

# COMMUNICATION, PUBLICITY AND CONFIDENCE BUILDING CAMPAIGN



— پروردگار سے ملنے کے لئے شمارہ —

FOR 7TH POPULATION  
AND HOUSING CENSUS  
—2023

FIRST DIGITAL CENSUS  
OF PAKISTAN







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## Chapter 1----Introduction and Background

### 1.1 Introduction

Population census is one of the oldest statistical operations carried out by countries. In the early days, censuses were undertaken by governments mainly for tax and military purposes. The modern census is a more comprehensive and better organized exercise. It covers the entire population of a specific country at a specific point of time and is conducted with the purpose of collecting, compiling, evaluating, and analyzing as well as publishing and disseminating demographic, economic and social data pertaining to all individuals in that country. Information on housing and amenities is also collected during most modern population census, hence the title “Population and Housing Census.” In simple terms, **a population and housing census can be described as a snapshot of the population and its habitat in a country at a specific point of time.** Census is a gigantic National Exercise linked with allocation of Resources and Policy making and Planning.

Overall success of census depends upon the positive response and participation of general public and stakeholders in the process, which is not possible without implementation of effective confidence building measures, targeted publicity and communication and information campaigns. An effective Media campaign communicates the purpose of the census clearly, to general public and stakeholders. Hence, **a smooth field operation, reduced enumeration cost and increased data quality depends on a carefully designed and implemented Media Campaign.** Hence, the focus of Media Campaign for 7<sup>th</sup> population and Housing Census was to select appropriate time and channel to convey the accurate message to motivate right audience and make sure that no one is left behind.

### 1.2 Background and role of Census Advisory Committee (CAC)

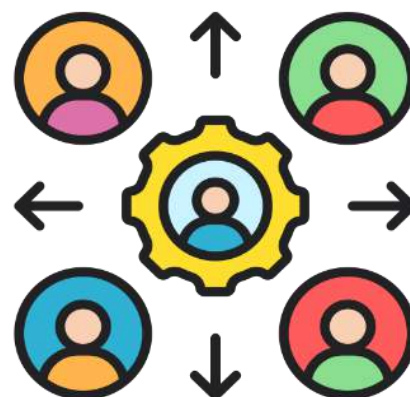
The results of 6<sup>th</sup> Population and Housing Census were conditionally approved by Council of Common Interest (CCI) in its 45<sup>th</sup> Meeting held on 12<sup>th</sup> April, 2021, with the directions **to conduct next census as soon as possible using latest Technologies.** For this purpose, **Census Advisory Committee (CAC)** headed by Deputy Chairman Planning Commission (DCPC), comprised of renowned Demographers and Experts, was formulated with the mandate to give recommendations for 7<sup>th</sup> Population and Housing Census, 2023. For this purpose, detailed deliberations were made and different groups were constituted to prepare recommendations for



the conduct of 7<sup>th</sup> Population and Housing Census by studying best practices and identifying shortcomings in the last censuses.

Accordingly, a **Media working group** was notified that was assigned the responsibility of:

- Devising a **comprehensive communication strategy** keeping in view the ground realities of country for effective communication
- Identifying the **issues / shortcomings** in the publicity campaign of Census -2017
- **Comparative studies of Census Publicity Campaigns** of different countries
- Exploring comments/reviews of Demographers, researchers & policy makers on publicity campaign of 6<sup>th</sup> Population & Housing Census.
- Study of **UN Guidelines** and **World best practices**.
- Study of public attitude / reaction to analyze the expected hindrances and reactions accordingly.
- Clearly define target audience, stakeholders and hard to count groups and devising different strategies to approach different groups.
- Study of Census Barriers, Attitudes and Motivators study results.



Accordingly, the Media Working Group, under directions of CAC, thoroughly reviewed UN Guidelines, previous practices, the reservations of Stakeholders, findings of international observers on 6<sup>th</sup> Housing and Population Census publicity strategy, communication strategy of Regional & Developed countries and changing scenario due to digitization before presenting the recommendations for Publicity Campaign of 7<sup>th</sup> Population and Housing Census. A brief of background study is given below. (Details are attached as Annexure 1).

### 1.2.1 Review of Publicity Campaigns of Previous Censuses in Pakistan

A total of six censuses have been held in Pakistan since independence - in 1951, 1961, 1972, 1981 and 1998 and in accordance to the decennial history of census taking, the sixth Population and Housing Census was supposed to take place in 2008 but had to be postponed severally due to various logistical reasons. The Sixth Pakistan Population and Housing Census



was held on 2017 and it covered the entire territory of Pakistan, including Tribal Areas (FATA and PATA) as well as Azad Kashmir and Gilgit Baltistan. From as early on as the first post-independence Pakistan census in 1951, census implementers recognized the important role played by the public and other stakeholders in ensuring an accurate count. **A publicity and advocacy campaign to popularize the census and educate the public on its benefits and their role in its success has therefore been an integral part of census operations in all the previous censuses.** The details of communication strategies and confidence building measures adopted in previous censuses are as follows:

### 1.2.2 Communication Strategy and Confidence Building Measures for Census-1951

Several publicity activities were undertaken in **1951** including Publishing **press releases** explaining census and how it would benefit the people, **Census Broadcasts** by the Census Commissioner and Provincial Superintendents in several languages, **Posters, Public meetings** in villages and towns, publishing of **brochure** “how and why”.

The publicity was focused on appealing to peoples’ civic sense and patriotism and was highly successful due to the excitement and pride of the new State of Pakistan.

### 1.2.3 Communication Strategy and Confidence Building Measures for 1961, 1972 and 1981 Census

In **1961** and **1972**, the euphoria of a new State had died down and more concerted efforts were required to convince people to support the census. More activities were included in the publicity campaign including the production and broadcast of **a film on census** in all major towns, including **census messages in Jumma prayers**, observance of **census day in all schools**, and **discussions in various forums** on the meaning and significance of the census

In **1981** the publicity and advocacy efforts had to be stepped up even further **especially emphasizing on confidentiality** after a rumour emerged that the census would be used to nationalize or confiscate property of those with more than one house.

### 1.2.4 Communication Strategy and Confidence Building Measures for Census-2017

A detailed communication program of Population & Housing Census **2017** operation was launched for awareness and confidence building of stakeholders and general public. In this

regard, first step was the **establishment of Media Cell** at PBS Islamabad that was involved in all the work related to Publicity of Census Operation. The activities performed by Media Cell are as follows:

Planning and implementation of an effective communication program, identification of the audience to be targeted, selection of Advertising Agencies, release of media, press clipping, organizing press briefings and interviews, sensitizing the public about purpose of the census initiatives, launching and establishment of a well-planned publicity campaign during enumeration to create a favorable environment for the collection of census data to ensure the success of Census 2017.



The details of community awareness programs and outdoor campaigns are as follows: Local Administration in all the urban/rural areas of the country became equally responsible. For this purpose, renowned/famous influentials of each area like Masjid Khateeb/Numberdars contacted people of their



area to arrange **announcements through loud speakers**/personal contacts to fully respond to census staff coming in the areas on stipulated census dates. The same practice was also carried on within other religious places. **Hand bills, pamphlets** to general public (men, women, children as well as to the government employees in offices) were distributed manually for awareness of Population and Housing Census and about the schedule / program of the coming Census staff in the area. **Banners / Billboards** were also placed at main locations.

### 1.2.5 Challenges faced during Publicity for Population Census 2017

Although the theory of census is simple to state yet difficult to execute and so is true with its publicity campaign, owing to certain operational as well as technical issues. PBS was allocated a **very limited resource space** to lead its media campaign through all traditional as

well digital media networks which possibly restricted its ability to have a greater coverage of census initiatives as well as to counter any census disinformation or polarized narratives around there.

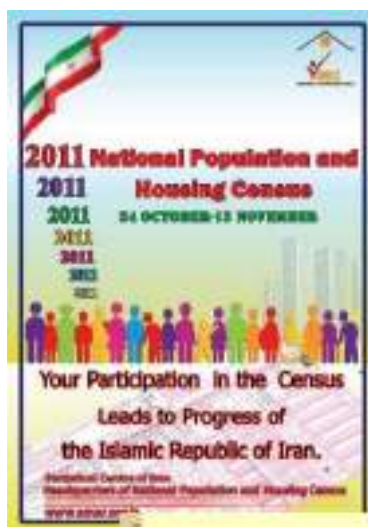
Another challenge concerned with media campaign of Census 2017 remained **absence of a proper communication mechanism of PBS media team with stakeholders at different tiers of local administration** to evolve a proper communication strategy to enlist cooperation of the local people around, in the execution of census operation in the area.

### 1.2.6. International observers' Report on Communication strategy for Census-2017

- Lack of effective confidence building measures to involve Provinces/ Stakeholders in census process
- Non-uniformity in publicity
- Lack of Publicity through Posters and Flyers
- Limited use of social media for publicity
- Non-branding of Census Offices

### 1.2.7 Review of Communication Strategies of Regional and Developed countries





Keeping in view the significance of communication strategy, the literature regarding practices adopted by different regional/developed countries for census publicity over the globe was reviewed. Publicity campaigns of three regional countries (India, Iran and Bangladesh) and four developed countries (Canada, America, South Africa and Turkey) were studied.










### Developed Countries Reviewed

Canada-2016	America-2020	South Africa-2021	Turkey-2021
			
Advertising, ✓ Outreach, ✓ Public and media relations, ✓ Social media, ✓ Implementing an Aboriginal strategy Managing the census website	Far-reaching marketing companies ✓ Forms sent through mail Census material in 14 languages Paid media ✓ Public relations, ✓ Promotions and partnerships ✓ Research based campaign  Research in different languages	Sensitized hard to count groups ✓ Friends of Census ✓ Census at schools  Learners ambassador	Working Group ✓ Press-Statement of the State Minister ✓  Logo with all instruments Poster Competition Leaflets were designed Before field operations, letters issued ✓  Promotional activities ✓ Importance Awareness ✓ Necessity of statistical information Effective evaluation

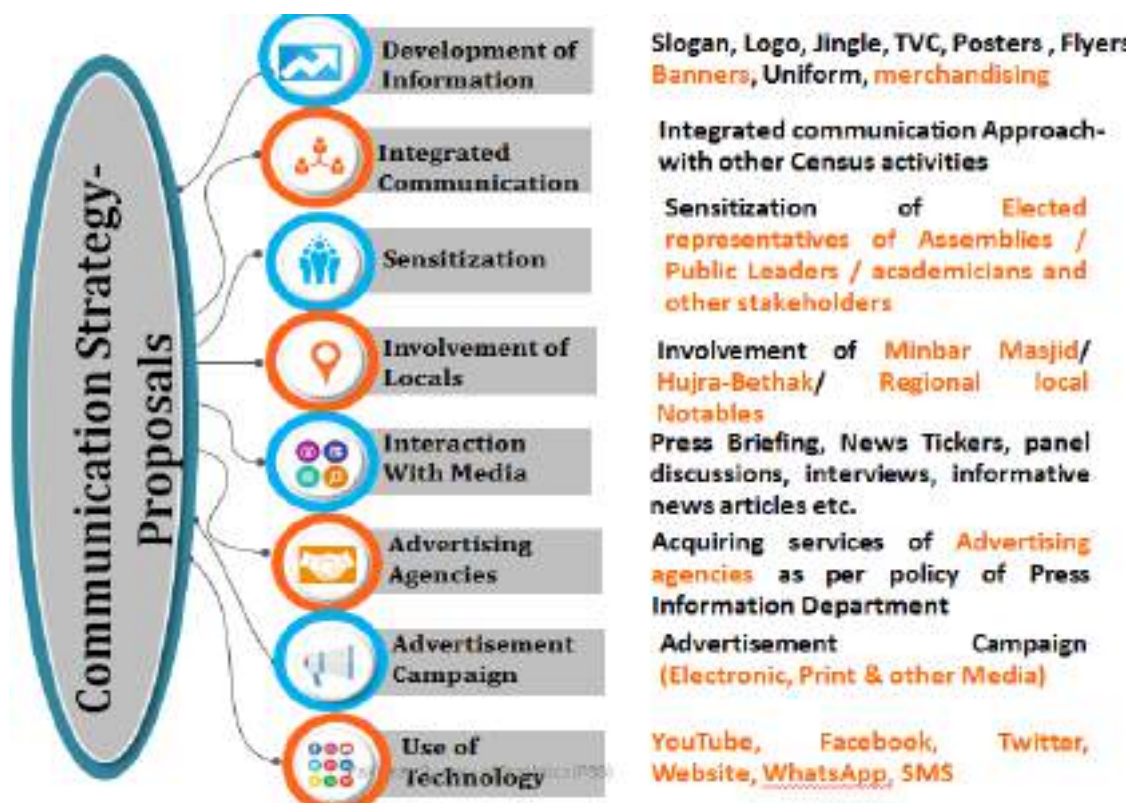
### Regional Countries Reviewed

Iran-2016	India-2011	Bangladesh-2011
		
Auditory means ✓ Visual means ✓ Printed matters ✓ Islamic Republic News Agency ✓ Friday prayers ✓ Other ✓	Award to advertisement Groups; Census in Schools; Drop-in-Articles ✓ Media/ Press ✓ Census Live Facebook ✓ Twitter ✓ TVC ✓ Radio Spots ✓	Publicity at National/ Broader/ Mass Level: Print & Electronic Media ✓  Publicity at Grass Root/ Micro/ Individual Level

## Chapter 2----Media Strategy and Recommendations

### 2.1 Recommendations for the Communications, Advocacy and Publicity Campaign of 7<sup>th</sup> Population and Housing Census 2023

After detailed deliberations in series of meetings, the recommendations for the Publicity Campaign were finalized by CAC. One of the recommendations of CAC was to involve stakeholders in Census Process from Planning till Finalization of Results.The recommendations for the **Communication, Advocacy and publicity campaign of 7<sup>th</sup> population census** are as follows:



#### 2.1.1 Publicity Campaign from beginning till End

The publicity campaign will be launched well before start of the Census Operation and will remain effective till its completion and data dissemination stage. The focus will be on regular interaction with the masses through appropriate media interventions. It will be helpful in engaging their interest and cooperation in the success of Census Data collection regime.



### 2.1.2 Establishment of Dedicated Media Cell

The Media cell will develop a work plan with timelines and milestones to be achieved as planned. This media cell will design an appropriate Public Awareness Campaign. Skillful publicity officers will be recruited at central and regional level. Uniform training of these publicity officers for a uniform publicity campaign is important.

### 2.1.3 Development and distribution of Information, Education and Communication (IEC) material

To give census 2022 a brand image, following IEC material will be developed:

- An exclusive **census logo** will be developed.
- A **census brochure**, that will be widely distributed down to the grass root level to be used in local publicity campaigns. Copies will also be circulated to donors and schools. Enumerators and supervisors will distribute them during the listing exercise that will be conducted a few days prior to enumeration.
- A large number of **color posters** will be printed in different local languages and distributed down to the mohallah level. They will be displayed at places where people gather, including schools, hospitals, post offices, banks, shops and markets.
- **Short songs with census message lyrics** and entertaining and educative dramas will be broadcasted in different languages through radio and television at fixed times and on certain days of the week.
- Several **census slogans** promoting the importance of participating in the census will be disseminated through flyers and will be broadcasted by radio.
- **Merchandising** will also be used for promotion as T-shirts, caps, stickers, calendars with census logo and messaging will be used by PBS staff especially enumerators and supervisors. These will also be distributed.

### 2.1.4 Community Awareness Program (CAP)

The media group will arrange community awareness programs like **seminars, census walks, census in schools** etc. to catch the attention of interested groups. It will also introduce different innovative activities like **issuance of postal ticket / coins, poster, flyer and slogan designing competition**. Use of census floats, census logo on cars that are in use of PBS, branding of census offices, can be used to promote this National activity.



### 2.1.5 Media Campaign at Local Level

For addressing the local communities, it is necessary to broadcast audio/ video messages in local languages. This methodology will create more confidence in the community on Census.

Enumerators may involve local influential like street bureaucracy, Imam Masjid, bishops, Peer & scholars etc. especially in rural areas where use of social media is minimal. Using of Hujra, Baithak and Mamber Masjid for effective communication of census message in rural areas will also be developed.

### 2.1.6 Engagement of Media

The media are important **stakeholders** that would effectively disseminate the census message to **public education through radio and television**. The media campaign will be started at the time the pilot census will be conducted and will continue till end. Electronic, print, social and other media can be effectively used to convey the message. Similarly **Census Web Page**, Radio and TV Programs like broadcasting census Anthem and short skits, ring tones, bundle SMS, addressing queries of stakeholders through Media and Press briefings, personality endorsements, using of twitter and face book page to spread the message can also play an important role.

### 2.1.7 Acquiring services of Advertising agencies / social Media Publicity Firm

Advertising Agencies play a key role during publicity campaign. The creation and publishing of census content on electronic, print, social and other means of communication is the main responsibility of the Advertising Agencies. For the purpose of appointment of advertising agencies, laid down policy of Press Information Department (PID) will be adopted.

### 2.1.8 Regular interaction with mainstream media of Pakistan

The conduct of Media sensitization workshops on the importance of Census Data may play a vital role not only in orientating them with the census process and terminologies to enable them to best cover the subject on broadcast but also to gather their support to highlight it as a matter of public importance. The issuance of regular Census specified press releases, conferences and press tours to the Statistics House for demonstration of Data processing





systems and real time accuracy frameworks may not only enhance public interest in the conduct of forthcoming Census but also build their trust on the credibility of its respective results.

### 2.1.9 Consultation, confidence building and continuous involvement of Stakeholders

Defining the target audience / stakeholders and developing a proper communication mechanism with stake holders at different tiers of local administration, provinces, government and private organizations, data users, ethnic groups, collaborating partners, persons with disabilities etc. is essential to evolve a proper communication strategy. A comprehensive communication program involves sensitization of **elected representatives of assemblies / public leaders / academicians** and other stakeholders. Consultation can either be obtained physically or through website, social media or online questions.

### 2.1.10 Census Publicity as an essential Part of Manual / Training /Field Operation

Considering the deployment of large number of enumerators and supervisory staff in process of data collection, their services can also be utilized as torch-bearers of nation-wide campaign for engaging the public directly in the forthcoming Census operation. For the said purpose, they should be trained on inter-personal communication and be provided with very visible uniforms/vests bearing census logo, emblems and slogan etc. They will also be taught the strategy of Involving of Minbar Masjid/ Hujra-Bethak/ Regional local Notables etc. to influence general public.

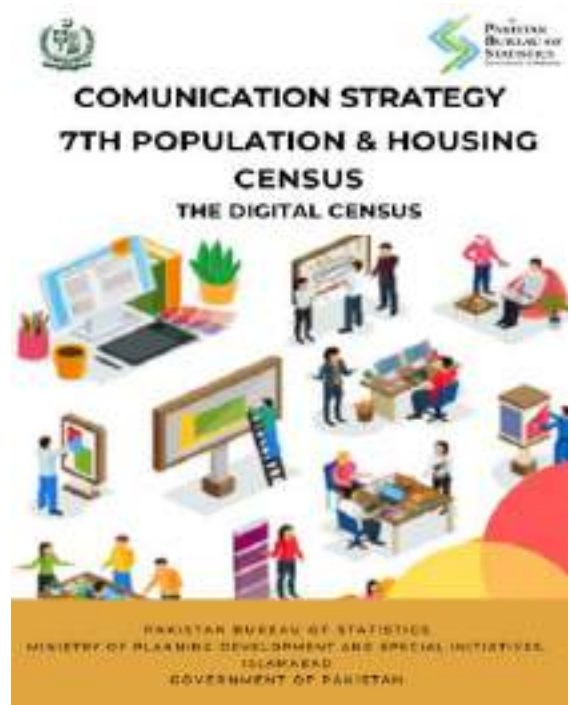
### 2.1.11 Monitoring

It is also recommended to continuously observe the publicity campaign for **monitoring and evaluation** at grass root and national level. It must be ensured that any disinformation or negativity spread about the process of census by any group must be immediately addressed.

