڈرز کے مائین جاری اتعادن کے لئے پلید قارم فراہم كيادورتهم باكتانيوس ك لئ زياده مصفات درخوشال منتقل بنائے ك الع ون كى صلاحيت كواجا كركيا- آخرين إكتان ادارج شاريات تمام شراكت دارون اوراستيك جولدرز كالشكريدادا كرتاب جنبون في اس ايون كونتام استيك مولذرزك لخ فائده منداور متي فيزينايا















ادارہ شاریات کی طرف سے اسلام آباد مسیں ڈیٹ فیسٹ 4 2 0 2 کا کامیاب انعقاد

اسلام آباد (آئی بی ایس) یا کنتان اداره شاريات في اسلام آباديس في افيسك 2024 كا كامياب انعقاد كياء اس تقريب مين ماجرين، تحققین اور ڈیٹا ہے منسلک افراد کی ایک کثیر تعداد نے شرکت کی جوجد پر معاشرے میں ڈیٹا کی تبدیلی کی طاقت کو تلاش کرنے کے لئے پر عزم تق_اس اہم اجتماع نے باخر فیصلہ سازی، جدت اورمعاشرتی ترقی میں اعداد وشار کے اہم کردار کو اجا گر کرتے ہوئے تعاون اور معلومات کے تاولے کوفروغ ویا، درپیش چیلنجوں سے خمنے اور یا کستان کی اقتصادی ترقی کوفروغ دینے کے لئے نئے عل كى ترغيب دى۔ ۋيافيسك 2024 كرابم شراكت UNICEF, UNFPA, World Bank, ILO, UNHCR, FAO, ADB بير - يخطيس عالى ترتى جعت عامداوتعليم میں وسیع مہارت رکھتی ہیں۔اختامی تقریب 22 اكتوبر 2024 كى شام كومنعقد كى منى _ ياكستان ادار شاریات کے ڈیٹا فیسٹیول میں یاکستان کے اہم مسائل کوعل کرنے والے یا کچ اہم موضوعات یر توجہ مرکوز کی گئی،جس میں بامغی تبدیلی کے لئے ، ڈیٹا سے فائدہ اٹھانے کی اہمیت کو اجا کر کمیا گیا۔ قابل اعتاد اور شفاف اعداد وشار يرزور و _ كر، ڈیٹافیسٹ تھیمز نے ماخر فیصلہ سازی اور قوی ترقی کے لئے اپنی صلاحیت کا مظاہرہ کیا۔ قابل اعتباد اورشفاف اعدادوثار باخرفيعله سازى اورقوى ترقى ك لئے انتہائى اہميت كے حال بيں - ياكسان ادار شاریات کا استعداد کار برهانیکے لئے مشتر كه كوششون يرتوجه دينا ياكستان كى ترقى مين معاون البت بوگار 21 اکتوبر 2024 كو باکتان ادارشار بات نے ابونٹ کے پہلے دن 2 اوردومرے روز 4 پینل مباحثوں کا انعقاد کیا جس

میں مختلف تنظیموں کی نمائندگی کرنے والے متاز بین الاقوای اور قوی ماہرین نے موضوعاتی شعبوں میں در پیش چیلنجز سے تمٹنے کے لئے اپنے تقط نظر كاتبادله كرنے كے لئے شركت كى فيسٹيول میں جدیدترین ڈیٹا سلوشنراور جدید ٹیکنالوجیز کی نمائش کے لیے اسٹالز لگائے گئے۔صوبائی ادارہ شاريات، نادرا، صوبائي آئي في بوروز، تعليي ادارون، اقوام متحده کی تنظیموں اور ٹجی انٹر پرائز ز سمیت پاکتان کے معروف ڈیٹا پروڈ پوسرز اور صارفین نے ڈیٹا کی تبدیلی کی طاقت کوظامر کرنے کے لئے جمع ہوئے۔انہوں نے شفافیت، باخبر فیملہ سازی، در علی کویقینی بنانے اور اہم قومی باليبيول كى حمايت كرتے والے تظاموں ميں غوام کے اعتاد کے لئے ڈیٹا انضام کی اہمیت پر زور دیا۔ اس مشتر کہ کوشش نے موثر اعداد وشار کے استعال کے لئے صلاحیت سازی اور بین الشعبه جاتى تغاون كواہم قرار ديا۔ اس تقريب میں طالب علموں نے بھر پورشرکت کی، ڈیٹا ہے منسلک توجوان افراد نے اس تقریب میں رضا كارانه طور يرحصه ليا جوڈيٹا كى صلاحيت كو اجا گر کرنے کے لئے ان کے عزم کی نمائندگی کرتا ب-ان سر گرمیوں میں جھ پینل مباحثوں کے علاوه اجم مقررين ادرمختف شعبول سيتعلق رکھنے والے معروف ماہرین کی جانب سے ورکشاپ اسٹیشنوں پر مختلف موضوعات پر تقریبا 60 پر پڑ عیشتر بھی پیش کی گئیں۔تعلیمی اداروں كے طلبائے بھى ۋيثا فيسٹيول ميں حصد ليا اور اپنے یراجیکش پیش کیے۔ یونیورسٹیول کے درمیان يراجيك مقابله بهى منعقد مواجس مين اير پونیورٹی اسلام آباد نے پہلی، ایئر یونیورٹی کامرہ نے دوسری اور ایریڈ ایگر یکلیر یو نیورٹی راولینڈی نے تیسری پوزیشن حاصل کی۔