The publicity campaign designed according to above mentioned recommendations will not only educate the general public about importance of Population Census, but will also ensure the confidentiality of shared information, clear their concepts regarding questionnaire, send reminder to those who are late in recording information and give assurance of sharing census results with data users.

## 2.2 Approval of Recommendations of 7th Population and Housing Census along with Media Strategy by Cabinet

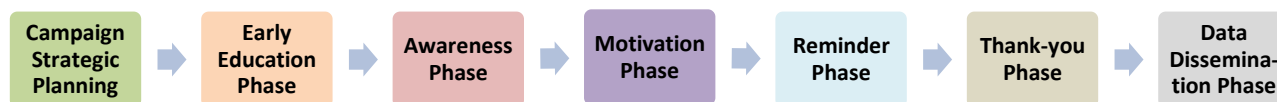
The recommendations and the Media Strategy for 7<sup>th</sup> Population and Housing Census accompanying all the recommendations of CAC were approved by cabinet on 5<sup>th</sup> October, 2021 and Council of Common interest in its 49<sup>th</sup> meeting held on 13<sup>th</sup> January, 2022. The communication strategy for 7<sup>th</sup> Population and Housing Census is duly reviewed and vetted by consultant hired through UNFPA and Ministry of Information.





## Chapter 3 ---- Phase Wise Implementation

The Publicity Campaign was divided into different phases: **Planning, Education / Awareness Phase (before Census), Motivation Phase (during Self Enumeration and Field Enumeration Phase), Reminder Phase (Verification and data Validation Phase), Thank You Phase (Completion of Census exercise) and Data Dissemination Phase (Results Announcements)**. The Strategies and content of advertisements were continuously revised through-out the campaign for different Phases and to meet the communication needs of the evolving environment. These Phases assured the involvement of stakeholders from planning to finalization of results. The frequency of appearance on mainstream media was decided according to requirement during a particular Phase. It was decided to increase number of messages at the start of each phase especially at the start of self-enumeration and both phases of field enumeration. The appearance on media was slightly reduced in subsequent days of a particular Phase. During Planning, Education and Awareness Phase, Social Media was utilized due to budget constraints and reach, However, during Motivation, Reminder and Thank You Phase main stream Media was efficiently utilized along with Social Media.



### 3.1 First Phase: Campaign Strategic Planning (Aug 21-Jan 22)

#### 3.1.1 Activities proposed in work Plan for Campaign Strategic Planning Phase

- Establishment of a Media Cell.
- Devise a comprehensive Implementation Work Plan with appropriate timelines.
- Budget Allocation for Communication Strategy and Implementation Work Plan.
- Appointment of Media Spokesperson/Focal Person.
- Issuance of regular press release on all key activities and milestones achieved, along with regular updates of Digital Census.
- Devising a Comprehensive Crisis Communication Strategy for misconceptions and rumors regarding use of Census data and Census process. (Crisis Management).
- Hiring of Print, Electronic and Social Media Publicity Firms as per PID policy.
- Development of Census Website and creating Social Media pages for creating awareness.





- Involvement of content Developing and incorporating Census Communication/ publicity publicity content in the training course of Field Staff.
- To search collaborating partners, like educational institutions, government and private organizations and to involve them in consultation at every stage.

### 3.1.2 Activities carried out during the Phase

#### a. Formation of Dedicated Media Cell and Assignment of Duties

On recommendations of Census Advisory Committee, a dedicated Media cell was established in the Census Project Management Unit (CPMU). The duties assigned to Media Cell were as follows:

- To design an effective Work plan for Publicity Campaign
- Hiring of Print, Electronic and Social Media Firms
- Finalization of advertisement content and IEC material
- Finalization of information / Explainer videos on Census
- Issuance of regular press releases on Census activities
- Running an effective media campaign on mainstream and social media
- Media Monitoring
- Media interactive sessions and press briefing
- Archiving of main media related activities of Census

#### b. Devise a comprehensive Work Plan with appropriate timelines.

For implementation of recommendations, a comprehensive work plan was proposed. According to proposed Work Plan, the communication campaign was divided into seven phases, aligning with the seven phases of the census process, with planned timelines and activities for each phase. The timings and tactics were slightly changed during the implementation responding to the evolving ground realities.

#### c. Involvement of Stakeholders in Planning of Census

Various stakeholders, including provinces, political parties, researchers, data users, demographers, policy makers, media and the general public remained involved in 7<sup>th</sup> Population and Housing Census right from the planning stage. **The importance of stakeholder involvement lies in fostering their ownership throughout the census process and gives an acceptability, credibility and transparency to the whole exercise.**

To build confidence among stakeholders, discussed below series of measures were taken:



### i. First Rounds of Meeting with Provinces

**Online orientation meeting** was conducted with Chief Secretaries of Provinces to discuss the census methodology for consensus on **13<sup>th</sup> August, 2021**. Additionally, **physical meetings** were organized with Provincial Governments to provide a comprehensive explanation of the methodology and highlight their role w.e.f. **6<sup>th</sup> September, 2021 to 16<sup>th</sup> September, 2021**.



*Karachi (8th September, 2021)*



*Quetta (10th September, 2021)*



*KPK (12th September, 2021)*



*Baluchistan (16th September, 2021)*

### ii. Involvement of Academia, Researchers, Demographers and Data Users

Academia, researchers, and data users were engaged through sensitization workshops at Provincial level. These workshops were conducted in ICT and Provincial Capitals in renowned universities from 24th December, 2021 to 10th Jan, 2022. The purpose was to create awareness about the digital census process for broader acceptance and confidence building of Academia, Researchers and General Public.



ISLAMABAD (24<sup>th</sup> December, 2021)



LAHORE (28<sup>th</sup> December, 2021)



KARACHI (30<sup>th</sup> December, 2021)



QUETTA (3<sup>rd</sup> January, 2022)



PESHAWAR (5<sup>th</sup> January, 2022)



AJK (10<sup>th</sup> January, 2022)



#### d. Appointment of Media Spokesperson / Focal Person

Mr. Muhammad Sarwar Gondal, Member (IT/SS), being the Project Lead of 7th Population & Housing Census, the First Ever Digital Census was Appointed as Focal person / Media Spokesperson for 7<sup>th</sup> Population and Housing Census, 2023.

The main task was to communicate following key messages:



- Census for Policy Making
- Census Enumeration Methodology (where to be counted?)
- Participate in the Census for your Future
- To counter misconceptions and rumors regarding use of Census data and Census process. (Crisis Management).

#### e. Proposing an appropriate budget for Publicity Campaign

Keeping in view the importance of the Publicity Campaign, an appropriate budget was proposed especially for Social Media Publicity Campaign.

#### f. Involvement of Media Partners

The first step to achieve support of General Public in Census process was to run a successful campaign on Print, Electronic and Social Media. According to Press Information Department (PID) policies, all advertisements for a Campaign on Print and Electronic are made through Advertising Agencies. Therefore, to get the desired dissemination of Census message, the specialized advertisement agencies / firms were hired by PBS as per PID Policies.

#### i. Hiring of Print & Electronic Media Advertisement Agency

Print and Electronic Media Publicity firms were hired according to policy of Press Information Department (PID), Government of Pakistan (Procedure and Eligibility Criteria attached at Annexure 2 & 3 respectively). Advertisement to appoint print and electronic media agencies was published through PID (Annexure 4).

According to eligibility criteria of PID, the Advertisement Agency had to be accredited by PID. To proceed for publicity campaign in accordance with the policy of 'Press Information Department (PID), 2021 a selection committee, as per PID guidelines, evaluated and finalize all the work related to selection/appointment of Advertising Agencies for carrying out Publicity



work of the Census-2023. The selection committee (Notification at Annexure 8) comprised of 3 Members:

- PBS representative, Mr. Ayazuddin, Member C&S
- PID representative, Ms. Shagufta Ansari, Director Advertisement
- External Media Expert, Mr. Muhammad Adil, Dunya News

The Advertisement Agencies had to submit proposals and after scrutiny of proposals the qualifying agencies had to appear before Selection Committee for presentations on proposals. The Advertisement Agencies who wanted to submit proposals for appointment for the Publicity Campaign of 7<sup>th</sup> Population and Housing Census, had to follow the guidelines that were provided to them while presenting their proposals. All agencies were given 30-minutes time to present their proposal in front of selection committee.



The advertisement agencies had to propose the following:

- Census logo
- Several slogan statements and campaign tagline
- Informative jingles and TVC's
- Ideas for personality endorsement
- Proposals for launching of publicity campaign on TV, Radio, Print and social media
- Designs of standard posters, flyers and other informative material.
- Thoughts for 'Community awareness program' e.g., census events, census in schools, distribution of pamphlet, census walk, Minmber Masjid, Hujra Baithak and other local influential etc.
- Proposals to gain free of cost (FOC) media coverage in TV and radio talk shows and Newspapers etc.



- Strategy to handle false news/ rumors about census.
- Ideas for merchandising.
- Suggestions for continuous monitoring and effectiveness of campaign.

The proposal submitting agencies were informed that all the content must highlight Census date and duration, the purpose, importance and role of people in Census.

In response to the advertisement, 23 Companies participated in the tender and 17 companies were approved by the committee to be reviewed in three subsequent meetings for review of proposals. 10 companies were short listed for the final presentation and finally, following 3 companies were selected on the basis of their Creative work (Notification at Annexure 16) on 15<sup>th</sup> February, 2022:

- M/s Creative Junction Pvt. Ltd.
- M/s Adage Communications Pvt. Ltd.
- M/s Midas Pvt. Ltd



### Work Distribution:

While, there is no stringent rules to assign work to agencies by PID, the most followed procedure is to announce competition for every publicity assignment/ creative work, and to receive the proposals from three companies. After receiving proposals, 50% of work is given to winning agency and 30% and 20% is assigned to second and third positions respectively. Same criterion was adopted by Pakistan Bureau of Statistics.

### ii. Hiring of Social Media Firm

No one can deny the importance of social media for timely spread of messages in today's world, along with ensuring transparency and accountability of the processes. **Hiring of Social Media firm for Publicity and General awareness campaign of 7th population and Housing Census was one of the recommendations of Census Advisory Committee (CAC).**



**Advertisement:** Keeping in view the role of social media for effective communication and the recommendations of CAC, a comprehensive Request for Proposal (RFP) was prepared for hiring the services of the social media firm. RFP contained requirements and deliverables and other formalities of selection criteria for social media firm. The hiring of social media firm was tendered, with the approval of honorable Chief Statistician. After fulfilling all formalities, **M/s MindMap Communications Pvt. Ltd.** was hired for the Social Media Campaign. The contract between PBS and MindMap Communication was signed on 18th March, 2022.



**Evaluation Criteria and Procedure:** A selection committee under the chair of Mr. Ayazuddin, Member Census and Surveys was constituted. 4 Companies participated in the tender. The submissions were thoroughly reviewed and after fulfilling all codal formalities, a company was hired for the Social Media campaign for one year.



## 3.2 Second Phase: Early Education Phase (Feb 22-Sep 2022)

### 3.2.1 Activities proposed for Early Education Phase

- Engagement of Press, Media, Partners, Stakeholders and trusted voices.
- Development of understanding and knowledge among all audience about Pakistan Bureau of Statistics, its role in Population Census, importance of Census and the details about upcoming digital Census.
- Finalization of content and videos for the campaign.
- Finalization of celebrity for campaign endorsement.
- Identification of languages in which the whole content needs to be translated.
- Deciding Census Logo / Slogans, designing of flyers, brochures and other IEC material.
- Educating key audiences about the importance of participation in Census.
- Organizing educational events (such as seminars and workshops) both physically and virtually.
- Engaging advertising agencies (on the panel of PBS), press, media, partners, stakeholders and trusted voices to help in strengthening the reach of PBS messaging among hard to count audiences.
- Posting Social Media Content on Facebook and Instagram and other handles on a daily basis.
- Census in schools and other educational institutes: Involving teachers and students.



### 3.2.2 Activities carried out during the Phase

#### a. Designing and Unveil of Census Logo

Designing of logo was one of the milestones of effective publicity which was achieved by PBS. All advertisement



agencies on panel of PBS submitted different designs of logos with several slogan statements. A committee of senior officers of PBS thoroughly reviewed





all logos and slogan statements. The logo submitted by M/s Adage Communications Pvt. Ltd. was selected with slight amendments.

The logo was unveiled by **Federal Minister (PD & SI) Professor Ahsan Iqbal** in a Ceremony that was held on **20<sup>th</sup> June, 2022** at National Census Coordination Centre (N3C) at PBS, Head Office, Islamabad.

#### **b. Second Round of interaction with Provinces**

**Sensitization workshops** were conducted with **Provincial Functionaries** to increase awareness and clarify their responsibilities from 23<sup>rd</sup> May, 2022 to 11<sup>th</sup> June, 2022.



LAHORE (23<sup>rd</sup> May, 2022)



KARACHI (25<sup>th</sup> May, 2022)



PESHAWAR (30<sup>th</sup> May, 2022)



QUETTA (27<sup>th</sup> May, 2022)



AJK (6<sup>th</sup> June, 2022)



GILGIT BALTISTAN (11<sup>th</sup> June, 2022)

### c. Finalization of IEC material, Publicity Content, Explainer Videos and Census Jingles and Brand Ambassadors

IEC and branding material consisting of Flyers, Bags, Caps, Vests was prepared well before start of Census. The IEC Material contained Logo and other information regarding first ever Digital Census of Pakistan. Publicity content was continuously revised by keeping in view the phases of Publicity Campaign, languages and the target audience during a particular situation. Furthermore, publicity content for Print and Electronic Media Campaign was also submitted by advertising agencies which was shortlisted by the committee.





#### d. Circulation of standard policies of Advertisement in Field

To proceed for a standardized publicity campaign throughout the country, instructions on Publicity Campaign were also circulated in Field through operational manual (Annexure 19). Similarly, the policy for inauguration of field activities was circulated among field force (Annexure 20).

#### e. Creation of Social Media Handles and start of campaign on Social Media

Keeping in view the importance of social media, 6 social Media handles of PBS (Facebook, Twitter, LinkedIn, Instagram, YouTube and Snapchat) were utilized to involve and engage followers.

**To rationalize Publicity Budget, during early education phase, publicity campaign was restricted to social media.**

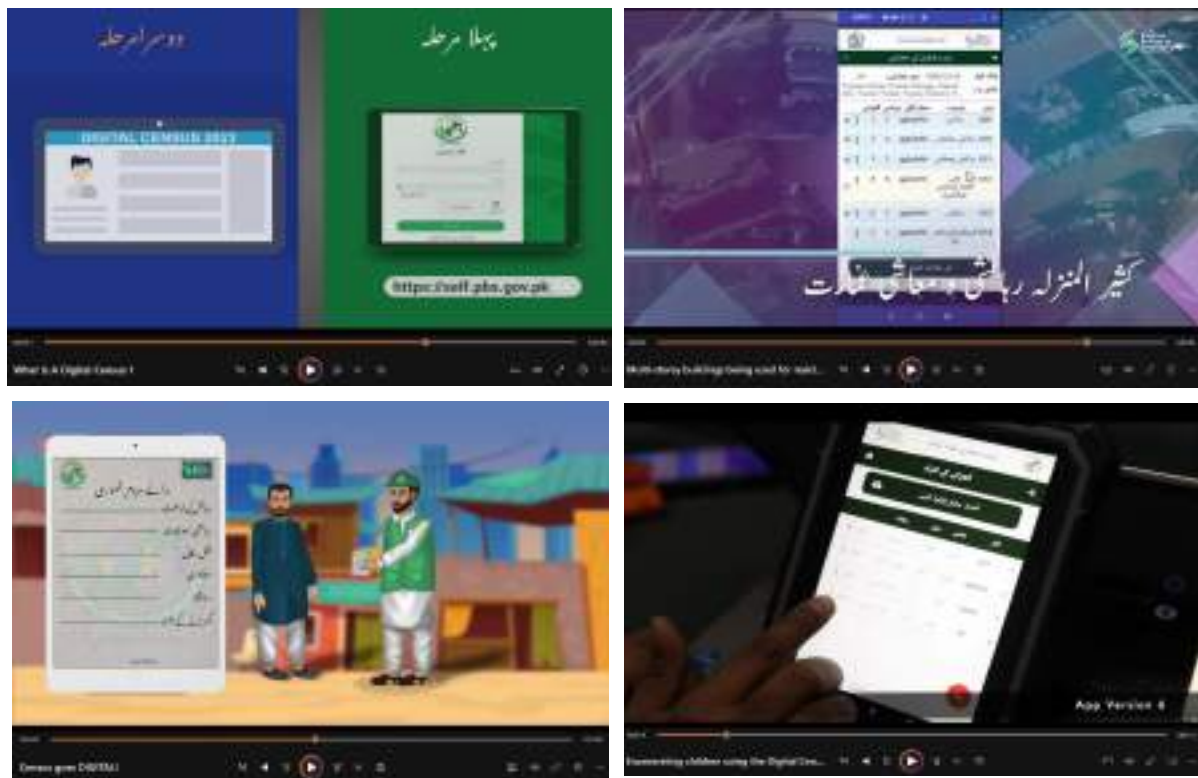


#### f. Publicity in social media during Education Phase





Screen shots of Different Tutorial Videos



#### g. Other Activities

- Regular press release and tickers were shared with Media after each activity of Digital 7<sup>th</sup> Census were issued and got coverage in mainstream Media.
- Links with media houses and channels were established to get appearance in talk shows during the campaign.
- Columns in Newspapers / Panel Discussions / Interviews.



### 3.3 Third Phase: Awareness Phase (Oct 22- Jan 23)

#### 3.3.1 Activities proposed for Awareness Phase



- The aim of this phase is to communicate to the country that “The Digital Census is coming and it is important to participate”.
- It will be a formal launch of Census paid communications. Significant outreach through paid media and advertising, social media engagements, public relations efforts such as media tours, hosted events and informative columns in newspapers will be used to ensure that key messages are heard across all the audience groups.
- Campaign taglines and several slogans will be used in print and electronic media campaigns to catch different audiences.
- Census message will be delivered in a way that it will not only inform the audiences about Census but will also build a sense of relevance, urgency and safety around census participation.
- Distribution of Digital Census information material in schools, educational institutes and events.
- Columns in Newspapers / Panel Discussions / Interviews
- Establishment of early communication channels and foster relationships with hard to count (HTC) audiences. Special strategy will be devised to contact influential persons of areas with high security risks and low network reach i.e., far flung areas.
- Sensitization of elected representatives of assemblies / public leaders / academicians and other stakeholders.

#### 3.3.2 Activities carried out during the Phase

##### a. Brain Storming Session with Demographers

One-day brain storming session with Demographers was held on 2<sup>nd</sup> December, 2022. The conceptual manuals, videos and presentations for training of Field Staff were shared with them. These initiatives allowed for gathering feedback on the methodology, questionnaire and training material. It ensured that their concerns about methodology were addressed.



### b. First Media Briefing

The Media was briefed about the upcoming Digital Census in a Press Briefing held on 13<sup>th</sup> Jan, 2023 at National Census Coordination Centre (N3C) PBS, Head Office, Islamabad.



### c. Engagement of National and International Organizations

Relevant national and international organizations (World Bank, UNICEF, UNHABITAT, WFP, Population Council, FAO, FCDO, UNHCR, SDPI & PIDE) were oriented through dedicated session on 27<sup>th</sup> Jan, 2023, providing them with a thorough understanding of the procedures and methodology involved in the census. This enhanced their confidence in the process and facilitated their cooperation.



### d. Brief to Census Commissioners about their role in Census

**Provincial Census Commissioners** were also briefed about their role through informative Session on **26<sup>th</sup> January 2023**.



### e. Song Competition

Pakistan Bureau of Statistics **announced census song competition** on social media to ensure the involvement and understanding of the broader population. The theme of online National song competition was “*tum he say hay tumhara kal*”. Hundreds of entries were received & voted on! Muhammad Danish Butt won the competition and was awarded a prize by Chief Census Commissioner at the inauguration ceremony of Self-Enumeration Portal by Chief Statistician



### f. Social Media Campaign during Trainings

The training of Field Force for First Ever Digital Census was held in three Phases. During all Phases of Training, the Social Media Pages of PBS gave updates on activities of the exercise.





## g. Publicity in Print Media during Awareness Phase



## 3.4 Fourth Phase: Motivation Phase (Feb 23- Apr 23) / Campaign during Self Enumeration and Field Enumeration

### 3.4.1 Activities proposed for Motivation Phase

- To motivate individuals to co-operate with enumerators to complete their 2022 Census questionnaires and to encourage participation among their circles.
- To make sure that people know how to complete the self-enumeration questionnaires. For that purpose, general public must be aware that it is quite easy to fill the census form from their computer or smartphones.
- An effective media execution plan for Print, Electronic and social media and out of home publicity, strategy will be helpful.
- Through all channels, the campaign will continue to reinforce the three key concepts: Safety, Urgency and Benefits of Census.
- Branding of Census offices and merchandising of vehicles.
- Robot calls and bundle SMS will be used to convey Census message.
- Sharing of views and beliefs of community leaders through different forums.





- Use of local languages.
- Census in Educational institutes
- Rumours and misconceptions that will arise about Census process will be handled through social media, press conferences, Press releases and TV and Radio talk shows.
- Publicity meetings will be held in villages and towns (Hujra, Baithak/ Numberdars) and announcements through loud speakers.
- Stickings on public passages and Census Walk.
- Announcements in mosques about presence of enumerators in an area and conveying special Census messages in village and towns/Cities in Jumma prayers.
- Issuance of Census Postal tickets and Census Logo on main brands of pizza / fast foods.
- Publishing of Census messages on other public organizations, collaborating partners, official websites and social media handles.
- Issuance of regular press releases on all activities related to digital census
- Distribution of IEC materials (Broachers / Flyers etc.)
- Use of Census bags, caps and vest by enumerators.

### 3.4.2 Activities carried out during the Phase

Publicity and information campaigns are necessary to encourage participation. Consultation with general public and stakeholders on census is necessary to make sure that all aspects of census are well understood and accepted. For this purpose, General public with special emphasis to identify hard to reach population was approached and encouraged to participate through information campaigns. These include people living alone, students living away from home, elderly, homeless, minorities, immigrant communities, inhabitants of inner cities and dense areas, stakeholders including provinces, data users, researchers and religious groups etc.

The Main Census Publicity Campaign consisted of advertisements on main stream media, i.e., print and electronic, posting on social media, release of census song, issuance of commemorative Postage Stamp, confidence building sessions and workshops with stakeholders, outdoor campaign and Community awareness programs etc. The details of Publicity Campaign during Motivation Phase are as under:

### a. Building Confidence of Media

Efforts were made to remain engaged with media through interactive sessions and press briefings, enabling them to disseminate accurate information about the census process and outcomes. These interactive sessions include visit of senior journalists at PBS head office on 6th Feb, 2023, Interaction with Media Persons at Provincial Census Coordination Centre (P3C), Lahore at 9<sup>th</sup> Feb, 2023 and Media Briefings on 16<sup>th</sup> Feb, 2023 and 27<sup>th</sup> Feb, 2023 at PBS Head office.



Interactive session with senior journalist (27<sup>th</sup> Feb, 2023)



Interaction with Media Persons (8<sup>th</sup> Feb, 2023)



Media Briefings (16<sup>th</sup> Feb, 2023)



Media Briefings (27<sup>th</sup> Feb, 2023)



## b. Inauguration of Self Enumeration Portal and release of Census Song

To give ownership of first Digital Census of Pakistan to the General Public, PBS launched Self-Enumeration Portal. Self-enumeration Portal provided the opportunity to the respondent to enter the required information



Prize distribution

about their household by accessing self-enumeration

portal. The



Inauguration of Self Enumeration Portal

self-enumeration Portal was inaugurated by Federal Minister IT&T, Syed Aminul Haque. All main Media Houses were invited in the ceremony and the ceremony got coverage in Mainstream Media. Social Media handles of PBS gave live coverage of the event. Census Song was also released. The winner of online song competition on 'Bajao App' were awarded with prize during the ceremony.

## c. Publicity during Self-Enumeration

Launching of Self-Enumeration portal was highlighted by Social Media handles of PBS. Tutorial videos about concepts and procedure to fill the self-enumeration portal were posted on Social Media handles. Thematic campaigns and reel campaign were posted through social media. At this stage mainstream Media was also engaged in the delivering Census message to



General Public.



#### d. Inauguration of Field Operation by local Influential at tehsil/district and provincial level and by Chief Census Commissioner at National Level

The policy for Inauguration of Field activities was already circulated. Therefore, the Field Operation was inaugurated by Chief Census Commissioners at PBS, Head office Islamabad on 1<sup>st</sup> March, 2023. The inauguration was followed by a Media Talk by Chief Census



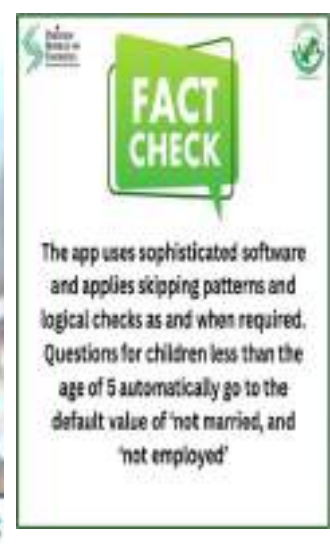
Commissioner. The same procedure was followed at local levels. All the activities were highlighted by Social Media handles of PBS and got coverage in Media.

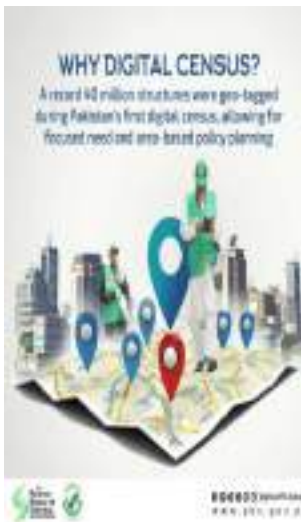
### e. Social Media Publicity Campaign during Motivation Phase

Keeping in view the importance and reach of social media, the main emphasis of Publicity Campaign during motivation Phase was Publicity through social media. Thematic Campaigns including attractive reels and Videos, Reels and Static posts motivating General Public to participate in Digital Census was posted through all social Media Handles during Field Enumeration. Special animated tutorial videos were made that illustrated the procedure of Self Enumeration. Animated explainer video about Digital Census was also posted. The emphasis of all posts was communicating the Digital Census updates. Further, capturing work, facts, data, debunking, news and announcements etc. videos were posted to motivate Census Staff and Enumerators especially females involved in Digital Census.





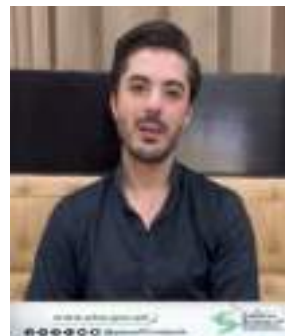
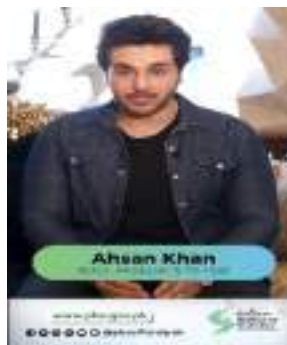






#### f. Involvement of Influencers to boost Social Media Campaign

Influencers like **Ahsan Khan**, **Sarwat Gillani**, **Umer Alam** and **Junaid Niazi** having millions of followers, recorded messages for Population Census on their respective social media. **Dr Arfa Sayeda Zehra**, an Educationist and Urdu Language Expert also motivated general public to participate in census through PBS Social Media platforms.



In short, a Social Media Campaign was launched in which PBS successfully highlighted the information about Digital Census related information, use of Census Data, Facts and myths about Census and clarified fake News trending about Digital Census.

#### g. Mainstream Media (TV, Radio, Print) Campaign during Field Enumeration

The Publicity Campaign on Mainstream Media included:

##### TV



Advertisement on TV consisted of 789 spots of 30 seconds to 1 minute duration. The total air time for the advertisements was 9 hours 43 minutes and 50 seconds with 25 days of appearance on TV during the Campaign. 25 National and 9 Regional News channels were utilized throughout the campaign during peak hours (List of main Channels and Newspapers utilized is attached at Annexure 22).





Publicity Mode	Details						Approximate Budget
	No of days	Total Spots / Insertions (Paid)	Total Spots / Insertions (unpaid)	Channels/ Newspapers / Stations		Coverage / Viewership / Readership	
				National	Regional		
TV	25	Spots: 789  (9 hours 43 minutes 50 seconds)	13 (interview, beepers) + documentaries + tickers  (2 hours 48 minutes)	25	9	182.7 Million (all spots added) (paid)	80.6 million

These Channels were carefully chosen on the basis of National and Regional representation and Target Rating Point (TRP) of particular Channel at that time. Besides, interviews, beepers, documentaries and tickers also went on air during prime time and morning shows in different phases of campaign. The time duration of these activities was 2 hours 48 minutes. Total viewership remained 182.7 million (all spots added).

### Engagement of Celebrities

The census messages were conveyed through famous celebrities like **Bushra Ansari** and **Javed Sheikh** on TV and Radio.



Print Media Campaign consisted of 21 days of advertisement with 420 insertions on 12 National (English & Urdu) and 16 Regional Newspapers with readership of 4788K per day.

Publicity Mode	Details						
	No of days	Total Spots / Insertions (Paid)	Total Spots / Insertions (unpaid)	Channels/ Newspapers / Stations		Coverage / Viewership / Readership	Approximate Budget
				National	Regional		
Print	23	420	Interviews +Press releases	12 (per day average)	16	Readership:4,788 K per day	87.71 million

7 ویں خانہ و مردم شماری  
THE DIGITAL CENSUS

جامع منصوبہ برقی اور پانسی ملاری کو تقویت دینے کے لیے  
تاریخ میں پہلی بار - ویکٹیل مردم شماری  
آج سے آغاز  
مارچ 2023 تک برقی  
پانسی ملاری

آخری تاریخ 2023 مارچ 2023 تک برقی ملاری  
برقی (Self-enumeration) کے لیے  
<https://self.pbs.gov.pk>

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Pakistan Bureau of Statistics  
بلگستان اور پانسی ملاری  
ویدو شماری ویدو شماری ویدو شماری

Ministry of Economic Affairs  
Statistical House, 21, Maqsood Area, C-97, Islamabad

## Radio

Radio Campaign included 961 spots in 25 days. The time duration was 5 hours and 57 minutes. Pakistan Super League (PSL) transmission of Radio Pakistan was sponsored by PBS. Apart from Radio spots, announcements about participating in Census were also made through all frequencies of Radio Pakistan covering 98% population and 80% area of Pakistan including all major cities.



Interviews and podcasts of Chief Statistician and Official Spokesperson were also broadcasted from Radio Pakistan and were repeated on different frequencies. Unpaid campaign consisted of 2 hours' announcements during PSL matches apart from regular advertisements. Through Radio Pakistan transmission those remote areas were covered where no other way of communication approaches.

Publicity Mode	Details						Approximate Budget
	No of days	Total Spots / Insertions (Paid)	Total Spots / Insertions (unpaid)	Channels/ Newspapers / Stations		Coverage / Viewership / Readership	
				National	Regional		
<b>Radio</b>	25	Spots:961 <b>(5 hours 57 minutes)</b>	1 hour interview, 2 hours announcements (PSL)	Radio Pakistan	FMs	98% population and 80% of total area in Pakistan (Radio Pakistan) All main Cities (FMs)	9.16 million

## h. Outdoor Publicity Campaign and Community Awareness Program

An Outdoor publicity campaign is the most effective way to enhance awareness. Therefore, PBS devised a wide-ranging strategy for Outdoor Publicity Campaign of 7th Population and Housing Census. The outdoor campaign consisted of Banners / Streamers display, Leaflet distribution, branding of PBS offices and vehicles and Community awareness programs such as use of IEC material (bags, caps and vests) by





enumerators, meetings at grass root levels, Census Walks, participation in IT Expo and announcements etc. The content was carefully designed in a manner that not only communicated the census message to general public but also motivated them to become a part of this important exercise in huge national interest. (Details at Annexure 21 & 24).

The details of outdoor Publicity Campaign are given below:

### Displaying of Banners and streamers

Banners were displayed at important public places like five main airports of Pakistan, prominent toll plazas, railway stations, PSO pumps, Census Support Centers and main locations in Islamabad and other cities. Streamers were also displayed alongside important roads to announce the start of 7<sup>th</sup> Population and Housing Census. The basic purpose was to communicate to General audience that census is in progress and their participation is important.



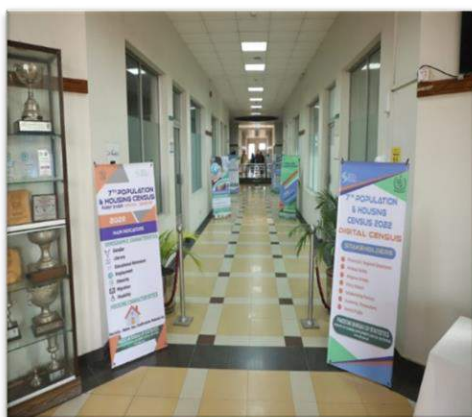
### Distribution of Leaflet/Flyers/Broachers

Flyers / Leaflets were distributed at public places like Toll Plazas, PSL Matches, Roads, Railway Stations, Malls and Educational Institutes etc. The main target was Educational Institutes where along with distribution of Flyers, the Census message was also verbally conveyed to the students by PBS representatives. The content of Flyers was targeted, creative and simple. In addition to that, it covered all the aspects to create general awareness about first ever Digital Census.



## Branding of PBS offices, Vehicles and Census Support Centers

For widespread communication of Census message, branding of PBS offices and vehicles was carried out. Office branding strengthens organization's relationship with its employees and brings a sense of responsibility about the successful completion of the activity. It also gives an impression to outsiders that something important is in



progress. Keeping this in view, all offices of PBS and Census Support Centers displayed banners and X-stands containing informative material on 7<sup>th</sup> Population and Housing Census within their premises. Similarly, Vehicle branding is a cost-effective way that captures a wider audience. All the vehicles used by PBS head office and Provincial offices used car back screen stickers during Field

enumeration of First ever digital census.

## Community awareness Programs

The basic purpose of community awareness programs was to increase the community's knowledge about the purpose, procedure and importance of Population and Housing Census and counter all the misconceptions about the process and use of data. These programs



included meetings at grass root level i.e., Hujra, Baithak, Announcements in mosques and through loudspeakers in streets, Census awareness walks in all major cities,



participation in IT Expo with stalls of Self Enumeration and information about digital census, Seminar, workshops and orientation sessions about Digital Census and Use of IEC material like caps, vests and bags by enumerators.



The outdoor publicity campaign of 7<sup>th</sup> population and Housing Census successfully gained the desired response from audience and played active role in success of Census.



#### i. Involvement of Stakeholders during the motivation Phase of Digital Census 2023

##### Consultation with Demographers regarding data trends

A committee of renowned Demographers was constituted for “Trend Analysis of Census Data” for 7<sup>th</sup> Population and Housing Census. Several meetings of Committee were held. These exposures gave PBS an opportunity to get benefit from the expertise of renowned Demographers.



##### Consultation with Provincial Administration regarding Field Operation and Results

Regular meetings between **Pakistan Bureau of Statistics higher management and ICT and Provincial administration** were held throughout the Field Operation of 7<sup>th</sup> Population and Housing Census to take important decisions about Census Field activities with consultation of stakeholders. Provincial Functionaries also remain part of the regular meetings of Census Monitoring Committee in which important decisions about 7<sup>th</sup> Population and Housing Census were taken.



PUNJAB



ISLAMABAD



KPK



BALUCHISTAN

## Building Confidence among Media

The interactive sessions with Media include Press Briefing on 16<sup>th</sup> March, 2023 and 22<sup>nd</sup> May, 2023 at National Census Coordination Centre (N3C) at PBS Head Office, Interaction with Media Persons at Provincial Census Coordination Centre (P3C), Lahore at 9<sup>th</sup> Feb, 2023 and Media interactive session at Provincial Census Coordination Centre (P3C), Karachi on 25<sup>th</sup> March, 2023. Media was also invited in all the interactive sessions with stakeholders at Islamabad and Provinces and inauguration ceremony of Field Enumeration on 1<sup>st</sup> March, 2023 at PBS Head office. Main stream media was also invited at Press Conference at PBS Head Office to announce the closure of Field Operation and all digital activities on 22<sup>nd</sup> May, 2023 and were provided the latest updates on





Pakistan's First ever Digital Census. These interactions helped Media to play the role of PBS Ambassadors in conveying the message of Digital Census to General Public and stakeholders.



### Engaging Political Parties

Political parties were invited to participate in interactive session on first ever Digital Census on 28<sup>th</sup> April, 2023. Parliamentarians from all Political Parties were invited, their concerns were also addressed during the session and were provided clarity on the census procedures. Further, they were also briefed through one-on-one meetings and live talk shows on important NEWS Channels. This exercise fostered their confidence in the transparency and credibility of the census. In short, PBS utilized all modes of communication to run an effective Publicity Campaign. By involving stakeholders at every stage, the 7th Population and Housing Census has established transparency and credibility, addressed concerns and ensured a collective ownership and acceptance of the process.



## j. Daily Media Monitoring Reports and addressing Queries of Political Parties and other Stakeholders

### Counter Strategy on Census Matter

- The questions raised by Political parties, provinces and other stakeholders through different forums and other news about Digital Census were continuously monitored in Print, Electronic and Social Media by a dedicated team of Media Cell.
- A report on daily basis was prepared in this regard throughout the Campaign.



All the tangible queries were placed before senior management and then the queries were replied and clarified in appropriate manner i.e., through Social Media handles of PBS, Press releases, interviews in talk shows, tickers and advertisements on Print and Electronic Media. Replies to Frequently asked questions (FAQ's) were also posted through social media pages of PBS. (Detailed FAQ's at Annexure 27 & 28).

## k. Monitoring of Publicity Related activities in Field

A dedicated team from Media Group in head office was responsible for getting feedback from field about the activities related to Publicity Campaign of 7<sup>th</sup> Population and Housing Census.

## 3.5 Fifth Phase: Reminder Phase (May 23)

### 3.5.1 Activities proposed for Reminder Phase



- If some households have not filled the questionnaires despite the visits of enumerators and availability of Census questionnaire on the Web site, they will be revisited by the enumerators. Therefore, they will be reminded through reminder messages from all means of communication i.e., through print, electronic, outdoor campaign and social media.
- Such messages will be conveyed in last five days of enumeration.
- All other activities of motivation phase will be continued.



### 3.5.2 Activities carried out during the Phase

The Field operation of 7<sup>th</sup> Population and Housing Census was not closed before making sure that all the Households in every city, village and district have been counted. For that purpose, Reminder messages were circulated through Social, Print and Electronic Media and UAN Number was provided to register complain. All complaints received through UAN Numbers, Social Media or any other way was forwarded to concerned authorities and properly addressed and all low coverage and under coverage areas were covered by the enumerators during Reminder Phase.

A specialized campaign was also launched in areas with low response rate in which UAN number was repeatedly announced to complain if enumerator had not visited. This campaign remained active on different FM and MW frequencies for three days before the end of Field Enumeration.