ميهلاة يثاليب 2024ماعداد كى زبال برزتى كاختال

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上からのものはからに上して definates commented

Jana Cardo Cara ملودي كالإسكاد أوارث والمسائل للتجول · さんがらいのかんかんかん 2004 - 155 July 25 JE E.E. 412 400 UNICEF, UNFFA, World Bent .H.O. UNHCR .FAC. 2000 ق. روهجي مالي آثي مون بارد المح 22 4 プラロトンラールマガル mental as desired man of رای و المساور ا المساور المس



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ارار الأرباء والمنظمة المنظمة المنظمة







ڈیٹافیسٹ فیسٹیول،ڈائر مکٹر جنزل بہبود آبادی پنجاب تمن رائے کی شرکہ

پا کستان بیوروآ ف سلیکشنگس کے اعداد شار کی بدولت پالیسی بنانے میں مدوماتی ہے،ڈی جی بھبودآ بادی پنجار راولینڈی (قوی اخبار) ڈائز یکٹر جزل بہود آبادی مسلیک علی کے زیراہتمام ڈیٹافیسٹ فیسٹیول میں شرکت بنجاب ممن رائے نے کہا ہے کہ پاکستان بیورو آف کے موقع پر گفتگو کرتے ہوئے کیا۔ تفسیلات کے



سنی فطس کے اعداد شار کی بدولت پالیسی بنانے میں مدد مطابق پاک چائینہ منٹر اسلام آباد میں پاکستان بیوروآف ملتی ہے۔ ہمیں بدھتی ابادی کے پیش نظروسائل کو بڑھانا ملتی ہے۔ ہمیں بدھتی ابادی کے پیش نظروسائل کو بڑھانا موگاران خیالات کا ظہارانہوں نے یا کتان ہوروآف گیا۔ ڈائر یکٹر جزل (باقی صفحہ 3 بقیہ نمبر 9 3)









پاک چائینہ سنٹر اسلام آباد میں پاکستان ہیورو آف سنیشٹکس کے زیر اہتمام ڈیٹا فیسٹ فیسٹیول کا انعقاد کیا گیا

پی بی ایس کے اعداد و ثنار سینه صرف و فاتی سطح پر بلکہ صوبائی ہیورو کی صلاحیتوں کو بڑھانے میں بھی مددملتی ہے، ڈائر بکیٹر جنر ل بہہود آبادی پنجاب

نے خصوصی طور پرفیسٹیول میں شرکت کی۔ ڈائر یکٹر محکمہ بہود آبادی راولپنڈی شیریں خن سمیت دیگر افسران نے بھی فیسٹیول میں شرکت کی۔ اس موقع پر گفتگو کرتے ہوئے ڈائر یکٹر جنرل بہود آبادی پنجاب شن رائے نے کہا کہ یاکتان بیورو (باقی صفحہ 5 بقیہ نمبر 17)

بیوروآف مسیشطلس کے زیر اہتمام ڈیٹا فیسٹ فیسٹیول میں شرکت کے موقع پر گفتگو کرتے ہوئے کیا۔ تفصیلات کے مطابق پاک چائیڈ سنٹر اسلام آباد میں پاکستان بیورو آف سنٹیشنگس کے زیر اہتمام ڈیٹافیسٹ فیسٹیول کا انعقاد کیا گیا۔ ڈائر کیٹر جزل بہیود آبادی پنجاب ٹمن رائے

راولپنڈی (شاف رپورٹر)ڈائر کیٹر جزل بہود آبادی پنجاب شن رائے نے کہا ہے کہ پاکستان بورو آف سنٹیشنگس کے اعداد شار کی بدولت پالیسی بنانے میں مدد ملتی ہے۔ ہمیں بڑھتی ابادی کے پیش نظر وسائل کو بڑھانا ہوگا۔ ان خیالات کا اظہار انہوں نے پاکستان





Annexure III

Decisions Of Making regarding Datafest Media Management

No. PBS.CPL.16(1)-2024-DF Government of Pakistan
M/o, Planning, Development and Special Initiatives
Pakistan Bureau of Statistics

Islamabad, the 16th August, 2024

Subject

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 16⁷¹ AUGUST 2024

A DIRECTOR OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 16⁷¹ AUGUST 2024

A DIRECTOR OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 16⁷¹ AUGUST 2024

A progress review meeting on Data Fest was held under the Chairmanship of Member (SS/RM) on 16-08-S HO. The major intermediate the Chairmanship of Member (SS/RM) on 16-08-A progress review meeting on Data Fest was held under the Chairmanship of Medical 2024 in N3C, PBS HQ. The main decisions of the meeting are given below for implementation under intimation to this office;

S#	decisions of the meeting are given octor.	Timeline	Responsibility
1	To coordinate with Data to		Member (SS/RM),
2	Decisions 1. A mechanism for identification of best Stall will be developed and prize will be given for best stall. The guest of honours will provide their views/imputs on best stalls. 1. To design invitation cards, senior management card, management card, volunteer cards with bir codes and distinguish colours. 10. Protocols for receiving guest of honors +Stall visit + Announcements of Guest of Honour arrivals +Special Shirts/dress for Data Fest Volunteer and helping team with slogars v. List of PBS HQ and field officers and duties assigned to them regarding Data Fest. 11. List of Volunteers for each conference from and various event day activities. Issuance of registration coupon etc.	Atearliest	DG(Admin) DG(Admin) DG(Admin) DG(Admin) and DDG(PSLM/CP&C)
	1. To coordinate with UN organizations and other important stakeholders as well as supervise all activities of Data Fest. 1. To designate Incharge/FP and team for Cultural Event 1. To designate Incharge/FP and team for recording of the whole even and proceedings. 2. To designate Incharge/FP and team for Food Stalls and refreshment 3. Further deliberations on Fun days activities, its invitations and potential participants, venue. 4. To coordinate with CDA/ICT for waiving of fee for Data Fest barners and stemmers 4. Guest of Honour invitation from Minister for PLOSI. 4. Guest of Honour invitation from Minister	At earliest	DDG(PSLWCPAC)
	The volunteers of the Universities will be designated as Ambassador for Data Fest. They will be orientated about their role and responsibilities. They will be responsible for registration of faculty and students for the Data Fest as well as duties or the event days. The will coordinate to ensure maximum participation of students and faculty for the Data Fest. Funding for stalls will be partially sponsored by PBS and PBS finance contribution will be linked with What to be Displayed on Stalls, Volunteers participation and contribution in other activities of the Data Fest. A Target of 100 volunteers by the next week including 40 already identified. Secure participation of at least two top and prominent universities from each province including AlK and GB by next weeks besides pursuance to ICT and R/pindi Universities. A comprehensive strategy for ensuring maximum footiall. Footiall per day required/planned, university wise participants numbers, volunteer and faculty responsible for coordinate. Transport/Buses required (Nos), time and date, pick-drop plan, volunteer and PBS forcal Person responsible for pick-drop. The software for scheduling and monitoring participation activities and generating alters will be prepared by DP Center.	At earliest Next week Next week	Ms. Ayesha Sajid, Instructor Provincial/Area Incharges and Instructor Ms. Ayesha Sajid, Instructor Mr. M. Ihtasham and Ms. Sobia Dir
	To ensure meeting, with PASHA, PTA and PSEB for issuance of letter to respective companies failing under their ambit as well secure confirmation from maximum IT companies including Ignite and NIC and other stakeholders. He will also coordinate with YANGO, DARAZ and other such forums/companies, and influencing key note speaker of IT Sector. Sexure confirmation of participation from 5 most provinger, NGO: for Data To	Next week	Mr. M. Ihtasham. Dir DP
-	Mr. Sarfraz CSO will organize meeting with APPAA	Next week	Dr. Arshad, CSO
	vil secure confirmation of participation from maximum of confirmation for Data Fest. He	Next meeting	CSO DD&SS
l i	ackages for Media Partnership and coverage of the the event and analysis of engagement with Media.	Next week	Ms. Ayesha Sajid a
		No. 1	and Ms. Sana Set
16	retrival of guest of honour, schedule of picked on activities in progress, display messages	Next week At earliest	Ms. Sobia
I N	s. Hung layered will prepare list of all activation discovery seamers for management of datafest		Munwar, Dir
-	II Focal Persons will create a WhatsApp Group by adding Focal Person of respective dustry/Sector/Organization as well as Senior Management.	Immediate	Ms. Hina Javeed
	dustry/Sector/Organization as well as Senior Management.	Delta Alexander	

Distribution to:

All the Officers mentioned above.

· APS to Member (SS/RM), PBS, Islamabad. 111- 0

(IMRAN SALEEM) Director (CP&L)





Islamabad, the 11th September, 2024

(IMRAN SALEEM) Director (CP&L)

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DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 10TH SEPTEMBER 2024

A PROGRESS REVIEW MEETING ON DATA FEST HELD ON 10TH SEPTEMBER 2024 A progress review meeting on Data Fest was held under the Chairmanship of Chief Statistician on N3C. PRS HOTEL 10-09-2024 in N3C, PBS HQ. The main decisions of the meeting are given below for implementation under intimation to this office. intimation to this office; Responsibility

	adon to this ornce;	Timeline	Responsibility
S#	Decisions		
	The chair advised that PIDE, International Islamic University, LUMS, IBA Sukker, Fatima Jinnah Women, NUST and NED as well as universities where AI center		DG (Admin); Ms. Ayesha Sajid
OHA!	The chair advised that all Commercial Banks particularly NBP, HBL, Telecos especially UFone and Telenor, Ministry of IT, Ignite, NIC, FinTech, Daraz, Olx, Foodpanda, Zemeen.com etc. and other such firms may be persuaded for	At earliest	Concerned Focal Person (s)
	Member (SS) briefed on the existing and proposed new dashboards for Data Fest. A detailed deliberation were made. Chair advised that Trade dashboard may include the feature to traced the firms/individual to who placed export orders so that our industrialist/trader can approach for further orders and vice verse. Mr. Yasir Ishfaq Dir may develop listing dashboard for big cities and some rural centers to show density and categories of various residential structure, its density etc as discussed in the meeting. The education sector dashboard may include age chort, school in the area(govt, private, madrass), literacy and education indicators etc. Similarly dashboard of occupation may also include feature to sort it out w.r.to size of value addition and employment etc.	At earliest	Ms. Sobia, Dir Mr. Yasir, Dir Ms. Sobia, Dir and respective subject section Ms. Sobia, Dir, DDG(I)
	The scanner/barcode reader may be placed on the entrance of Data Fest venue to		Mr. Ihtasham,
	install census and PMI application. DDG(NA), DDG(Industry), Director (SS) may pursue data producers who are providing them secondary data for participation in Data Fest particularly in Stalls. Member (SS) offer if any organization have sufficient datasets and have limitation to properly display on the Stall, the organization may provide details about data sets/indicators, their frequency, series available since and data storage format erc and PBS may facilitate for effective presentation.	At earliest	DDG(Industry), DDG(NA), Director (SS)
	DDG(NA), DDG(Industry), Director (SS) may pursue data producers who are providing them secondary data and devise a mechanism for sharing of data through webportal or API so the MoUs with respective firms may be signed on the event day.	At earliest	DDG(Industry), DDG(NA), Director (SS)