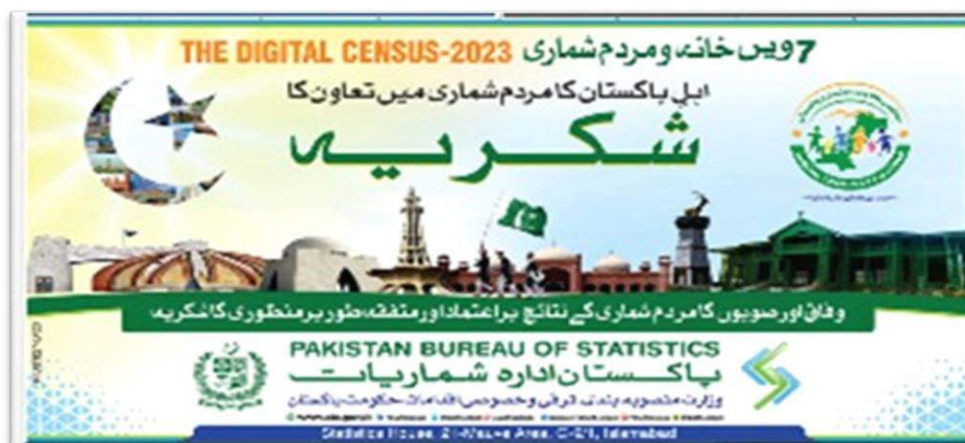
## 3.6 Sixth Phase: Thank-You Phase (June 23-Aug 23)

### 3.6.1 Activities proposed for Thank-You Phase



Following activities were proposed for Thank-You Phase

- During this Phase PBS will express its gratitude to respondents, partners and stakeholders.
- Thank you messages will be delivered during this phase through print, Electronic and Social Media and through outdoor campaign.
- All census participants will be encouraged to review census results later.
- Thank you messages will also inform that the data will be delivered to Government for Planning and Policy making.



### 3.6.2 Activities carried out during the Phase

**THE DIGITAL CENSUS 7ویں خانہ و مردم شماری**  
یکم مارچ تا 4 اپریل 2023

**عوام الناس توجہ فرمائیں**  
صوبوں کے تقاضات دور کرنے کیلئے  
وزیراعظم پاکستان محمد شہباز شریف  
کی خصوصی ہدایت پر  
برتحصل کی سطح پر کمپلیٹ سنڈر فائلنگ کئے گئے ہیں

اگر مردم شماری کا نمائندہ  
آپ کے گھر ابھی تک  
نہیں آیا تو  
شکایات کیلئے

فون فری نمبر 0800-57574 پر کال کریں  
9727 پر اپنا مکمل ایڈریس SMS کریں

پاکستان مردم شماری کے شعبہ کی سطح پر 400 سے زائد (Census Support Centers) ہیں۔  
مقامی مردم شماری کے شعبہ کے کارکنان کی مدد سے لوگوں کو مردم شماری کے بارے میں  
دراستی کی جائے گی۔ عوام کو مردم شماری کے بارے میں شکایات کیلئے 0800-57574  
پر کال کریں یا 9727 پر اپنا مکمل ایڈریس SMS کریں۔

پاکستان مردم شماری	پاکستان مردم شماری	پاکستان مردم شماری	پاکستان مردم شماری
0800-57574	021-99225229	051-9334798	042-99263266
0800-57574	021-99225229	051-9334798	042-99263266

**Pakistan Bureau of Statistics**  
پاکستان ادارہ شماریات  
وزارت معاشیات اور خصوصی خدمات حکومت پاکستان  
Statistics House, 21-Mauve Area, C-9/1, Islamabad

IF CENSUS ENUMERATORS  
HAVEN'T ARRIVED AT YOUR  
HOUSE AS YET.

PLEASE CALL OUR TOLL FREE  
0800 57 574

OR  
SMS 9727

NEED SUPPORT?

CALL US ANY TIME!  
0800-57574

Have your team enumerated?  
**DON'T WORRY,**  
CALL 080057574

اگر مردم شماری کی ٹیم آپ کے گھر ابھی  
تک نہیں آئی ہے تو کال کریں  
0800 57 574  
SMS 9727

After completion of Field Operation, PBS expressed its gratitude to all collaborating partners, stakeholders and General Public. Thank you messages were circulated through social media just after completion of Field activities. After approval of final results of Census 2023, Thank you message was circulated through Print and Social Media all over Pakistan.

شکریہ  
ان تمام Field Staff کے لئے  
جو پاکستان کے تمام گوشوں میں  
مردم شماری کے کام میں مددگار رہے۔

خواب حقیقت!

COULD NOT HAVE DONE IT WITHOUT YOU

People of Pakistan who enthusiastically  
got enumerated in Digital Census 2023

شکریہ  
تمام قوم شراکت اور مل کا جھنڈا لٹانے  
مقامی مردم شماری میں معاونت فراہم کرنے۔

خواب حقیقت!

### a. Issuance of Commemorative Postage Stamp

In order to commemorate the historic milestone of the successful completion of 1<sup>st</sup> ever Digital Census, PBS issued special postage stamp with Census logo in collaboration with Pakistan Post Office Department (PPOD). The Postage Stamp symbolizes pride and recognition for the remarkable achievement of transitioning from paper based to digital census.







The postage Stamp was unveiled in a ceremony held on 8<sup>th</sup> June, 2023 at PBS Head office, Islamabad. The ceremony was attended by representatives from Pakistan Post, NADRA, NTC, SUPARCO and senior officers of PBS. The stamp was unveiled by Chief Census Commissioner, Dr. Naeem uz Zafar.

The Chief Guest, Dr. Naeem uz Zafar expressed his sincere gratitude to all the stakeholders including local government, enumerators and the general public, for their unwavering support and participation throughout this task. He commended the collaborative efforts of PPOD and PBS in issuing the Commemorative Postage Stamps, which stands as a testament to the hard work, dedication and commitment of all the individuals involved. PPOD arranged a purchase stall for the audience for walk-in purchase of Postage Stamp issued.





### 3.6.3 Budget Utilized for Publicity Campaign

<b>Total</b>		<b>280.04 million</b>
	Print	87.71 million
	TV	80.6 million
	Radio	9.16 million
	Social Media	102.57 million



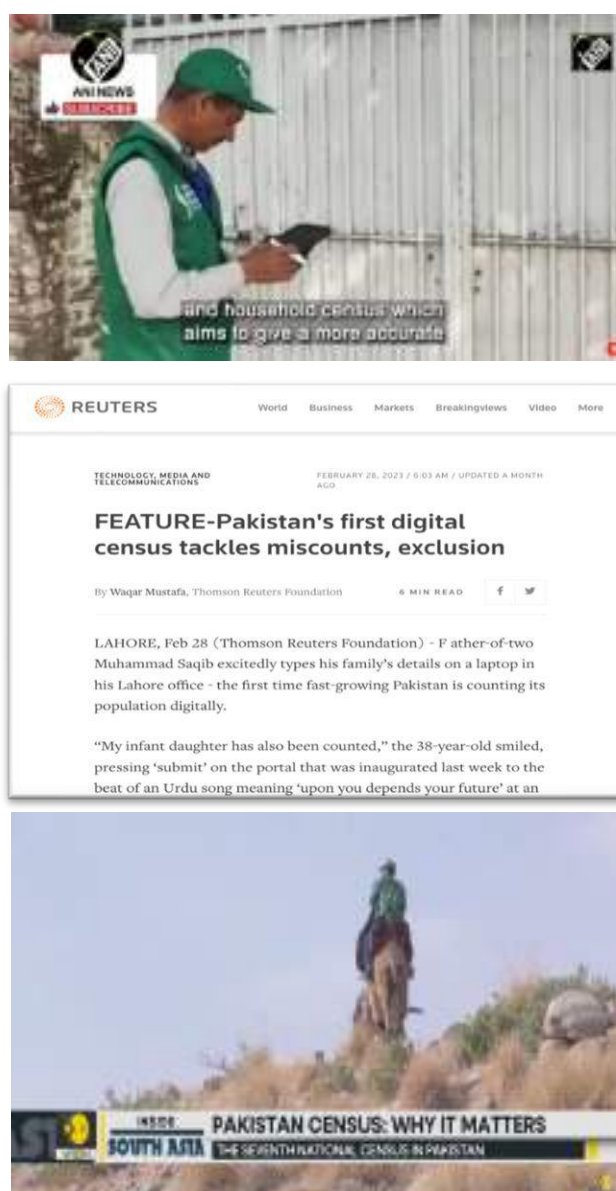


## Chapter 4 ---- Coverage in National & International Media

### 4.1 Coverage in International Media

The Publicity campaign of First Ever Digital Census of Pakistan was successful in catching the attention at international forum by prominent and well-known International Media Outlets, journalists and content creators. International media forums featured 7<sup>th</sup> population and Housing Cernsus-2023 and made a significant impact in promoting the values of truth and transparency of first ever digital census of Pakistan.

Hence, PBS outstanding contributions to the field of Digital Census gained international exposure and recognition.





Pakistan's first ever digital census: Inside South Asia

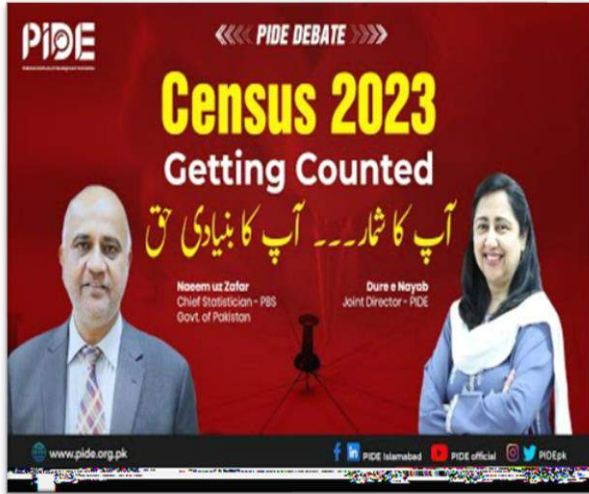


Sulawesi: BBC Pakistan's new digital census avoids controversy





## 4.2 Coverage in National Electronic Media



PIDE Debate Webinar



Mehraan TV



Express News (Cosmopolitan Bulletin)



Geo News (Geo Pakistan)



Dunya News (News Bulletin)



Radio Pakistan Podcast





DUNYA NEWS IKHTLAFI NOTE



ABN NEWS MORNING SHOW



KAY 2 MARKA CURRENT AFFAIR



KHYBER NEWS



Channel 24



AJJ News (AAJ Exclusive)





LAHORE RANG (NEWS BULLETIN)



SAMAA News



KTN News



NEO News (Nasrullah Show)



PTV News



Express News

**GEO HEADLINES**


انتخابات نئی ڈیجیٹل مردم شماری، حلقہ بندیوں کے تحت ہونے چاہئیں، وزیر قانون



مردم شماری کیلئے 12 ارب روپے جاری کرنے کی منظوری، ذرائع

THU | 23:26  
09 MAR 23



خود شماری کی آخری تاریخ 3 مارچ تھی جس میں ایک ہفتہ کی توسیع کی گئی، ادارہ شماریات

PMI news  
09:57 PM



خود شماری کی تاریخ میں توسیع صوبوں کے اصرار پر کی گئی، سرور کوندل



عارف والا: پاکستان کی ساتویں اور پہلی ڈیجیٹل مردم شماری کا آغاز کر دیا گیا

وسیب



ننگانہ صاحبہ شمع بھر میں پہلی ڈیجیٹل مردم شماری کا آغاز، اے ڈی سی آر نے افتتاح کر دیا

کمرشل اشتہارات چلانے کے لئے رابطہ کریں: 03201671470

**BREAKING NEWS**



اجلاس میں پہلی ڈیجیٹل مردم شماری کے انتظامات کا جائزہ لیا گیا

NEWS HD  
8



ڈیجیٹل مردم شماری کا آغاز منزل الیاس نے ڈپٹی کمشنر کمپلیکس کوئٹہ کا کر باقاعدہ افتتاح کیا



خود شماری میں ایک ہفتے سے زائد توسیع کی تجویز بھی زیر غور ہے، ترجمان

ARY NEWS  
9/3/2023



شہری خود شماری کے لیے ادارہ شماریات کی ویب سائٹ پر اپنے ڈیٹا کا اندراج کر سکتے ہیں، ترجمان

RECOVERED AGAINST US DOLLAR BY NEARLY RS11 • KARACHI: PAKISTAN 10:26 PM



ننگانہ صاحبہ: پہلی ڈیجیٹل مردم شماری کا آغاز ہو گیا

جولائی سے فردری مہنگائی کی شرح 26.19 فیصد ریکارڈ، ادارہ شماریات

TV TODAY  
08 شعبان المعظم





## 4.3 Coverage in National Print Media

**TRIBUNE**  
SUNDAY, MARCH 26, 2023

HOME LATEST NATIONAL BUSINESS WORLD OPINION SCI-TECH PHOTOS LIFE & STYLE TRAVEL/ZONE SPORTS CRICKET BUSINESS SUNDAY SPECIALS JAGJAGAT OTHER

▶ **Women In Pakistan's First-Ever Digital Census: A Step In The Right Direction**



The 2023 digital census is a step in the right direction. The purpose of the census is to provide data for informed policy planning for the people living in particular areas so that required resources can be provided for the provision of basic necessities such as schools, hospitals, roads etc. If this data is collected manually, there is a high probability that the data will have ambiguities.

Whether the census is conducted manually or digitally, we in Pakistan always distrust and question its outcome. These dissecting voices, unfortunately, make the whole exercise uncertain. In 2017, the **sixth population census** in the country was held after a gap of over two decades due to the fear that census results may create disharmony in the country. It is good to know that the government decided to organise the seventh census as per schedule. It is interesting to know that the digital census conducted in Pakistan is the largest digital census in the whole of South Asia.

Khuram Zia Khan April 28, 2023

**DAWN**  
BY ZEENAT HISAM

# Census takers

*The melancholy of having to count souls/ Where they grow fewer and fewer every year. —Census Taker by Robert Frost*

THE poem published in 1923 by the American poet captures the solitude of the locale, of diminishing life as farmers left the New England region in droves and headed to the cities in the early 20th century. What have the census takers in Karachi in 2023 felt while counting the people? By all accounts, it was exasperation.

There have been reasons aplenty, ranging from non-cooperation, lack of understanding of respondents and their distrust of the state, to hardship in accessing households both urban and rural. So, hats off to the perseverance and courage of the 126,000 census takers — women and men — who counted souls all over Pakistan despite the odds.

Pakistan's seventh population and housing census, and its first digital one, comes after the controversial 2017 census which led to the decision of the Council of Common Interests in April 2021 to use the latest technology for data credibility. Though different stakeholders have criticised one or the other aspect — political and technical — data collection through android-based smart devices, synchronised with GPS and GIS, is a better way to count the population. According to a UN Statistical Division 2011 report, 138 countries used GPS/GIS in the 2010 round of censuses. Cost-effective and accurate, the geospatial technologies facilitate census mapping processes, more so in the context of a diverse and difficult geographical terrain which make identification and access to scattered households and laborious.

In our cities, access to households in high-rise apartments posed a challenge to the census takers as guards had to be persuaded to allow the team to enter. According to some enumerators, upper-middle-income and upper-income localities proved the

back on 11 identified technical issues and the last column simply says 'other (specify)' Feedback on social issues (ie respondents attitude, cooperation and trust) must be documented through identified soft issues. Regarding controversies about census processes and outcomes, it is hard to imagine that these will ever abate in a country so deeply divided along different lines. Apparently, counting is an apolitical act but counting souls and collection of data by different categories (ethnicity, language, gender, class, etc) is inherently political. Counting generates knowledge, and according to Foucault power and knowledge are intricately linked. Constitutionally, power (seats in the national and provincial assemblies) is allocated and the share of each province in federally collected tax revenue is determined according to their proportionate share of the total population. The census plays a key

Hats off to the perseverance of the counters.

**BUSINESS RECORDER**  
Founded by M.A. Zubair

## Camelback counters trek wilderness for Pakistan census

AFP Published March 31, 2023

Facebook Twitter Whatsapp Comments



PHOTO: AFP

**KOHLU:** Plodding over the horizon of western Pakistan, camel-riding officials spy a far-flung cluster of rough wooden homes and start tallying its tribes people as the national census gets under way.

Beyond the reach of roads, power lines and TV signals in central Balochistan province, this arid settlement of five reed huts has no name and hosts barely 15 nomads — three families herding goats and sheep.

"We ride for hours," said local census supervisor Faraz Ahmad. "We even have to live for days out in the mountains among the people we're counting."

**ARTICLE**

**Pakistan OBSERVER**

# To fulfil the full potential of the population census

I have just proudly registered myself and my family through the self-enumeration portal the Pakistan Bureau of Statistics (PBS) kicked off on 20 February 2023. PBS is amid a huge undertaking to implement the seventh population census; it is the first-ever digital census in the country. It required a lot of technical, administrative and logistical preparations, in addition to building a huge ICT infrastructure and launching a massive campaign of training and advocacy.

Censuses globally were designed to serve primarily development, not politics, although some countries utilize census data for political activities, including elections, political power distribution, etc. Politically, the census is a sovereign activity; countries count the people in their sovereign territory using their own legislation and laws for policy and planning purposes. It is also a part of the preparation for elections in Pakistan, although different from the standard practice globally. What matters genuinely is ensuring that all decisions regarding the preparation, implementation and dissemination of all census results are based on professional merits and conducted independently and freely by the statistical authority which is the practice so far in Pakistan.

Implementing a digital census is limited to the use of technology in collecting and processing data but opens a horizon for unlimited opportunities to serve all sectors at all administrative levels by linking census data with other surveys and information from different sources, including sample surveys and civil survey registration and vital statistics. For instance, the census can provide enormous information at the provincial, district and tehsil levels on many socioeconomic indicators. This is an opportunity to design and implement customized plans and prioritize interventions accommodate domestic development to improve health and well-being.

Dr. Tedros of WHO contends that while pregnancy should be a time of immense hope and a positive experience for all women, it is tragically still a shockingly dangerous experience for millions around the world who lack access to high-quality, respectful healthcare. Dr. Natalia Kanem, Executive Director of UNFPA, stated that major investment in maternal health is needed now more than ever to save lives and make childbirth safer. According to the report, one woman dies every two minutes due to causes related to pregnancy and childbirth.

The situation in Pakistan is not an exception, where a woman dies every 45 minutes due to obstetric causes. The tragedy is that we know that nearly all maternal deaths from preventable causes can be averted if women receive good quality medical care in a timely fashion. The census is an opportunity to produce data at the lowest geographic classification to improve health services and reduce maternal mortality.

The census is considered a mine of data with unlimited opportunities to benefit communities and sectors if appropriately utilized. For instance, using advanced statistical methods to link the data from the census with the upcoming Demographic and Health Survey planned by NIPS provides enormous information at the provincial, district and tehsil levels on many socioeconomic indicators. This is an opportunity to design and implement customized plans and prioritize interventions accommodate domestic development to improve health and well-being.

**DR LUAY SHABANEH**







## 4.4 Coverage in Digital Media/Newspapers

محکمہ شماریات کے چیف شماریات جناب نعیم ظفر اور ترجمان محمد سرور گوندل نے ساتویں قومی مردم شماری کے نتائج جاری کر دیے جس کے مطابق پاکستان کی آبادی 24 کروڑ 95 لاکھ 66 ہزار 743 افراد پر مشتمل ہے۔ حتمی اعداد و شمار 30 مئی کے بعد جاری کیے جائیں گے اور تصدیق کا عمل اس وقت تک جاری رہے گا۔ اس دوران شکایات کا ازالہ بھی کیا جائے گا۔ انہوں نے اعلان کیا ہے کہ چونکہ تیسرے ہفتے میں مشترکہ مفادات کونسل کو اعداد و شمار دیے جائیں گے، اس لیے اس کے بعد یہ اعداد و شمار الیکشن کمیشن کو دیے جائیں گے جو اس کے مطابق حلقہ بندیوں کرے گا۔ اس ساری گفتگو کے ساتھ ہی ان دونوں نے فیصلہ بھی سنا دیا کہ سندھ کے شہری علاقوں میں مردم شماری پر تحفظات سیاسی ہیں۔ مجموعی طور پر دو لاکھ سے زائد شکایات موصول ہوئیں جن کو حل کر دیا گیا۔ چیف شماریات اور محکمہ کے ترجمان صاحب بتائیں کہ مردم شماری ایک ایسا سیاسی عمل ہے جس کی بنیاد پر حلقہ بندیوں، علاقوں میں قومی و صوبائی اسمبلی کی نشستوں وفاق سے فنڈز مشترکہ مفادات کونسل سے برعلاقہ کے مفادات کے تحفظ کی ضمانت مشروط ہے، کیا اس مردم شماری پر قلمی اداکاروں کو اعتراض کرنا چاہیے تھا، اساتذہ کی تنظیموں اور ڈاکٹروں کی تنظیموں کو اعتراض کرنا چاہیے تھا

**Provinces play pivotal role to ensure quality Digital Census 2023**

National - Provinces play pivotal role to ensure quality Digital Census 2023

By Mui April 1, 2023

The provincial governments are playing a major role to ensure 100% coverage while ensuring the quality and credibility of the whole census process.