Distribution to:

DDG(Industry), DG(Admin), DDG(CPMU), DDG(NA), Director (Social Statistics), Director (DPs), Instructor and All Focal Persons of Data Fest.

CC:

APS to Chief Statistician, PBS, Islamabad, 71/9 24

APS to Member (SS/RM), PBS, Islamabad.







ogth Islamabad, the Hin September, 2024

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 6TH SEPTEMBER 2024

A Progress of Member (SS/RM) A progress review meeting on Data Fest was held under the Chairmanship of Member (SS/RM) on 6-092024 in N3C, PBS HQ. The main decisions of the meeting are given below for implementation under intimation to this office;

S#	the main decisions of the meeting are given read-	Timeline	Responsibility
i.	All the Focal Person may amend/ design sector-specific participation proforma to make simplified for get information from the stakeholders and get it vetted from DDG(Data Fest Diciptor).	it Immediately	y All Focal Person
2	DG(Admin) is designated as Focal Person for finalizing the list of Guest of Honours an will coordinate to ensure their presence on the event day as well as devise mechanism for their visit during the event. He can coopt his team member for the said purpose. All Focal Persons will ensure their prompt feedback /input to DDG(DF) for timel finalizing all activities of Data Fost including panel discussion topics, stalls and sideling	At earliest	DG(Admin) — All Focal Persons
	presentation topics to be given by stakeholder at workstation. The topics and subtopic of panel discussion, keynote speakers, panelist name, time-scheduli and hall allocation, expected number of participants will be finalized after deliberations will Chief Statistician by next week. The meeting with the partner organized to finalize all the modalities of the event will be convened under the Chair of Chief Statistician in the next week. The Chair appreciated the efforts made by DDG(DF) to ensure pledge of Rs. 40 Million for DF. The Chair advised that DDG(DF) may actively pursue HDS and partner organizations to finalize all modalities and activities of DF timely. DDG(DF) also given briefing on the financial gaps and yet unsponsored activities. The deliberations were made to plug the gap. WB ton team will be engaged for commentary of statistics.	Next week Next week At earliest	DDG(DF) DDG(DF)
ļi	 Ms. Sobia Mimawar will be Focal Person for the development of all the dashboards relating to Data Fest and she will ensure to complete the task on immediate basis. Ms. Sobia Munawar will also ensure to create and upload a webpage/portal regarding data fest on immediate basis. She will give a detailed presentation to Member (SS/RM) on event management software. 	At earliest Immediately	Ms. Sobia Dir Ms. Sobia Dir Ms. Sobia Dir
	In order to expedite the pace of work on Data Fest, a daily progress review meeting will be held henceforth under the Chair of Member (SS/RM).	***	All concerned
2	in addition to Ms. Ayesha Sajid, DG(A) has also been assigned the task to coordinate with academia and universities for ensuring their maximum participation in the data fest. Als. Ayesha Sajid, Instructor will expedite the work with universities and she will present list of volunteers in the next meeting indicating name of volunteer, contact #, role and exponsibilities assigned to each volunteer before and on the event day etc., their richtation/training plan etc. A message will be generate through SMS gateway to the olunteers	Immediately Next meeting	Ms. Ayesha Sajid,
P	he Chair express the displeasure on the poor performance to Mr. Sarfraz CSO being the Focal erson for coordination with private sector and directed to expedite the progress in this gard.	Immediately	Mr. Sarafraz,CSO
p.	the Chair advised that all the Focal Persons may expedite the progress to ensure maximum articipation of the stakeholders in all areas and meeting of senior management may be ganized with leading organizations/departments/big giants to ensure their participation.	Immediately	All Focal Person
D.	uly SM posts will pictures of President, PM and Minister for PD&SLas well as their messages garding Data Fest will be posted on Social Media.	Immediately	Ms. Sana SO Roy
14.1	tter to the Governors, CMs, prominent organizations/departments, influencers, big giants Il be issued signed by Minister for PD&SI immediately.	Next week	DDG(DF)
	e contents of various videos will shared with FIDS immediately.	Immediately	Ms. Sana SO
in	DF.	Immediately	Mr. M. Ihtasham
Mo	re Focal Persons will be engaged for Data Fest activities including FP for Food stalls by ing down its activities/duties and food points etc.		DDG(DF). DG(A)

Distribution to:

All the Officers mentioned above.

APS to Member (SS/RM), PBS, Islamabad.

(IMRAN SALEEM) Director (CP&L)







Islamabad, the 16th September, 2024

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 13TH SEPTEMBER 2024 A DESCRIPTION OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 13TH SEPTEMBER 2024

A progress review meeting on Data Fest was held under the Chairmanship of Chief Statistician on N3C. PRS 140 are A progress review meeting on Data Fest was held under the Chairman of implementation under intimation to this office.

S# 1.	Death	Timeline	Responsibility
2.	All the Focal Person will design proforma and get information from stakeholders what to be displayed on the stall. The shortlisting and finalization of stall will be on the basis of what to be displayed and its sponsorship will be confirmed later through letter indicating the sponsorship amount. All the Focal Person will share their feedback/inputs in respect of the list of potential Guest of Honours already shared by DDG(DF) by 18.09.2024. All the universities of Islambal and DB(DF) by 18.09.2024.	At earliest 18.09.2024.	All Focal Persons
4	Seminars will be organized in the universities from next week highlighting benefits of data fest, potential coloration, MoU etc. The faculty members and students will participate in workshops. The registration for participation and volunteers will be made. Selfies with students and posting on social media. Registration with barcode. The volunteres categories may be made such as Reception area, Halls, Stall Management, Bouquet, Workstein Management at the delies. The kit and shifts	Next week	DG(A), Ms. Ayesha Sajid
	DP(Center) will be responsible to ensure participation of IT firms, Telco's and digital plate-from stakeholders. Mr. Zohaib CEO PASHA may be invited I PBS next week. i. Mr. Khawaja Asif will ensure participation of AJK IT Board+ 5 IT firms stall iii. Ms. Sobaia Dir will ensure participation of KP IT Board+ 5 IT firms stall iii. Mr. Aziz ullah Dir will ensure participation of Sindh IT Board+ 5 IT firms stall v. Mr. Yasir Dir will ensure participation of Punjab IT Board+ 5 IT firms stall v. Ms. Momina will ensure participation of Balcohistan IT Board+ 5 IT firms stall	At earliest	Ms. Sobia, Dir, Mr. Ihtasham, Dir All team members
4.	may ensure provision of relevant information at earliest. Slider on PBS website may be changed/imporved	16.09.2024	Ms. Sobia, Dir - Mr. Ihtasham, Dir
5.	DP center will design proforma for data request through API and get it filled from various organizations/departments for data sharing. The discussion with other stakeholders for data sharing and analysis.	At earliest	Ms. Sobia, Dir
6.	HDS team will sit in PBS office to ensure expeditious completion of assigned tasks. Multiple event manager firms may also be engaged for ensuring completion, quality and better management of the event. The high level committee will finalize/decide allocation of activities.	Immediate	DDG(DF),
7.	Detailed list of activities will be jotted down and proposed officers for duties. The high level committee will finalize. Food for volunteer on event day may be added. Logo of other NSO for datafest may be reviewed to finalize/imrove logo. Invitation to CMs, Governors, Federal Ministers etc. and other prominent personality Dinner Hosting, invitation to Actress, influential, poet and other renewed personalities may be place for senior management meeting ageda after initial working/proposal.	At earliest	Mr. Hassan, CSO
5.	List down all Commercial banks and private firms. The private sector may be persuaded expeditiously.	Immediate	Mr. Sarfraz, CSO
9.	Event Manager will provide multiple software for event management along-with their features.	Immediate	DDG(DF), HDS, Ms. Sobia, Dir
10.	2nd Round of Media interaction with renewed person like census for Data Fest on 4 Oct, 2024 Data Fest material circulation through WhatsApp Groups and Social Media Handel will be ensured Boosting through HDS will be ensured as well as other option presented in the meeting,	4 Oct 2024 Immediate	Media Team

Distribution to:

• DDG(Industry), DG(Admin), DDG(CPMU), DDG(NA), Director (Social Statistics), Director (DPs), Instructor and All Focal Persons of Data Fest.

DataFest-2024

(IMRAN SALEEM)







Islamabad, the 23^{nl} September, 2024

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 19TH SEPTEMBER 2024

A progressive of the Chairmanakin of Management A progress review meeting on Data Fest was held under the Chairmanship of Member (RM/SS) on 19-09-2024 in N3C, PBS HQ. The main decisions of the meeting are given below for implementation under in the control of the meeting are given below for implementation under in the control of the cont implementation under intimation to this office; Timeline Responsibility