The real-time data progress monitoring dashboards, provided by Pakistan Bureau of Statistics (PBS) down to provincial and district governments, allows for a completely transparent process and continuous oversight of field operations. The dashboard also helps provincial governments in identifying any abnormalities, any areas missed and any other emerging anomalies on a daily basis. The data received is analysed on a daily basis by Pakistan Bureau of Statistics headquarters and immediately communicated to the provinces for their resolution to ensure timely response and universal and complete coverage.

The digital census is a huge success and a moment of pride for the nation. So far 40 million households have been counted and geotagged and 92% of the census work has been successfully completed (95% KP, 95% Punjab, 92% Sindh, 6% Balochistan).

The smooth workflow and technology innovations, data of almost 10 million people is daily synched without any issues or technical glitches. This is a huge win for Pakistan.

**7th Digital Census Of Pakistan To Use Modern Technology**

December 21, 2022 • 405 Views • Ahmad, Roshan Javid, census, technology, modern, Pakistan, statistics, trainee, training • 3 min read

Riaz Ahmed stated that the seventh census will be Pakistan's first digital census, in which modern technology will be used and every individual will be counted using tablets.

**Pakistan's total population attains new mark amid economic slump: Report**

ANI | Updated: May 24, 2023 05:25 IST

Islamabad [Pakistan], May 24 (ANI): Pakistan's total population has reached 249,566,743 (249.566 million), as per the initial results of the seventh national and first-ever digital population census 2023, said Chief Census Commissioner and Chief Statistician, Pakistan Bureau of Statistics (PBS), Naeemuz Zafar, Pakistan based Business Recorder reported.

Business Recorder is an English-language financial daily newspaper in Pakistan.

## Chapter 5 ---- Role of Social Media in effective communication and Brand Building of PBS

Keeping in view the reach and importance of social media, the Campaign on Social Media handles of PBS remained active in all Phases of Digital Census 2023. The Campaign started from making pages on six platforms during ‘**Planning Phase**’. Afterwards, during ‘**Early Education Phase**’ efforts were made to gain followers and engage audiences, then introductory posts about PBS and Digital Census were started during ‘**Awareness Phase**’ before the Census, followed by an extensive campaign during Enumeration in ‘**Motivation Phase**’ and finally ended with thanking the audience and stakeholders for their support during the whole activity during ‘**Thank-You Phase**’.



### 5.1 Major Highlights of Social Media Campaign.

To run an effective Social Media Campaign following tasks were performed:

#### a. Media Management, Digital PR, Audience and Media Engagement, Shout-outs etc.

Total of **21052** static, animated and videos were created and disseminated around the census through social media handles of PBS.

Using a bell curve marketing strategy 8 social and digital media ads were produced and advertising campaigns were run,















resulting in over 1.4 million landings through social media on the self-enumeration portal in the first week alone.





Three top 3 trends, # two national songs, an online song competition, influencer marketing and metaverse marketing Trending (#2) and Narrative Building, Twitter Space Discussions added more value to the campaign.

### Conversations generated around census

 <b>39830</b> Twitter	 <b>7</b> Youtubers
 <b>5417</b> Facebook (Groups & pages)	 <b>305</b> Podcasts <b>3636</b> On forums
 <b>1914</b> Instagram, 100+ Instagram Content	 <b>12680</b> News
 <b>355</b> Tiktok,	 <b>5125</b> Videos
 <b>2388</b> Blogs	 <b>14907</b> Web
 <b>1</b> Twitter Trend - <b>#DigitalCensusPk</b> <b>1</b> Twitter Space Discussion	 <b>295</b> Articles
 <b>11</b> International News Coverage Reuters, AP & Al Jazeera	 <b>200</b> Instagram Placements through 10 Releases <b>4</b> Podcasts

**b. Thematic Campaigns** on Awareness, Motivation & Action to highlight PBS Digital Census, Updates, Capturing Work, Facts, Data, Debunking, News, Announcements etc.



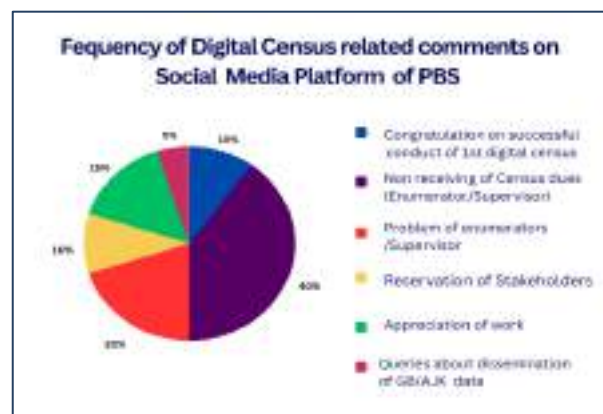
were designed.

- c. **Motivational Videos** for Census staff and Enumerators especially females involved in Digital Census encouraged the staff to work dedicatedly for the National task.



#### d. Page Management & Reporting

The comments and responses on Social Media Pages were regularly monitored. Responded to over 1000 comments and messages daily with a total of over 300,000 overall with a 100% response rate.



All important updates, information and announcements were regularly posted on social media handles.




- Mitigated 15 Trolls
- Generated Counter-Narratives on 4 Themes (MQM, NADRA, Enumerators, Sindh Government)
- Mitigated 4 Account Attacks
- Managed 121 DM Conversations to Mitigate Negative Conversations On Twitter and Facebook

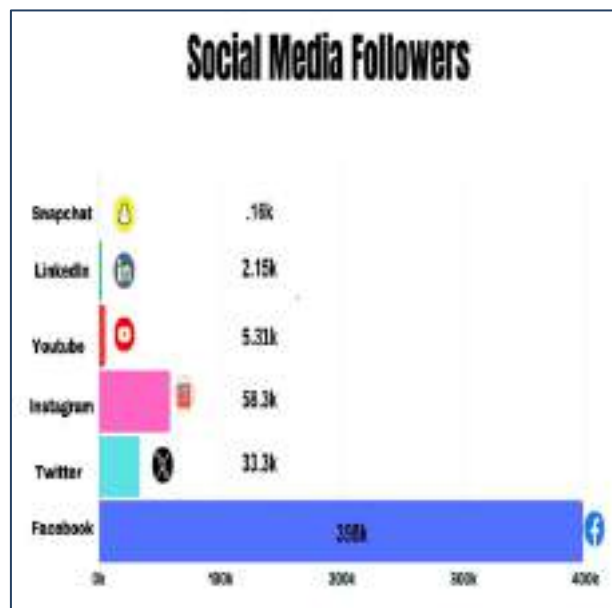




## g. Daily report sharing and Monitoring of Pages

### 5.2 Milestones Achieved

- Social Media Handles of PBS successfully highlighted the Information about Digital Census related Activities, Use of Census Data, Facts and Myths about Census and clarified Fake News Trending about PBS.
- Legend Blue Ticks  on Twitter & Facebook Total Following - 827,130 With Direct Reach of Over 75 M
- **Third-party reviews**



Third-party reviews are

customer reviews published on a third party website such as a directory listing or social media platform not affiliated with the business being reviewed. Third-party reviews are gathered outside of a business website and add an extra layer of authenticity when on the search.

Third-party reviews are legitimate since it's information coming from a seemingly unbiased and trustworthy source. So, to gain that trust there is need of third-party reviews.

A review by Third Party 'Brand 24' and 'Hoot suite' (Social Listening Software) revealed that overall cumulative Social Media reach of PBS was 374 Million with 60k Mentions across all platforms and 39k on X (Twitter alone) and almost 33 million Interactions during motivation Phase of Digital Census whereas overall was higher than this, an average engagement rate of Social media handles remained 47% during the campaign. Presence Score of PBS on social media was 77 during Census which is higher than 91% of Brands.

# OVERALL

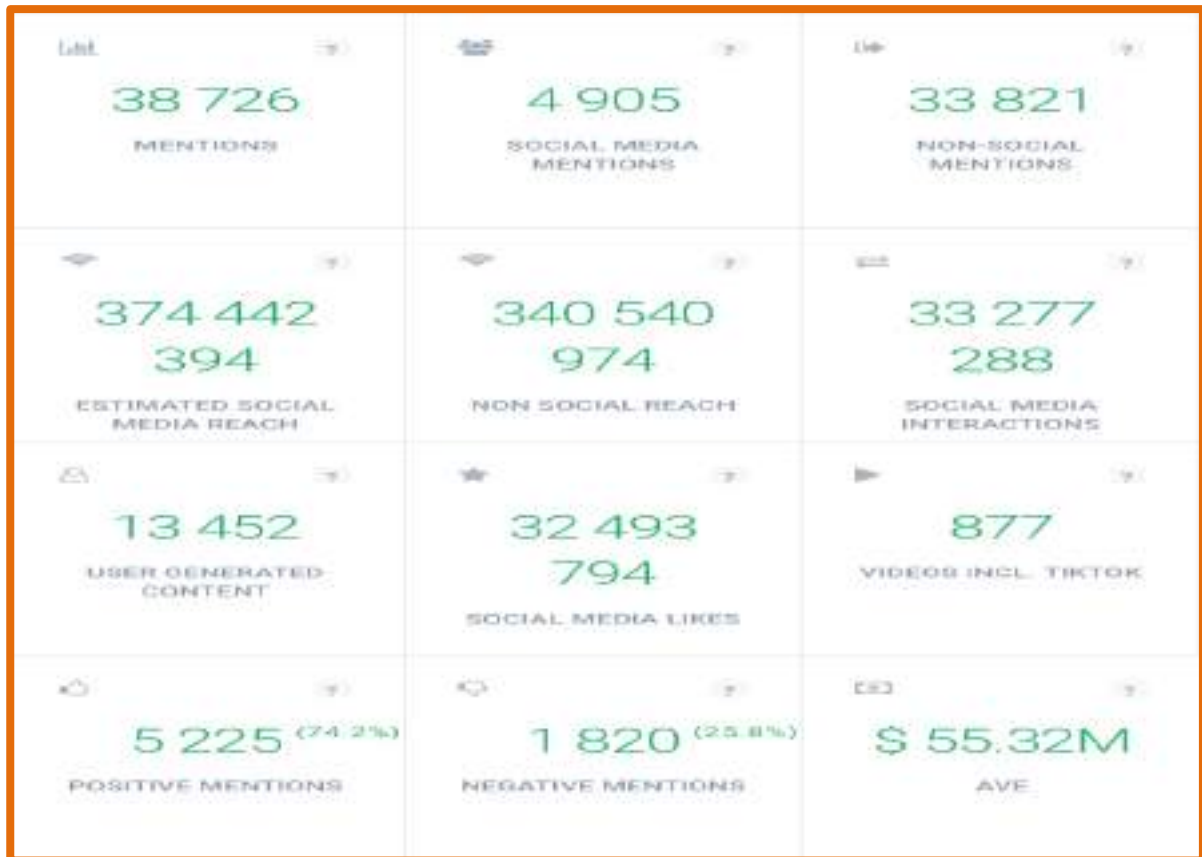
Analytics from Brand24 and Meltwater during all Phases of Campaign

Overview		Export to CSV
Pakistan Bureau of Statistics		
Total mentions ⓘ	39K	
Social media mentions ⓘ	4905	
Non-Social media mentions ⓘ	34K	
Social media reach ⓘ	374M	
Non-Social media reach ⓘ	341M	
Presence score ⓘ	6/100	
AVE ⓘ	\$ 55M	
User generated content ⓘ	13K	

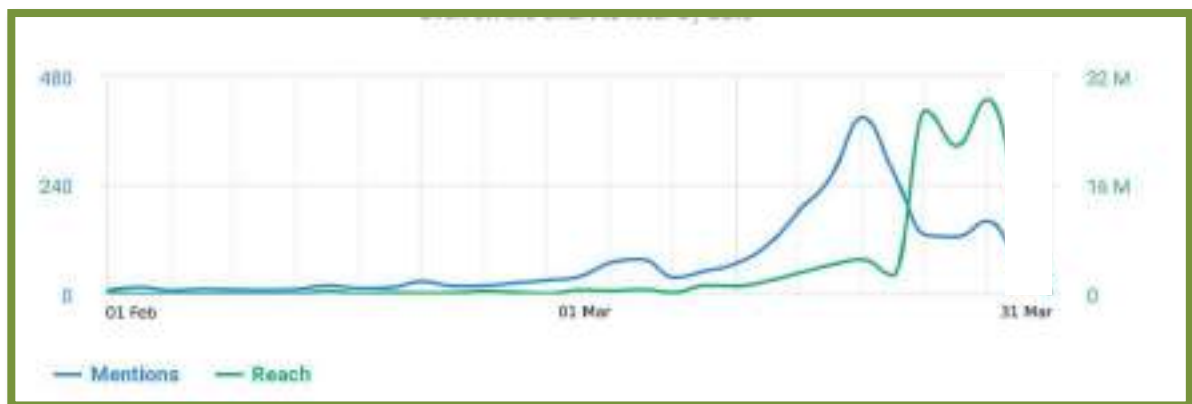


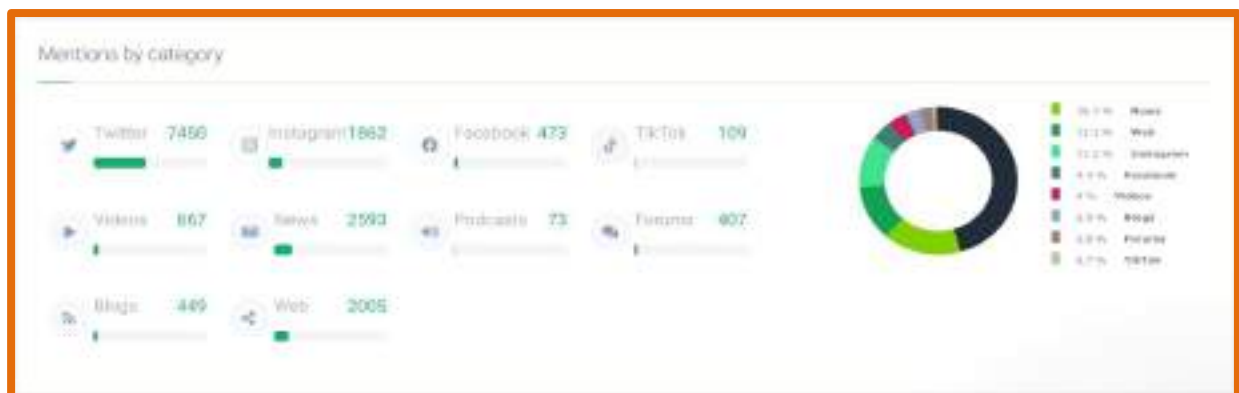






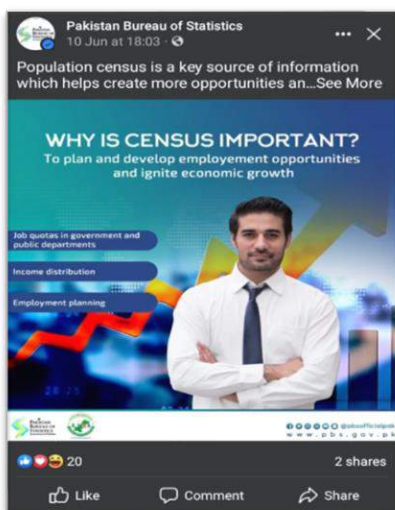
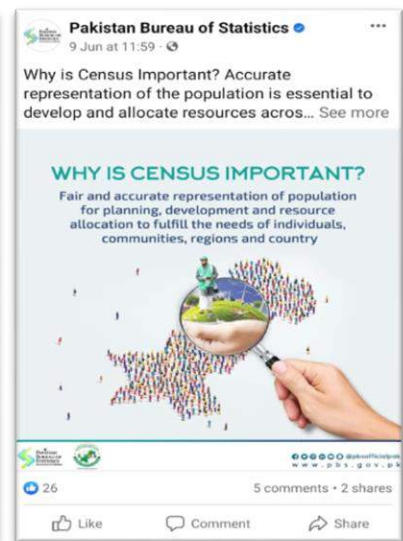
# FEB/MARCH 2023







### 5.3 Selected Post from Social Media handles



## Chapter 6 ---- Issues, Challenges, Lesson Learnt

The implementation of a comprehensive Media Strategy was a challenging task which was planned and carried out with limited resources in limited time. Efforts were made to optimize the resources. However, during execution of communication campaign of gigantic activity of 7<sup>th</sup> Population and Housing Census (First ever Digital Census) some lessons were learnt which can be used information to improve efficiency & output of campaign.



It is necessary to mention them for the guidance of planning the activity of similar nature in future. Some of the issues were insufficient **budget**, non-provision of Publicity through **ring tone (Caller back tone etc. by PTA which can be huge source for awareness information and can boost participation as done in many countries recently is Bangladesh for census)**, Staff having **expertise in Media** in Media team, non-preparation of consolidated **media execution plan due to challenging timelines** before start of campaign, unavailability of Dedicated team for **content writing**, unavailability of well-equipped **Media monitoring room**, selection of **appropriate time** to get coverage while releasing the news was missing. On the basis of these issues, the recommendations for the future are as under:

Sr. No.	Issue	Recommendations
1.	<b>Non availability of sufficient Budget</b>	There was a need to allocate more budget for an effective (Print and Electronic) Media Campaign for effective awareness & publicity on Main stream Media at peak hours
2.	<b>Approval of Media Plan well before start of Campaign</b>	A plan for TV, Print and Radio Campaign must be finalized before the start of Campaign. The campaign was run on Adhoc basis, which broke the continuity of message. The content and Design for all phases like Education, Motivation for Self- Enumeration, Motivation for Field Enumeration, Reminder and Thankyou Phase should be finalized before start of campaign. Only minor changes can be made afterwards in lines with ground realities.



Sr. No.	Issue	Recommendations
3.	<b>Content writing</b>	There was need to write an informative content about digital census well before start of census. The content must bring out the innovations that were introduced through Digital Census. the efforts that put in to conduct first ever digital census and the use of Census information for data driven policies and development projects. This material should be published in newspapers on as and when required basis to bring clarity about Census Process among different audiences.
4.	<b>Media Monitoring, Analysis and Crisis management</b>	A team of officer well versed with census activities needed to be designated for different tasks specially to analyze the News about Digital Census and countering misconception about census. Presence of Media team in all activities, events and meetings for an effective coverage.
5.	<b>Designation of Media Officers at District level</b>	There was need to designate Media officers at district level for a centralized Publicity Campaign and to bring uniformity and continuity in Publicity Campaign. Moreover, the officer should also be responsible for media monitoring of all fake news and misconception about census for quick redresses and remedies. They should also supply their reports on district level Publicity Campaign at the end of Census Field Operation.
6.	<b>Digital Marketing</b>	Digital ads (advertisements that appear on social media pages and during videos etc.) were missing. Training of PBS Staff on Digital Marketing should be conducted. Keeping in view the increasing use of Digital Media, this platform should be used effectively. As audience should be customized
7.	<b>Well-equipped Media Room</b>	There is need to develop a Media Room equipped with all facilities necessary to remain in contact with media i.e., an active internet connection to search news on Youtube / livestreaming and supply of all important National and Regional Newspapers. In case of non-



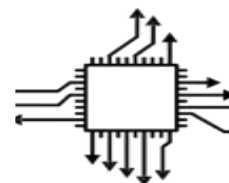


Sr. No.	Issue	Recommendations
		availability of proper resources, media monitoring can also be outsourced.
8.	<b>Appropriate time to break a NEWS</b>	News sends to Media before 5 pm gets coverage in Electronic Media. In case of any other Political and National activity of extreme importance that can over shadow census news, there is need to hold the News at the moment and release it on other day. Similarly, if NEWS of same nature will be sent to Media on daily basis, then Media will lose interest in News and expected coverage is not acquired.
9.	<b>Publicity through ring tone</b>	<b>Publicity through ring tone</b> (Caller back tone etc) is most important and effective way of communicating to reach all type of audience, that was missing.