	1 - Mertadori drider infilmation to this office,	Timeline	Responsibility
S#	Decisions October 2024 by	All necessary	DG(A), Ms. Ayesha Sajid
1.	Seminars will be organized in the universities in 1 ¹¹ week of October 2024 by highlighting benefits of data fest, potential coloration, MoU etc. The faculty members and students from various departments will be invited to participate in workshops/seminars in the university auditorium/hall. The registration for participation and volunteers will be ensured during the seminar. The academia team and newly appointed SOs will be engaged for the said purpose. The due importance	arrangement made be mad at earliest	and her team
ten	DP(Center) will be responsible to ensure participation of IT firms, Telco's and digital DP(Center) will be responsible to ensure participation of IT firms, Telco's and digital plate-from stakeholders. Mr. Zohaib CEO PASHA may be invited to PBS next week. Mr. Khawaja Asif will ensure participation of AJK IT Board+ 5 IT firms stall ii. Ms. Sobaia Dir will ensure participation of KP IT Board+ 5 IT firms stall iii. Mr. Aziz ullah Dir will ensure participation of Sindh IT Board+ 5 IT firms stall v. Mr. Yasir Dir will ensure participation of Punjab IT Board+ 5 IT firms stall iii. Ms. Momina will ensure participation of Balcohistan IT Board+ 5 IT firms stall The above Focal Person as well as Dir (CP&L) will pursue Director (EMIS) for their	Immediate	Ms. Sobia, Dir Mr. Ihtasham, Dir All team members
	All the Focal Persons may expedite their work to ensure maximum participation of the stakeholders in the Data Fest and the organization already given their consent for Data Fest stalls may be pursued for further necessary action including design and	Immediate	All Focal Persons
1	other formalities. Keynote speaker and panelist may be finalized by respective Focal Person on each thematic area. Workstation tentative plan may be finalized and shared on the web portal of datafest.	At earliest	DDG(FS), MC— and Focal Persons
	The datafest webpage will be further improved in the light of discussion made during meeting. The new SOs may visit and proof read the material and share their suggestion with Ms. Sobia for improvement of the portal. The new SOs will also propose slogan for datafest in urdu.	Immediate	Ms. Sobia, Dir All new SOs
ı	The case for invitations to guest of Honour especially PM, Governor, CMs and others may be initiated by 20th Sep and invitation cards for Data Fest may be finalized on munediate basis. All the retired officers of PBS of BS-18 and above will also be invited as Guest of Honours besides the other proposed.	Immediate	DDG(DF).— - CSO(DF)—
	Provincial Incharges may pursue to Dir (EMIS), landrecord, IT companies and prominent universities to ensure their participation in Data Fest.	Immediate	Provincial Incharges
1	The case to engage multiple event manager firms may be finalized by 23 rd Sep for ensuring competition, quality and better management of the event. The Management Committee will finalize/decide allocation of activities/tasks to the firms.	Immediate	DDG(DF),
10	SO (DD&SS) will explore and propose firm for event management.	At earliest	CSO(DD&SS)
b	he matter relating to event management software may be finalized on expeditious asis as well as Ms. Sobia may devise a system for alert generation for students pick-rop as discussed in the meetings. The checklist may also be finalized.	Immediate	DDG(DF) and Ms. Sobia, Dir
(5	requent meetings of event management firm may be convened with Member (S/RM).	Immediate	DDG(DF), HDS, Ms. Sobia, Dir
	he social media messages for President, PM and Ministers for Data Fest may be nalized.	Immediate	Media Team

Distribution to:

All the Concerned Officers

Neelan (IMRAN SALEEM)
18 fan Raza Director (CP&L)

Hasseen Sha







Islamabad, the 11th September, 2024

Subject:

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 11TH SEPTEMBER 2024

A DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 11TH SEPTEMBER 2024 A progress review meeting on Data Fest was held under the Chairmanship of Member SS/RM) on N3C, PRS NO. 77 11-09-2024 in N3C, PBS HQ. The main decisions of the meeting are given below for implementation under intimation to this office: intimation to this office;

S#		Timeline	Responsibility
1.	Webpage for datefest (www.datafest.com) may be developed either independently by Ms. Sobia team or in collaboration with HDS team. She may coordinate with DDG(CPMU) if support of HDS required. The other domain names like datefest.gov.pk, datefest.pk, datefest.net and datefest.org may also be secured.	Immediately	Ms. Sobia, Dir
2.	Usher strength may be engaged and 3-4 volunteer may be attached with each Usher.	-	DDG(CPMU)
3.	Smart video clips may be prepared for publicity. A comprehensive plan may be prepared and presented indicating day-by-day plan/activities for publicity campaign on SM, print and electronic media and its cost estimates. Moreover the publicity material like advertisement and videos will also be presented and one IT person may be included in media team. Data Fest slider on PBS and other govt websites. All advertisement may include option for register yourself. Media Budget may be increased.	Within 5 days	Dir (CP&L), Ms. Ayesha, Ms. Sanaa, SO
	Letter to NSO may be issued through email and diplomatic channels.	Immediate	DDG(CPMU), DG(A), Dir (CP&L)
	Finalization of Thematic discussion on all topics: Name of Thematic Area, Keynote Speaker, Panelists, Media Person, Room No., Time Slot and Date, Participants (Nos), Name of PBS Focal Person for each Thematic Area etc	Immediate	DDG(CPMU)

(IMRAN SALEEM) Director (CP&L)

istribution to:

- All the Officers mentioned above.
- APS to Member (SS/RM), PBS, Islamabad.







Islamabad, the 14th October, 2024

Subject

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 9™ OCTOBER 2024

A progress review meeting on Data Fest was held under the Chairmanship of Member (RM/55) on 9-10-2024. The main decisions of the meeting are given below for implementation under intimation to this office;

S#	No. 1. 1.	Timeline	Responsibility
1	Person may be designated for inauguration ceremony. NSO representative, UN Organizations, Federal Secretaries, HoDs, VCs and list of PBS 200 officer/official, retired officer selected.	Immediate	DG(A). DDG(DF)
2.	Restricted entry in the ceremony for auditorium on invitation card. i. Invitation card for inaugural ceremony and closing ceremony may be designed. If PM/President will inaugurate/close, invitation from Minister and Chief Statistician and Member (RM/SS) as RSVP otherwise invitation from Chief Statistician and Member (RM/SS) as RSVP. Serial number on the card will be printed and record maintained to whom issued. ii. The invitation card for closing ceremony will be distributed iii. Students and volunteers in inaugural and closing ceremony hall may be avoided.	Immediate	DG(A). DDG(DF), Ms. Sana, SO, HDS And respective FP
3.	By name card will issued to Stalls organization officials	Immediate	DDG(DF)
4.	Inauguration invitation card may be issued on immediate basis.	Immediate	DG(A) and team
5.	Invitation letter to all retired employees will be issued by 10th Oct 2024 for data fest and inaugural ceremony as well as cultural event invitations. Invitations may also be issued to regional/field offices.	10th October 24	DG(A), DG(DF)
6.	Security arrangement may be ensure and a FP may be nominate for walk through gate, traffic plan and vehicle parking and other such points.	Immediate	DG(A), DG(DF)
7.	A comprehensive plan for procedure of registration and issuance of cards may be devised. Sr# of Card should be match with particulars entry number.	Immediate	DDG(DF), Mr. Ihtasham, Dir
8.	Checklist for all activities and proforma for monitoring an completion of activities will be prepared by DF Secretariat and all the FP will submit reports on event day on these profroma to Management Committee.	Immediate	DDG(DF), All Focal Persons
	The media personnel may be deputed on various points and comprehensive plan may be devised and submitted to DF Secretariat. The plan may include HDS cameraman, PBS own Cameraman and Media Person on various points/Halls etc.	At earliest	Media Team, HDS
0.	15-20 flower boquettee may be arranged for event days. Three to four specially designed remarks books will be designed, printed and place on the venue for remarks as discussed. The book may include some fick mark option as well as place for comments/feedback/suggestions.	Immediate	DDG(DF), Media Team, Admin,
1./	A desk for media team may be established for reporting and official may be assigned different duties. Media corner will be setup for refreshment to media personnel. The potential press releases, ticker and related material will be prepared in advance.	Immediate	DDG(DF), HDS, Media team
2	Maximum facilitation will be ensure for Foreign delegates. The possibilities may be explored for stalls of foreign countries through visiting delegate of Kinnaird College. These delegates may be involved in panel discussions?	Immediate	DDG(DF), Dir (CPL)
3.	DG(A) will share list of foreign delegates with quarter concerned for security and other necessary arrangements.	Immediate	DG(A)
	Sponsor logos will be added in SM campaign	Immediate	DES
	Mr. Hassan CSO will liaison officer/FP for accommodation and he will do needful as advised in the meeting.	At earliest	DF Secretariat, MT Mr. Hassan CSO
	A special session may be organized experience sharing of various NSOs will PRS officers on their key initiatives, innovations and recent completed activities.	At earliest	DDG(DF), Dir CPL

Distribution to:

All the Concerned Officers

CC:

APS to Member (SS/RM), PBS, Islamabad.

(IMRAN SALEEM) Director (CP&L)





Government of Pakistan M/o Planning Development & Special Initiatives **Pakistan Bureau of Statistics**

Islamabad

Subject:

DECISIONS OF THE MANAGEMENT COMMITTEE (MC)/ FINANCIAL OVERSIGHT COMMITTEE

.. me om sin ses en

5th meeting of the Management Committee held on 1st October, 2024, at 02:30 P.M. in N3C, PBS, Islamabad, under Jember (Support Support Suppor

S	hair of Member (Support Services). The key decisions of the meeting are given below for Decisions	Timelines	Responsibility
I.	The DDG (Data Fest) briefed the committee on the progress made so far on various activities as well as budget details. The chair emphasized the need to reduce costs associated with least priority activities and stress on effective publicity campaigns and proposed leveraging social media for outreach. All staff and enumerators may be encouraged to share daily updates on their own WhatsApp. X. Snapchat, Facebook, and Instagram platforms. This initiative aims to maximize publicity without incurring expenses and was unanimously supported by the attendees. It was decided that component-wise budget will be reviewed by the Committee for rationalization and plugging the financial gap. The committee will also deliberate on various logistics to be provided to the participant and its criteria like provision of	At earliest	DDG (Data Fest) & Social Media Team
2.	lunch, refreshment and accommodation etc. DDG (Data Fest) would request through email to UNFPA and UNICEF requesting to provide list of three firms for event management instead of just one to ensure competitiveness, transparency and quality work.	1st October. 2024	DDG (Data Fest)
3.	All participating firms in Data Fest must align with the objectives and goals of the Data Fest. In this regard, a comprehensive proforma guidelines for participating firms will be developed and presented to the committee for further discussion and necessary modifications.	At earliest	Data Fest Secretarial
4.	Mr. Hassan Raza. CSO Data Fest, will arrange a meeting of Member (RM/SS) with the Chairman of NADRA on October 2, 2024, persuade for participation in Data Fest.	2 nd October. 2024	Mr. Hassan Raza CSO (Data Fest)
5.	Separate files will be created for each of the forty-five stalls at the Data Fest, complete with checklists detailing ongoing and completed activities. These checklists will also identify outstanding targets for each stall and provide an overview of overall progress by the conclusion of the event.	At earliest	Data Fest Secretariat & Focal Person (Stalls)
	The committee also reviewed various social media posts, message of Minister, PM and President and promo video, A3 posters and recommended some changes to improve these advertising material. It was also decided that mechanism will be devised to share the posts/advertising material to all the field staff engaged from other department as well for the population census and Agricultural census. The advertising material may be circulated on social media handle as well as in all WhatsApp Group created at tehsil/district level.	Immediate	DF Secretariat, Mr. M. Ihtashm Dir, Media Team, HDS
	The matter of briefing to senior media person was discussed and decided to organize media briefing session on 10th October, 2024. The necessary arrangements and invitations may be issued and confirmed on immediate basis.	Immediate	Media Team