## Chapter7 ---- Seventh Phase: Data Dissemination Phase

### 7.1 Activities proposed for Data Dissemination Phase

- After finalization of Census results the data will be shared with all stakeholders.
- PBS will promote the availability of Census results through all available channels of communication.
- These communication efforts will encourage audience to use the data and to continue interacting with PBS after completion of Census.



### 7.2 Activities carried out during the Phase

PBS is drafting a Data Dissemination Policy, in this regard dialogue workshops between Data Producers and Data Users were conducted to meet the needs of Data users.

After finalization of Census results the data will be shared with all stakeholders. PBS will promote the availability of Census results through all available channels of communication. These communication efforts will encourage audience to use the data and to continue interacting with PBS after completion of Census.



*Data Users and Data Producers Dialogue Workshop Lahore (20<sup>th</sup> November, 2023)*



*Data Users and Data Producers Dialogue Workshop Karachi (27<sup>th</sup> November, 2023)*



*Data Users and Data Producers Dialogue Workshop Islamabad (7<sup>th</sup> December, 2023)*



*Data Users and Data Producers Dialogue Workshop Peshawar (18<sup>th</sup> December, 2023)*



## 8 Picture Gallery

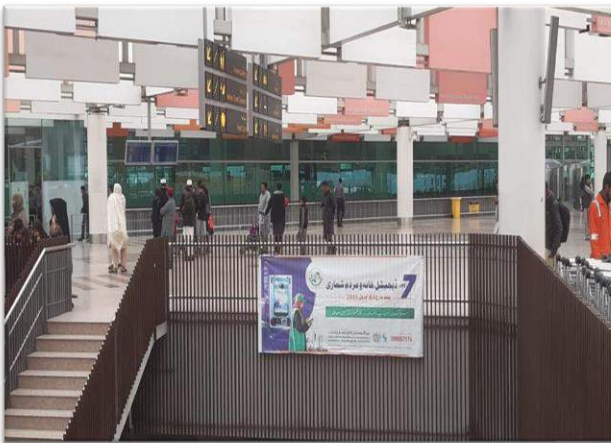
### 8.1 Banners Display at Airports



ALLAMA IQBAL INTERNATIONAL AIRPORT LAHORE



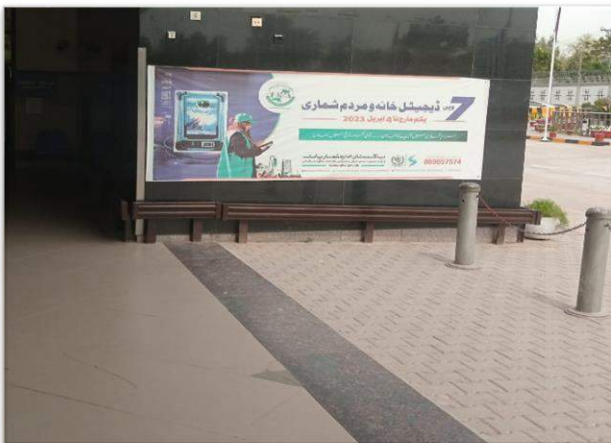
JINNAH INTERNATIONAL AIRPORT KARACHI



ISLAMABAD INTERNATIONAL AIRPORT



FAISALABAD INTERNATIONAL AIRPORT



BACHA KHAN INTERNATIONAL AIRPORT



QUETTA INTERNATIONAL AIRPORT

## 8.2 Banners Display at Toll Plazas



ISLAMABAD



BAHAWALPUR



JHELM



KHANEVAL



KANDERO (SINDH)



UBAURO





KURAM RIVER



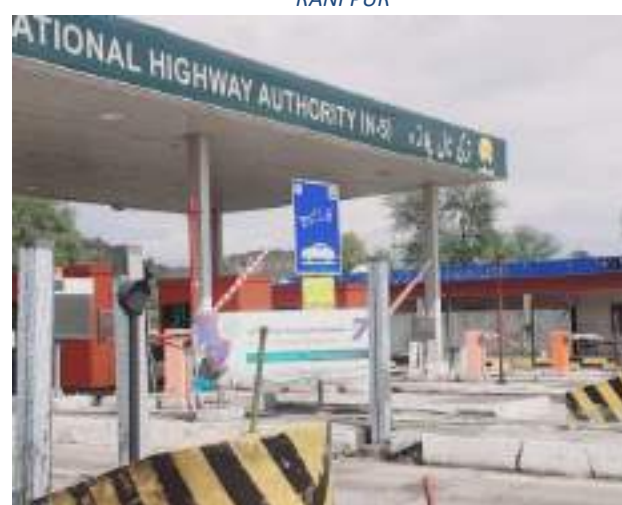
MIAN CHANNU



RANI PUR



SUTLIG



TERRAKI



SANGJANI



### 8.3 Banners Display at PSO Petrol Pumps



BAHAWALPUR



DERA ISMAIL KHAN



GUJRANWALA CITY



JAAMSHORO



JEHLUM



KURRAM



F8 ISLAMABAD



CLIFAN KARACHI



SAHIWAL



QUETTA



LAHORE



FAISALABAD



## 8.4 Banners Display at Railway Stations



RAWALPINDI



ROHRI (SUKKUR)



KOT ADU(LAYYAH)



MIAN CHANNU



HYDERABAD



NOSHERA





PESHAWAR CITY



PESHAWAR CANTT



MULTAN



KARACHI



GUJRAT



KHANEWAL



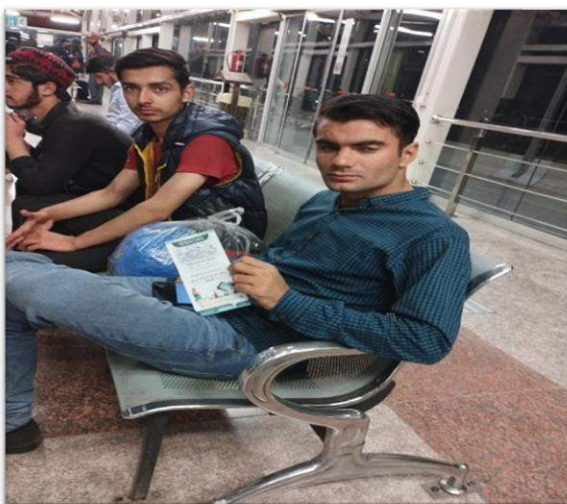
## 8.5 Brochures Distribution



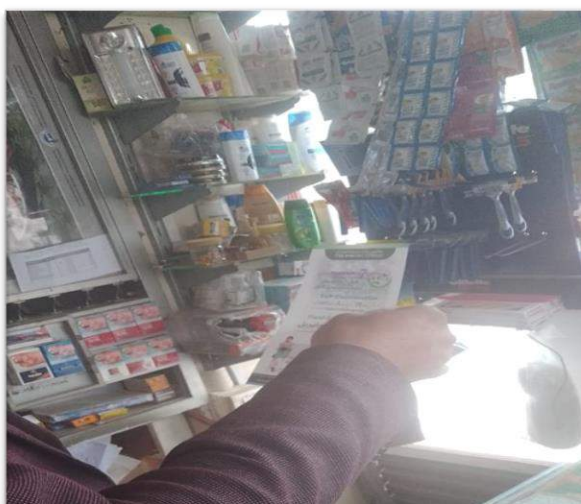
RADIO PAKISTAN ISLAMABAD



RAWALPINDI RAILWAY STATION



RAWALPINDI METRO STATION



SHOPS



UNIVERSITIES



COLLEGES





OFFICES



SCHOOLS



MARKETS



HIGHWAYS



PSL LAHORE



PSL RAWALPINDI



## 8.6 Main Locations of Cities



## 8.7 Banner/Streamer Display Alongside Roads



RAWALPINDI



KARACHI



ISLAMABAD



LAHORE



FAISALABAD



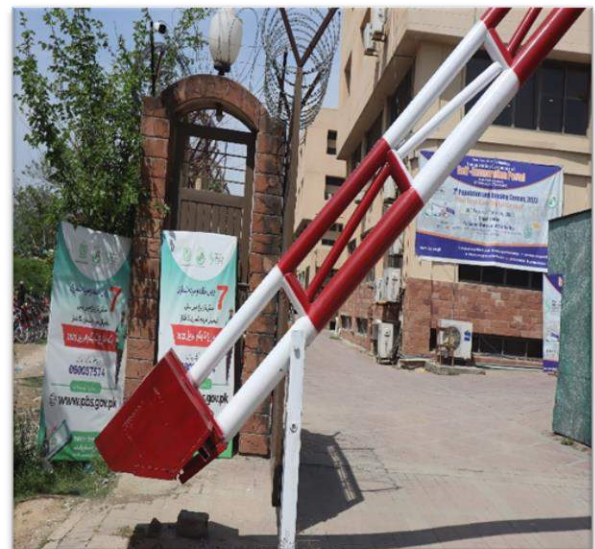
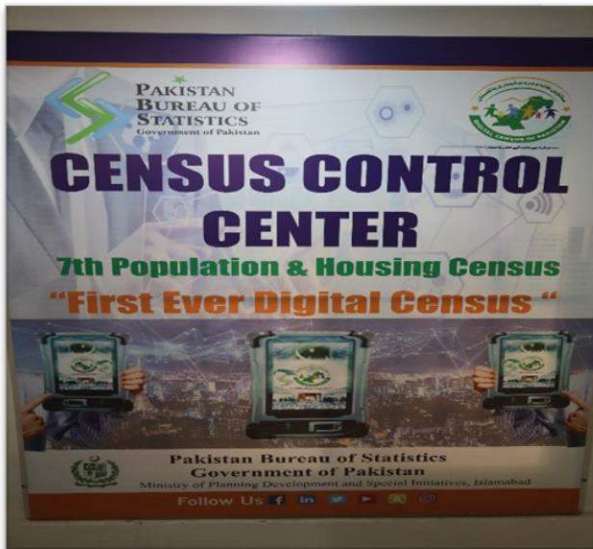
TANK



## 8.8 Branding of PBS Offices









## 8.9 Branding of Vehicles



## 8.10 Hujra, Baithak





## 8.11 Announcements





## 8.12 Census Walks



AJK



GILGIT BALTIKISTAN



LAHORE



KARACHI



PESHAWAR



NOWSHERA



## 8.13 IT Expo





## 8.14 Confidence Building of Stakeholders

(23<sup>rd</sup> May to 11<sup>th</sup> June, 2022)



QUETTA



AJK



KARACHI



LAHORE



PESHAWAR



GILGIT BALTISTAN



## 8.15 Rounds of Meetings with Provinces

(1st May to 6<sup>th</sup> May, 2023)



PUNJAB



SINDH



KPK



KARACHI



ISLAMABAD



BALOCHISTAN



## 8.16 Sensitization of Academia, Researchers, Policy Makers and General Public.

(24<sup>th</sup> Dec, 2021 to 10<sup>th</sup> Jan, 2022)



ISLAMABAD



LAHORE



KARACHI



QUETTA



AJK



PESHAWAR



## 8.17 Engagement of International Organizations

(27<sup>th</sup> Jan, 2023)





## 8.18 Building Confidence among Media





## 8.19 Engaging Political Parties

(28<sup>th</sup> April, 2023)





## 8.20 Empowering General Public & Stakeholders



EX-PBS OFFICERS VISIT (22<sup>nd</sup> March, 2023)



INTERACTIVE SESSION WITH SENIOR CITIZENS



ORIENTATION SESSION WITH PROVINCIAL CENSUS COMMISSIONERS (26<sup>th</sup> Jan, 2023)

## 8.21 Issuance of Commemorative Postage Stamp

(8<sup>th</sup> June, 2023)







## Annexure 1

### UN guidelines and Common Features of successful Communication Strategies Adopted Globally

In general, study of UN guidelines and communication practices of different countries revealed that the successful communication strategies adopted worldwide have the following points in common:

- Start of publicity planning well before time. In this regard a Publicity Committee consisting of senior level representatives are usually formed. The committee designs a comprehensive work plan with timelines.
- Study of public attitude / reaction to analyse the expected hindrances and reactions and accordingly, different strategies are adopted for different communication environments
- Confidence building of in-house technical experts of census organization and recruitment of staff if needed and training of related staff as media spokespersons.
- Generate publicity through earned Media Coverage like panel discussions, interviews, informative news articles etc.
- Cooperative partners/interested groups are usually included in publicity campaign like agencies involved in research or stakeholders. Ownership of census message was shared with them.
- Views and beliefs of community leaders are also shared through different forums.
- Dissemination of core message through SMS, social media, Print Media, TV, Radio, Loud speakers, approaching influential persons, religious congregations and awareness through school children etc. are also common practices adopted worldwide.





## Annexure 2

### Procedure for the Selection and Appointment of Advertising Agencies

- Each Ministry / Department / Organization will select three advertising agencies on its panel.
- Advertising agencies will be selected through an open and transparent competition, after meaningful and effective consultation with Press Information Department (PID).

A 6-steps process for appointing the agencies will include:

- Invitation for competition.
- Submission of Creative / Artwork.
- Shortlisting of agencies based on Artwork.
- Visit to office setup of shortlisted agencies.
- Presentation by shortlisted agencies.
- Final selection and notification by PID.
- Principal Information Officer (PIO), PID or his designated officer will issue instructions from time to time on the procedure and appointment of advertising agencies to PID regional offices to ensure transparency and merit.
- The initial invitation to advertising agencies by department/organization will be for presentation of concepts and copies, sketches, preliminary designs, story boards and scripts based on which, short listing of agencies will be done and the short-listed agencies will be invited for a final presentation based on actual artwork.
- The Selection Committee shall consist of three members including a senior level representative of PID, a representative of the concerned department and an external media expert. PID shall maintain a pool of external media experts in respective fields, the concerned department shall pay an honorarium to the external media expert.
- The period of appointment of the selected agencies shall preferably be for two years. This shall not, however, be extendable beyond two years except with the approval of PID, which may allow such extension for maximum period of six months only.
- All public sector departments and organizations will take immediate steps to hold required competition for selection and appointment of advertising agencies.
- PID reserves the right to decrease or increase the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- Federal Government Departments / Organizations shall ensure equitable distribution of business among the advertising agencies.



## Annexure-3

### Press Information Department (PID) Eligibility Criteria

**ELIGIBILITY CRITERIA FOR ENLISTMENT OF  
ADVERTISING AGENCIES**

All the advertising agencies must fulfill the following requirements prior to their enlistment with the PID, Islamabad or PID Regional Offices

- Must be registered with the Securities & Exchange Commission of Pakistan (SECP) under Companies Act for at least one year.
- Agency should have a complete organizational structure to cater for designing/printing and having specialized/qualified professionals with adequate experience in dealing with advertisements/ public relations/ media.
- The advertising agency should have office in Islamabad and at least in one metropolitan city.
- The advertising agency at the time of application shall submit a clear request addressed to the Principal Information Officer (PIO) PID, Islamabad or PID, Regional Information Offices (RIOs) on company letterhead clearly indicating desired station of enlistment along with all of the following details

Details of head office and sub-offices along with proof of address(es)
Complete Agency Profile
Details of the authorized contact person(s)
Details of all the employees of the company along with designation & professional qualification in following breakup
Creative
Client Service/marketing
Support staff
Total
NTN number
SECP registration
Date of establishment
Client Details
Public Sector
Private Sector

- In case of submission of application to the RIO, the RIO shall forward the case to PID, Islamabad along with its clear recommendations, if the advertising agency has not been blacklisted or otherwise.

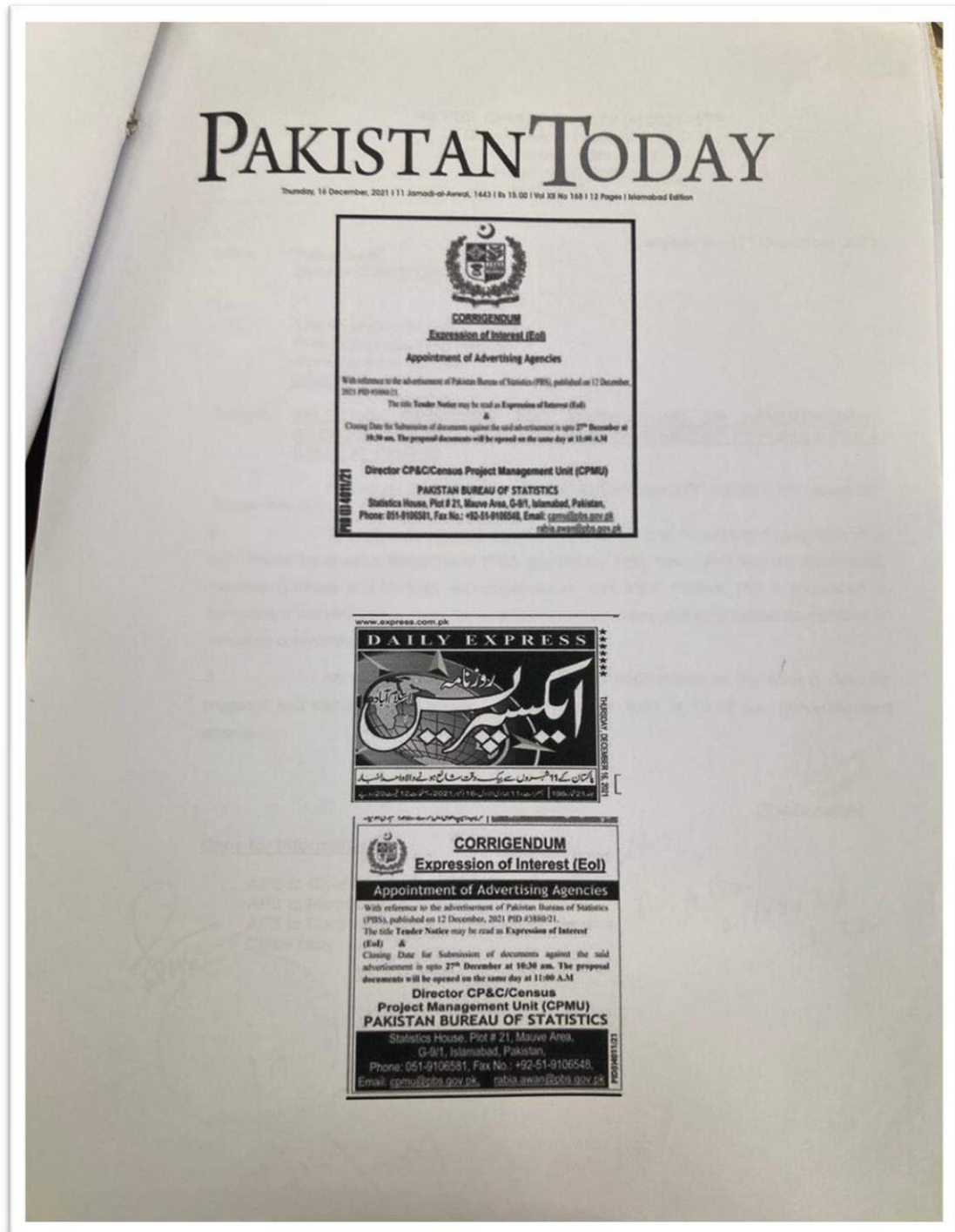
6

ADVERTISEMENT POLICY 2021



## Annexure-4

### Newspaper Advertisement







## Annexure-5

### Letter to PID for Nomination of PID Representative and External Media Expert

16-24

No. PBS. CPMU-PUBLICITY (4)/2021-180  
Government of Pakistan  
**Pakistan Bureau of Statistics**  
21-Mauve Area, G-9/1  
Islamabad  
\*\*\*\*\*

Islamabad the 17<sup>th</sup> December, 2021

From: Rabia Awan,  
Director (CP&C/ CPMU)

To, The Principal Information Officer,  
Press Information Department,  
Government of Pakistan,  
**Islamabad**

Subject: - **SELECTION COMMITTEE FOR SHORTLISTING OF ADVERTISEMENT AGENCIES FOR MEDIA AND PUBLICITY CAMPAIGN OF 7<sup>TH</sup> POPULATION & HOUSING CENSUS**

Reference PBS letter No. PBS. CPMU-PUBLICITY (4)/2021-164 dated 10<sup>th</sup> November 2021.