(IMRAN SALEEM) Director (CP&L)

ribution to:

- · All the officers mentioned above.
- APS to Member (Support Services/RM), PBS, Islamabad.



Subject





No. PBS.CPL.16(1)-2024-DF Government of Pakistan M/o. Planning, Development and Special Initiatives Pakistan Bureau of Statistics

Islamabad, the 16h October, 2024

DECISIONS OF PROGRESS REVIEW MEETING ON DATA FEST HELD ON 14TH OCTOBER 2024

A progress review meeting on Data Fest was held under the Chairmanship of Member (RM/SS) on 14-10-2024 in N3C, PBS HQ. The main decisions of the meeting are given below for implementation under intimation to this off: intimation to this office;

S#	Decisions	Timeline	Responsibility
1,	Report along-with Pic-vedio of streamers installed on 17th Oct night breakup details	Immediate	Mr. Shahzad, HDS
2.	Foreign countries Flag and UN organizations outside venue	Immediate	Qazi Saeed and Ms. Raheela
3.	DF Ad on FM radio including AIOU. Traffic Police, Agriculture University	Immediate	DF Secretariat, Media Team
4.	etc. Banners on Metro Bus Stations. A setup for Media team of the venue for immediate reporting, press release, tickers, sharing photo and SM posts of notable as well as guest of honours on immediate basis. Mr. Ihtasham will facilitate the media team and provide necessary logistics. Ms. Taiba and other personnel will be depute for media setup for event days.	Immediate	DF Secretariat, Dir (DP), HDS, Ms. Sana,
5,	DF Secretariat, HDS and Ms. Sana will devise mechanism how to share picture instantly with all participants. HDS has already given some idea and Ms. Sana will materialize and finalize modalities.	Immediate	DF Secretariat, HDS and Ms. Sana
6.	70+70 shields will be prepared.	Immediate	Qazi Saeed and Ms. Raheela
7.	Venue Guide/direction board for highlighting the place and activity, floor, areas will be prepared and place in the entrance for guidance of the visitors.	At earliest	DF Secretariat and HDS
8.	A profroma will be designed and officers will be depute to check all the things have been installed as per specifications, items detail, design, place of installment, quantity and status (yes/no) or (installed or not)	Immediate	DDG(DF)
9.	i. Invitation letter to all the Federal Ministers, Members and Chair of Senate and National Assembly Standing Committees on PD&SI singed by Minister as guest of honours. ii. Invitation letter to all the Federal Secretaries signed by Secretary PD&SI as guest of honours. iii. Invitation letter to all the other guest of honours including list provided by Chief Statistician and Rehan Allah Wala and general invites should be issued by 1st half of 17th Oct 2024	By 1st half of 17th October 20224	DG(Admin), DF Secretariat
.0.	Two PBS officers will be deputed in each panel discussion for submitting a comprehensive report with special focus on the actionable points / items for PBS to proceed further in the light of panel discussion.	Immediate	DDG(DF)
1.	Two meeting rooms will be get from Pak China Admin and make it fully functional by deputing support staff for refreshment for enabling meeting of Minister and Chief Statistician with the visiting dignitaries.	Immediate	Qazi Saeed, DD
2.	To explore possibilities for publicity and branding of Data Fest in Centaurus Mall.	Immediate	Mr. Dildar DDO
3.	Printing of 1000 participant cards, invitation card for inaugural, closing, and cultural event etc. from PBS own printing press.	Immediate	DG(A)
1.	Signed completion certificates and checklists will be provided for perusal of Senior Management on event day by respective FPs and DF Secretariat will provide proforma.	Immediate	DF Secretariat, All FPs
5.	Access of already installed camera at venue as well as installation of additional camera for senior management supervision.	Immediate	Mr. Ihtasham, Dir, Zubair, AD(G)
j.	Palmist, painting and other such stall will be ensured at the venue.	Event Days	DDG(DF), HDS
7.	To get written duties for deployment of cameraman and other staff on venue.	Event Days	DDG(DF) and HDS
3.	To appoint a Focal Person for unforeseen and other logistic activities on event days.	Immediate	DG(A)

-Sd/-(IMRAN SALEEM) Director (CP&L)

Distribution to:

· All the Concerned Officers



Government of Pakistan M/o Planning, Development & Special Initiatives Pakistan Bureau of Statistics