2. To notify a selection Committee for shortlisting of Advertising Agencies in lines with Press Information Department (PID) guidelines, PBS has nominated Mr Ayazuddin, Member (Census and Survey), as representative from PBS. Further, PID is requested to nominate a suitable senior level representative and an external media expert as member of selection committee.

3. An early action in this regard will be appreciated as the closing date for proposal and document submission is 27<sup>th</sup> December 2021 at 10:30 am. (Advertisement attached)

o/c

(Rabia Awan)

Copy for Information to:

- APS to Chief Statistician, PBS, Islamabad.
- APS to Member (C & S/ RM), PBS, Islamabad.
- APS to Consultant on Digital Population Census.
- Office copy

21/12/21

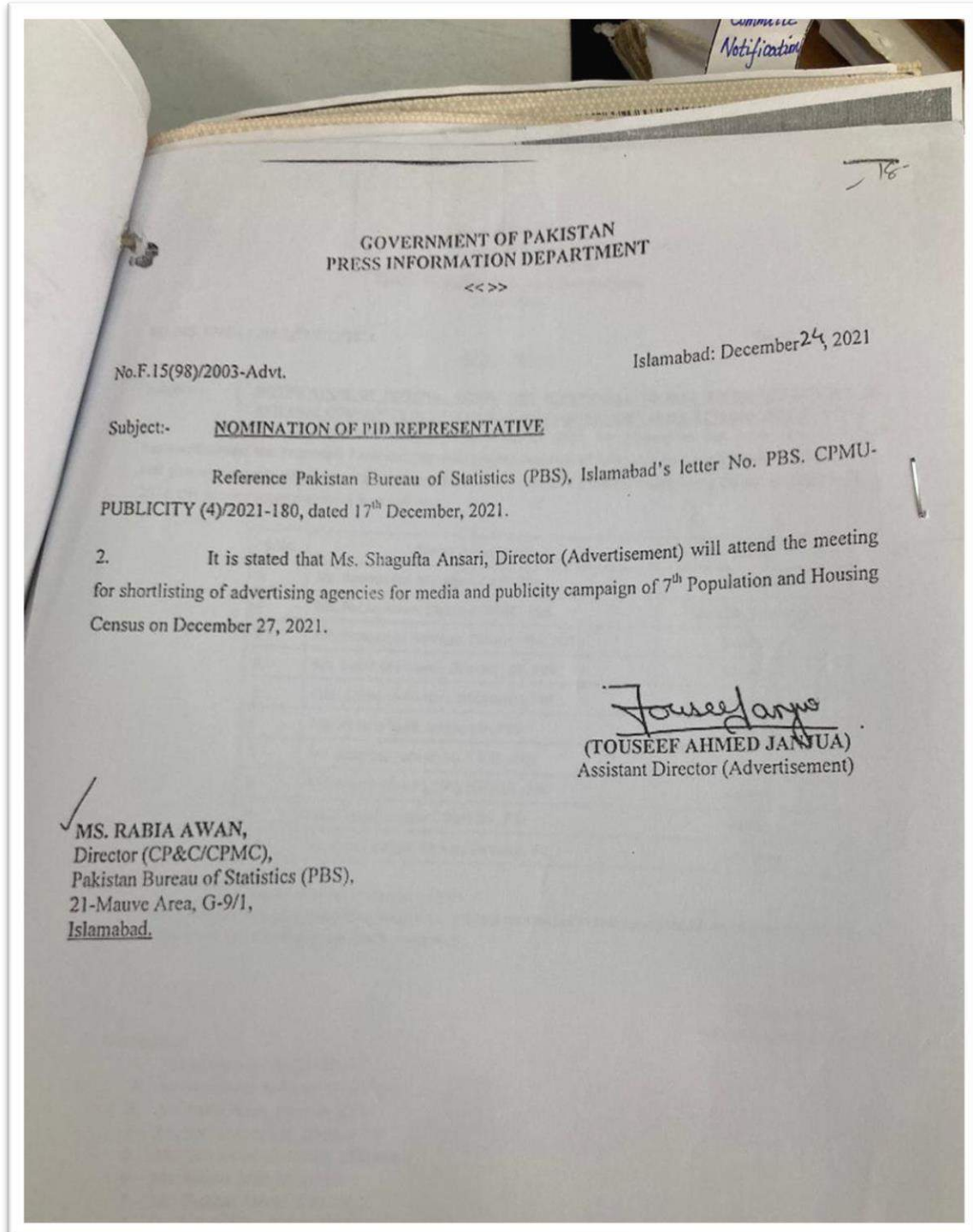
21/12/21 11:32

21/12/2021



## Annexure-6

### Letter from PID nominating PID representative







## Annexure-7

### Letter to Advertising Agencies to submit proof of Accreditation with PID

- 28 -



Government of Pakistan  
M/o Planning, Development & Special Initiatives  
Pakistan Bureau of Statistics  
Statistics House, 21-Mauve Area, G-9/1, Islamabad  
\*\*\*\*\*



PAKISTAN  
BUREAU OF  
STATISTICS  
Government of Pakistan

Director (CPMU)  
Ph: 051-9106581  
Fax: 051-9106548  
No.PBS CPMU-PUBLICITY (3)/2021

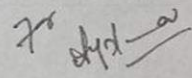
rabia.awan@pbs.gov.pk  
Islamabad, the 3<sup>rd</sup> January, 2022

Subject: **FIRMS ACCREDITATION WITH PRESS INFORMATION DEPARTMENT AND APNS**

Reference submission of your proposal to PBS in response to Advertisement to hire Print and Electronic Media Publicity Firm published on 12<sup>th</sup> Dec 2021. You are directed to provide the following documents on or before 4<sup>th</sup> Jan, 2021:

- An evidence of your accreditation and status with Press Information Department, APNS and PBA.
- An Affidavit of verification of your accreditation status (Black list).
- EoI Requisite material in hard format.

Your cooperation in this National Task will be highly appreciated.

  
 (Rabia Awan)  
**DIRECTOR**

**Distribution:**

- List attached

**Copy for Information:**

1. APS to Chief Statistician, PBS, Islamabad.
2. APS to Member (C & S/RM), PBS Islamabad.
3. APS to Focal Person on Digital Census, PBS Islamabad.





## Annexure-8

### Notification of Committee

Government of Pakistan  
Ministry of Planning Development & Special Initiatives  
Pakistan Bureau of Statistics  
Census Project Management Unit-Publicity  
Islamabad  
\*\*\*\*\*

Dated: 22-12-2021

NO.PBS. CPMU-PUBLICITY (02)/2021

**OFFICE ORDER**

Subject: - **NOTIFICATION OF INTERNAL COMMITTEE CONSTITUTED TO GIVE RECOMMENDATIONS TO EXTERNAL COMMITTEE IN SELECTION PROCEDURE OF PRINT AND ELECTRONIC MEDIA FIRMS**

With the approval of Chief Statistician of (PBS) the committee has been constituted to Review/Examine the Proposals Received Regarding Hiring Services of Print and Electronic Media Publicity Firms and give recommendations to external committee for upcoming Population and Housing Census (Digital Census)-2022. List of committee members is as follows:-

S.No	Name & Designation	Status
1	Mr. Ayazuddin, Member (C&S), PBS	Chairman
2.	Ms. Rabia Awan, Director, CP&C, PBS	Member/Secretary
3	Mr. Attique ur Rehman, Director NA, PBS	Member
4	Ms. Sobia Munawar, Director, DP, PBS	Member
5.	Qazi Saeed-ul-Hassan, DD(Admn), PBS	Member
6	Ms. Ayesha Sajid, Instructor, PBS	Member
7	Mr. Shahbaz Ashraf, SO (F&A) , PBS	Member
8	Mr. Zubair Ahmed, DPO (CPMU) , PBS	Member
9	Ms. Shagufta Ansari, Director, PID	Member
10	Mr. Omar Liaqat, Deputy Director, PID	Member

2. TORs of the committee are given below:-  
The committee will give recommendations to external committee in selection procedure of print and electronic media firms for initiating the publicity campaign.

(Ahmad Nawaz)  
Assistant Director (Coord.)

**Distribution:**

1. APS to Member (C&S/RM)
2. Mr. Attique ur Rehman, Director NA
3. Ms. Rabia Awan, Director (CP&C)
4. Ms. Sobia Munawar, Director, DP
5. Mr. Qazi Saeed-ul-Hassan, DD(Admn)
6. Ms. Ayesha Sajid, Instructor
7. Mr. Shahbaz Ashraf, SO(F&A)
8. Mr. Zubair Ahmed, DPO (CPMU)
9. Ms. Shagufta Ansari, Director, PID
10. Mr. Omar Liaqat, Deputy Director, PID

**Copy for information: -**

1. APS to Chief Statistician, PBS, Islamabad
2. PA to Consultant on Digital Census



## Annexure-9

### Minutes of Meeting

Director (CPMU)  
Ph: 051-9106581  
Fax: 051-9106548  
No. PBS CPMU-PUBLICITY (3)/2021

Executive Area, G-9/1, Islamabad

PAKISTAN BUREAU OF STATISTICS

rabia.awan@pbs.gov.pk  
Islamabad, the 11<sup>th</sup> Jan, 2022

Subject: **MINUTES OF MEETING TO SCRUTINIZE THE PROPOSALS SUBMITTED BY FIRMS FOR HIRING OF PRINT AND ELECTRONIC MEDIA ADVERTISEMENT AGENCY FOR PUBLICITY CAMPAIGN OF 7<sup>TH</sup> POPULATION AND HOUSING CENSUS HELD ON 31<sup>ST</sup> JANUARY, 2022**

The subject meeting was held on 3<sup>rd</sup> January, 2022 at 2:00 pm. in the Committee room of PBS. The purpose of the meeting was to evaluate the submitted proposals as per Press Information Department (PID) criteria and shortlist Advertisement Agencies for Print and Electronic Media Publicity Campaign in the presence of PID representatives. The participants of meeting were Committee member of Internal and External Committees. Deputy Director, PID, Mr. Omer Liaqat and Director (Advertisement, PID). Ms. Shagufta Ansari, attended the meeting. List of participants is attached (Annex 1).

2. The meeting started with opening remarks and brief about meeting from Ms. Rabia Awan Director (CP&C/CPMU). She informed the participants about the summary after opening of submitted proposals. Then Agenda points were discussed one by one. An internal team of PBS scrutinized the profiles and documents submitted by the firms after EOI opening meeting. Their accreditation status with PID and APNS was also provided by PID after first meeting. The same were presented in front of Committee. The following queries were presented to committee for decision:

- Four proposals were received after closing hours detail is as follows:  
One company Corporate Marketing Communications Pvt Limited, submitted proposal through courier from Karachi on 24<sup>th</sup> Dec, 2021, but the courier was received on 28<sup>th</sup> Dec, 2021. Three companies Smart Ways Communications, M Communications Pvt Ltd and Perspective Media submitted their proposals the same day after closing hours.
- Two companies Sound and Vision and GOIS SMC have submitted proposals but both are not accredited with PID.
- Three companies have not submitted any material regarding Census 2022.

3. Besides Agenda Points discussed above, the creative work and submissions of two companies were also marked by the Committee.

4. After detailed deliberations, following was resolved:

- The committee unanimously decided that all late submissions including one received through courier will not be considered as it was the responsibility of companies to get documents delivered in time.
- Two companies who are not accredited with PID will not be considered.
- Six firms who are suspended from APNS will be given a chance to resolve the issue and get their registration back till presentation stage.
- All the firms to provide the evidence of their accreditation with PID and APNS. An affidavit showing these two affiliation to be provided by the firms.
- The firms who have not provided an affidavit or evidence of their affiliation with PID and APNS must provide the required documents.

5. The meeting ended with the note of thanks from the Chair.

(Rabia Awan)  
DIRECTOR

**Distribution:**

1. Ayazuddin, Member (C&S/ RM), PBS, Islamabad
2. Ms. Shagufta Ansari, Director (PID), Islamabad.
3. Mr. Attique ur Rehman, Director (PBS)
4. Ms Rabia Awan, Director (PBS)
5. Mr. Omer Liaqat, Deputy Director (PID)
6. Mr. Qazi Saeed ul Hassan, Deputy Director (PBS)
7. Ms. Ayesha Sajid, Instructor
8. Mr. Shahbaz Ashraf, SO (PBS)
9. Mr. Zubair Ahmed, DPO (PBS)

For Information:  
1. PBS to Chief Statistician, PBS, Islamabad  
2. Also to Focal Person on Digital Census, PBS Islamabad.



## Minutes of Meeting







**Shortlisting of Print and Electronic Media Advertisement Agencies**

Sr. No.	Name of Company	Total
1	Creative Junction Pvt Ltd	37.6
2	Adeage Communications Pvt Ltd	42.08
3	Orient Communications Pvt Ltd	27.14
4	Midas Communications Pvt Ltd	29.9
5	Channel 7 Communications Pvt Ltd	27
6	Midas International Pvt Ltd	28.85
7	Midas Pvt Ltd	27.57
8	FISHBOWL	25.57
9	GS Advertising Associates Pvt. Ltd	27.42
10	Message Communications	3.85
11	TNI Communications Integrated Advertising Agency	24.35
12	Interflow Communications pvt Ltd	27.92
13	M&CSAATCHI World Services Pakistan	20.07
14	Enhancerz Communications	25.1
15	Time and Space Media Pvt. Ltd	22.5
16	Marcom Pvt Ltd	16.66
17	Oak Media Pvt. Ltd	33

Committee decided threshold of 27 Marks. Accordingly, total 10 companies at serial no. 1,2,3,4,5,6,7,9,12&17 are shortlisted for presentation stage.

(Member)  
Zubair Ahmed

(Member)  
Sobia Munawar

(Member)  
Attique-ur-Rehman

Member  
Qazi Saeed ul Hassan

Member  
Ayesha Sajid

Member  
Shahbaz Ashraf

Member (PID)  
Shagufta Ansari

Member (PID)  
Omer Liaqat

Chairman  
Ayazuddin

Member/ Secretary  
Rabia Awan



- 70 -

Evaluation of Electronic & Print Media Advertisement Agency - 7th Population & Housing Census 2022  
Digital Census

Revised

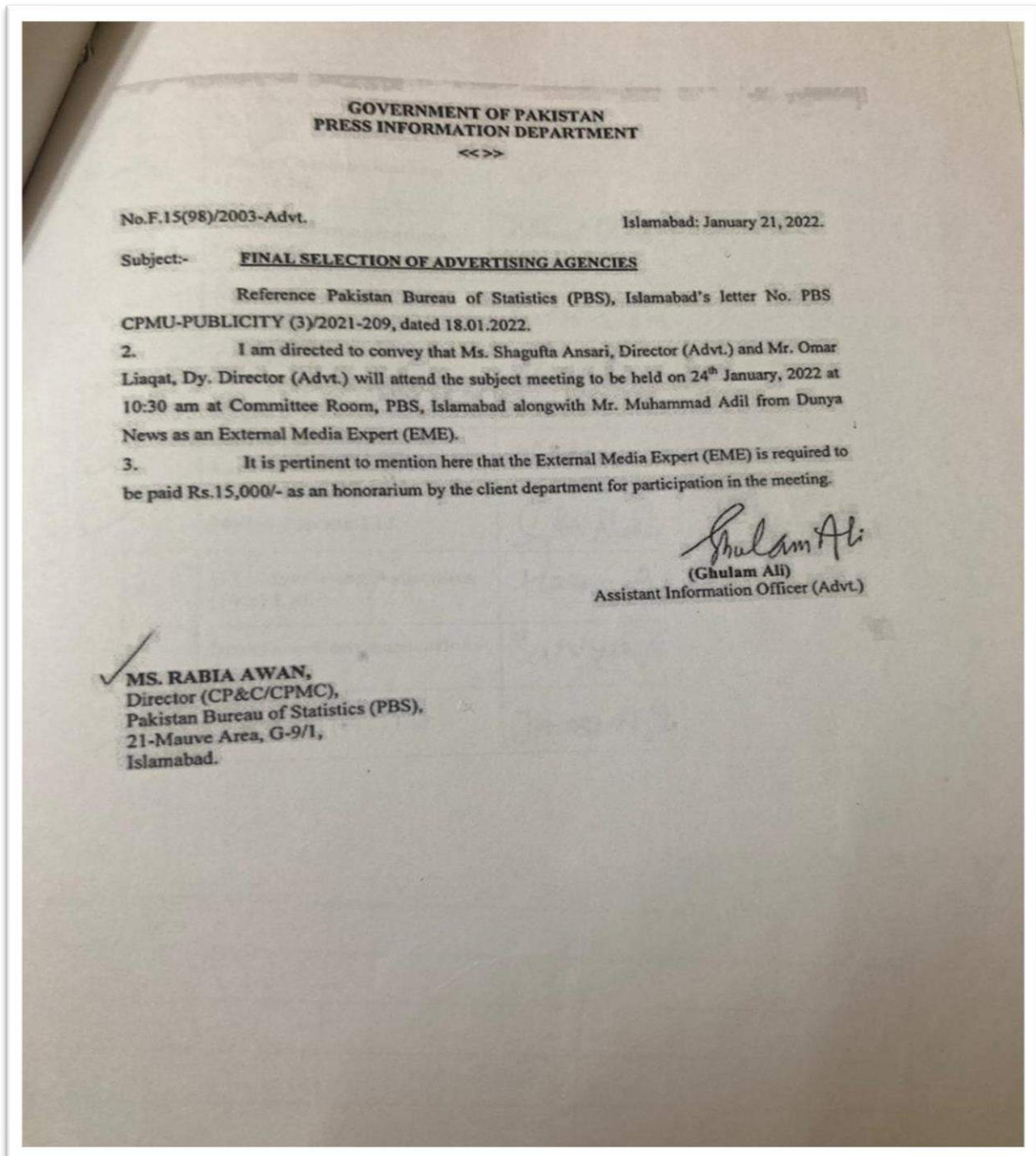
S. No.	Name of Advertising Agency	Sobia Munawwar	Rabia Awan	Shaguha Ansari	Ayesha Sajid	Zubair Ahmed	Omer Liaqat	Shahbaz	Total
1	Creative Junction (Pvt.) Ltd.	39	37	38	41	37	34	-	37.67
2	Adage Communications (Pvt.) Ltd.	39	43	44	45	43	38.5	-	42.08
3	Orient Communications (Pvt.) Ltd.	27	25	26	25	25	30.5	31.5	27.14
4	Midas Communications (Pvt.) Ltd.	26	32	30	31	32	28.5	30	29.93
5	Channel-7 Communications (Pvt.) Ltd.	31	27	21	28	27	28	27	27
6	Midas International (Pvt.) Ltd.	33	26	22	34	26	29	32	28.86
7	Midas Private Ltd.	30	24	25	24	27	28	32	27.14
8	Fishbowl	25	27	21	31	25	25.5	24.5	25.57
9	GS Advertising Associates (Pvt.) Ltd.	32	29	25	24	27	28	27	27.43
10	Message Communications	4	4	4	4	3	4	4	3.86
11	TNI-Communications Integrated Advertising Agency	28	24	22	20	23	24.5	29	24.36
12	Interflow Communications (Pvt.) Ltd.	29	30	27	29	24	29	27.5	27.93
13	M&CSAATCHI World Services Pakistan	19	17	13	20	19	22	21.5	18.79
14	Enhancerz Communications	25	22	25	28	-	26	25	25.17
15	Time & Space Media (Pvt.) Ltd.	23	20	19	20	-	27	26	19.29
16	Marcom Pvt. Ltd.	13	17	11	17	-	21	21	14.29
17	Oak Media (Pvt.) Ltd.	34	35	29	34	35	33	31	33.00





## Annexure-11

### Nomination of External Media expert from PID







## Annexure-12

### Marking Sheet for selection of Advertisement Agencies

-83-

Date: 24-01-2022

**Marking Sheet for Presentations on "Print and Electronic Media Publicity Campaign for Census-2022" by Advertising Firms**

S. No.	Name of Advertising Agency	Print Media (Creativity, Colour Scheme / Visual and Content) [10]	TVC (Creativity, Colour Scheme / Visual and Content) [10]	Radio (Creativity, Voice / Content) [10]	Outdoor (Creativity, Colour Scheme / Visual and Content) [10]	
1	Creative Junction Pvt. Ltd.	7	7	7	8	29
2	Adage Communications Pvt. Ltd.	9	9	8	8	34
3	Orient Communications Pvt. Ltd.	6	5	5	6	22
4	Midas Communicatios Pvt. Ltd.	7	6	7	6	26
5	Channel 7 Communicatios Pvt. Ltd.	7	8	6	7	28
6	Midas International Pvt. Ltd.	7	7.5	7	6	27.5
7	Midas Pvt. Ltd.	6	7.5	6	5	24.5
8	GS Advertising Associates Pvt. Ltd.	8	7	5	7	27
9	Interflow Communications Pvt. Ltd.	7	6	5	6	24
10	Oak Media Pvt. Ltd.	6	4	4	7	21

Signature. Ayaz Ali  
 Name AYAZ ALI  
 Designation Member CPS  
 Ministry/Deptt. PBS  
 Cell No. \_\_\_\_\_



## Annexure-13

### Marks obtained by Advertisement Agencies

87-  
86-

**Presentation Marks for Shortlisting of Print and Electronic Media Advertisement Agency for publicity Campaign of 7<sup>th</sup> Population and Housing Census 2022-The Digital Census**


Sr. No.	Name of Company	Member PBS	Member PID	External Media Experts	Total
1	Creative Junction Pvt Ltd	29	30	32	91
2	Adeage Communications Pvt Ltd	34	34	36	104
3	Orient Communications Pvt Ltd	22	27	24.5	73.5
4	Midas Communications Pvt Ltd	26	27	25	78
5	Channel 7 Communications Pvt Ltd	28	26	24	78
6	Midas International Pvt Ltd	27.5	26	23.5	77
7	Midas Pvt Ltd	24.5	31	36	91.5
8	GS Advertising Associates Pvt. Ltd	27	22	23	72
9	Interflow Communications pvt Ltd	24	22	14	60
10	Oak Media Pvt. Ltd	21	28	23	72






## Annexure-14

### Request to PID for Concurrence of Shortlisted agencies

 **Government of Pakistan**  
M/o Planning, Development & Special Initiatives  
Pakistan Bureau of Statistics  
Statistics House, 21-Mauve Area, G-9/1, Islamabad  
\*\*\*\*\*

 -91-

**Director (CPMU)**  
Ph: 051-9106581  
Fax: 051-9106548  
No.PBS CPMU-PUBLICITY (3)/2021-221

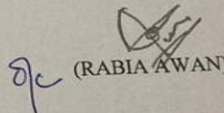
**rabia.awan@pbs.gov.pk**  
Islamabad, the 3<sup>rd</sup> Feb, 2022

**Subject: - REQUEST FOR NOTIFICATION/ CONCURRENCE OF SHORTLISTED COMPANIES**

The selection procedure for Print and Electronic Media Publicity firm for upcoming Population and Housing Digital Census 2022, has been completed as per PID policy. The minutes of meeting (attached) to shortlist firms on the basis of their profiles and presentations have been duly signed by the committee members. Following three companies have been selected on the basis of their scores:

- Adage Communications Pvt. Ltd
- Midas Pvt Ltd
- Creative Junction Pvt Ltd


In this regard the notification/concurrence is requested, so that the Publicity campaign may be initiated as per requirements.

 (RABIA AWAN)

**Principal Information Officer,**  
Press Information Department (PID),  
Khayaban-i-Suharwardi, near Zero Point,  
G-7/1 **Islamabad**

**Copy for information to:**

- APS to Chief Statistician, PBS, Islamabad.
- APS to Member (C & S/ RM), PBS, Islamabad.
- APS to Member SS, PBS, Islamabad.
- Ms. Shagufta Ansari, Director, PID, Islamabad.
- Mr. Omer Liaqat, Deputy Director, Islamabad.
- Office copy

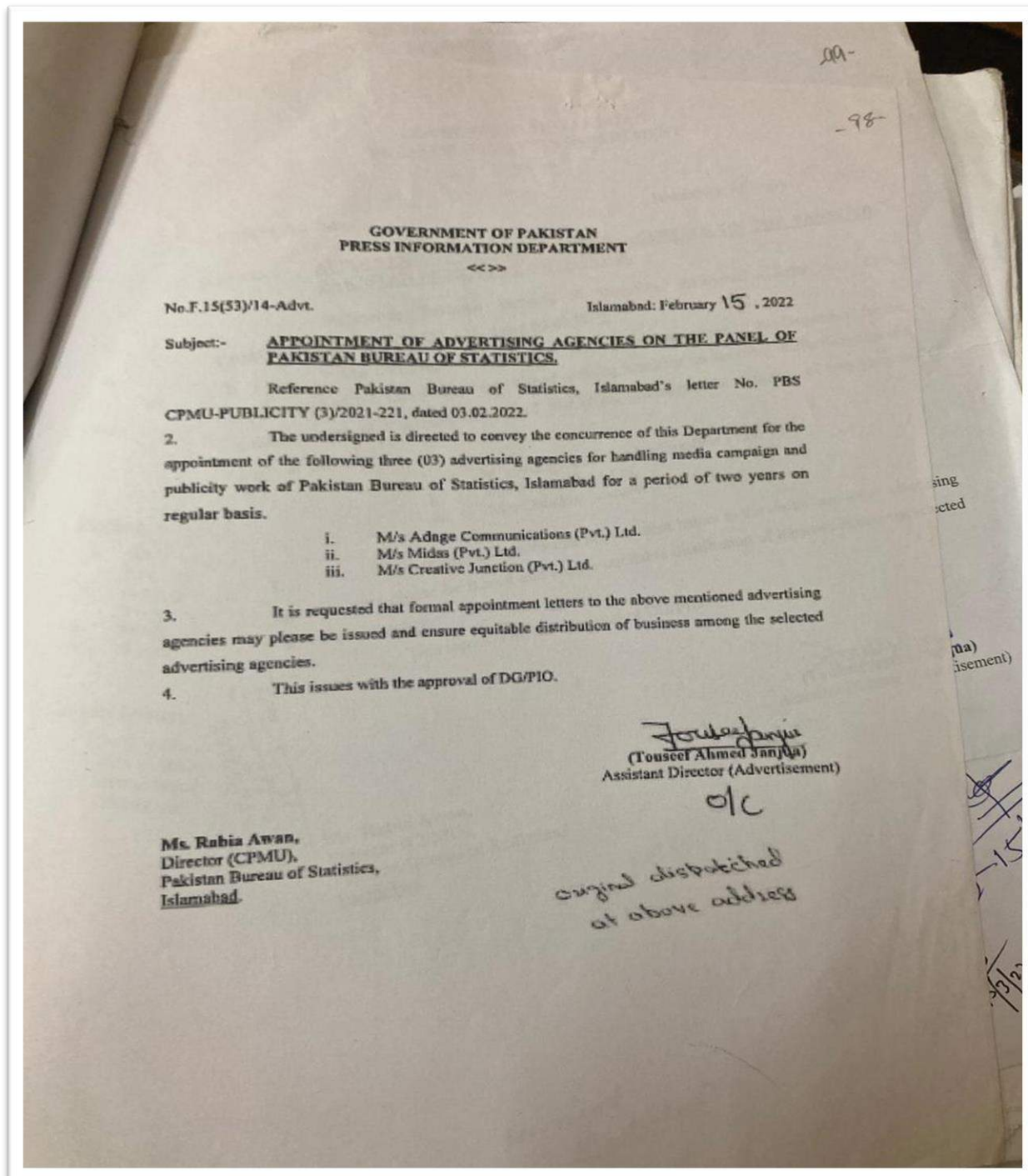






## Annexure-15

### Notification for appointment of Advertisement Agencies on Panel of PBS





## Annexure-16

102-

**Government of Pakistan**  
M/o Planning, Development & Special Initiatives  
Pakistan Bureau of Statistics  
Statistics House, 21-Mauve Area, G-9/1, Islamabad  
\*\*\*\*\*

**Subject:-** Notification of Committee for Finalization of Publicity Work Plan, assigning Publicity Work to selected companies, Media Selection and resolving miscellaneous budgetary matters related to Advertisement Agencies

With the approval of Chief Statistician of PBS, a Committee has been constituted for Finalization of Publicity Work Plan, assigning Publicity Work to selected companies, Media Selection and resolving miscellaneous budgetary matters related to Advertisement Agencies for Publicity Campaign of upcoming Digital Population and Housing Census 2022. List of Committee Members is as follows: -

Sr.	Name and Designation	Status
1	Mr. Ayazuddin, Member (C & S)	Chairman
2	Mr. Muhammad Sarwar Gondal, Member (SS/RM)	Member
3	Mr. Attique-ur-Rehman, Director	Member
4	Ms. Rabia Awan, Director (CP&C/CPMU)	Member
5	Qazi Saeed-ul-Hassan, DD (Admin).	Member
6	Ms. Ayesha Sajid, Instructor (TW)	Member / Secretary
7	Mr. Zubair Ahmed, DPO (CPMU)	Member

2. TOR's of the committee are given below: -

- To assure equitable distribution of work among Advertising Agencies and finalize a selection procedures for assigning work.
- To devise a procedure for assigning work to Agencies on the basis of their proposals, criteria of payment to selected Advertising Agency(s) and ensure work quality.
- To finalize a work-plan for release of print and electronic ads and spots, (TV/Radio/Cinema coverage and outdoor placements/Newspapers columns etc)
- Finalization of Media selection i.e., TV Channels, Radio and Newspapers etc.

3. You are directed to notify the Committee for smooth distribution of Publicity assignment to Advertisement Agencies.

(RABIA AWAN)  
Director (CPMU/CP&C)

**Qazi Saeed-ul-Hassan, Deputy Director (Admin), PBS, Islamabad**  
No. PBS. CPMU-PUBLICITY (2)/2021-250 dated, 22<sup>th</sup> Feb, 2022

**Copy for Information to:**

- APS to Chief Statistician, PBS, Islamabad.
- APS to Member (C & S), PBS, Islamabad.
- APS to Member (SS/RM), PBS, Islamabad.
- Office Copy





## Notification of Committee for finalization of content submitted by Agencies

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

No. PBS.IBD.1(12)/2014-Coord- 654 Islamabad, the 22<sup>nd</sup> February, 2022

**OFFICE ORDER**

With the approval of Chief Statistician of (PBS) the committee has been constituted for **Finalization of Publicity Work Plan, Assigning Publicity Work to Selected Companies, Media Selection and Resolving Miscellaneous Budgetary Matters related to Advertisement Agencies** for Publicity Campaign of upcoming Population and Housing Census 2022. List of Committee members is as follows:-

S.#	NAME AND DESIGNATION	STATUS
1.	Mr. Ayazuddin, Member (C&S)	Chairman
2.	Mr. Muhammad Sarwar Gondal, Member (SS/RM)	Member
3.	Mr. Attique ur Rehman, Director	Member
4.	Ms. Rabia Awan, Director, (CP&C/CPMU)	Member
5.	Qazi Saeed-ul-Hassan, DD (Admn)	Member / Secretary
6.	Ms. Ayesha Sajid, Instructor (TW)	Member
7.	Mr. Zubair Ahmed, DPO (CPMU)	

2. TORs of the committee are given below:-

- To assure equitable distribution of work among Advertising Agencies and finalize a selection procedures for assigning work.
- To devise a procedure for assigning work to Agencies on the basis of their proposals, criteria of payment to selected Advertising Agency(s) and ensure work quality.
- To finalize a work-plan for release of print and electronic ads and spots (TV/Radio/Cinema coverage and outdoor placements/newspapers columns etc.
- Finalization of Media selection i.e. TV Channels, Radio and Newspapers etc.

(MUHAMMAD MUSHTAQ AHMED)  
Assistant Director (Coord)

**Distribution:**

1. APS to Member (C&S), PBS.
2. Mr. Muhammad Sarwar Gondal, Member (SS/RM), PBS, Islamabad
3. Mr. Attique ur Rehman, Director
4. Ms. Rabia Awan, Director (CP&C), PBS, Islamabad
5. Qazi Saeed-ul-Hassan, DD (Admn), PBS, Islamabad
6. Ms. Ayesha Sajid, Instructor, PBS, Islamabad
7. Mr. Zubair Ahmed, DPO (CPMU), PBS, Islamabad
8. Office copy

**Copy for information to:-**

- APS to Chief Statistician, PBS.

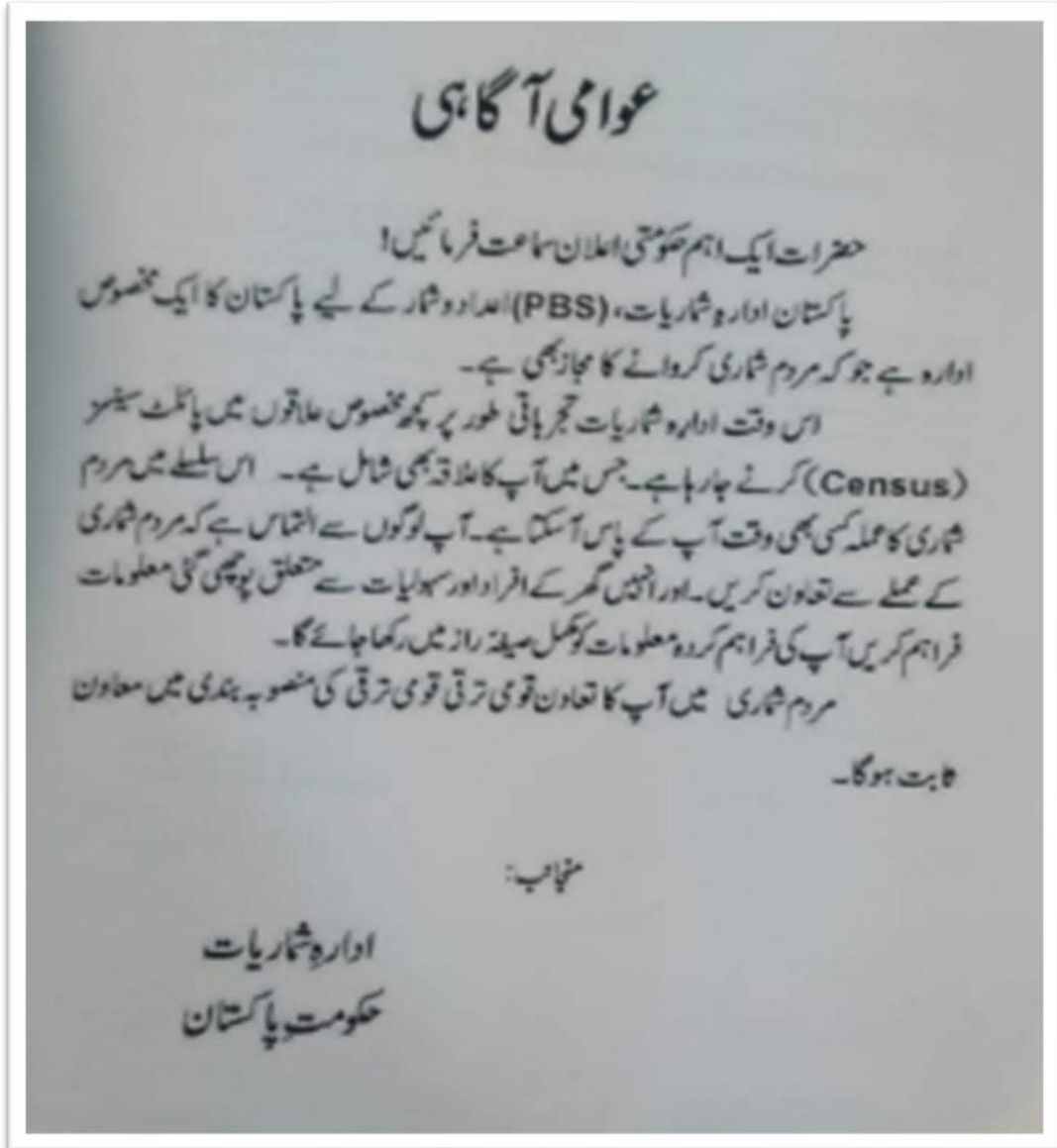


## Appointment of Advertisement Agencies



## Annexure-18

### Announcements in Mosques





## Annexure-19

### Publicity Material for Operational Manual

Census is a huge activity in which whole nation is involved and it is important to aware the masses at grass root level. Therefore, the contribution of each and every Census office at district level, throughout the country is important. In this regard, special attention should be paid to areas where access to all type of media is minimal. To keep this program uniform throughout the country, the responsibilities of census offices and field force are mentioned below:

**WHY FIELD FORCE IS IMPORTANT:** The duty of enumerator is tough but important as they not only have to collect correct information but will also create awareness about purpose of census, built a positive image of PBS and clear the misconceptions about use of census data. The enumerators are our Field Force that will travel and reach each and every Household located in different geographical entities like plain areas, hilly areas, dense cities, far flung villages and towns and areas with high security risk. In short the enumerators will be representatives of PBS who will play leading role in success of Census. Our enumerators will be in true sense our voice.

**PAST PRACTICES:** In past our Field force has played a vital role in publicity of Census by performing different activities like wearing Census Vests and caps, holding Census bags, organizing public meetings in towns and Villages, arranging Census Walk, using Hujra and Baithak, distributing brochures etc. They used all the ways to appealing to people civic sense and patriotism to make the campaign successful. They presented census as a national activity that will unite the whole nation through equal distribution of resources and played a vital role in handling the rumors about census activity.

**ACTIVITIES TO BE PERFORMED:** To keep this tradition alive, following activities are expected to be performed at collective and individual level by Field staff:

- Nomination of officer / official responsible for Publicity at District level, share their names with Head office and add them in What's app group 'Census Media'.
- Start of publicity campaign well before start of enumeration.
- **SOCIAL MEDIA:** Identification and building of communication with influential, notables, academia, famous personalities from all walks of life and celebrities etc. from all districts





and request them to share their pictures and videos of self-enumerating or marking their homes or giving data to enumerators with below mentioned Hash tags. It should also be requested to endorse all census related important information from Social Media handles of PBS by retweeting and sharing. The hash tags that may be used are #Getcounted #PakPBS #DigitalCensusPK #Census2023 #iamcounted #selfenumerated.

- Recording messages of famous personalities and share with Head Office to be uploaded on Social Media Handles.
- All officers / official / enumerators to follow dedicated social media official pages of PBS. Sharing of authenticated census news through personal social media accounts of field staff must be practiced.
- Authentication and verification of news about census before spreading it on social media.
- The official Website of PBS can be accessed at [www.pbs.gov.pk](http://www.pbs.gov.pk) and the links of PBS official Social Media Handles are as follows:

Sr. No.	Handle Name	Handle URL
1	Facebook	<a href="https://www.facebook.com/PBSofficialpak">https://www.facebook.com/PBSofficialpak</a>
2	Twitter	<a href="https://twitter.com/PBSofficialpak">https://twitter.com/PBSofficialpak</a>
3	Instagram	<a href="https://www.instagram.com/PBSofficialpak/">https://www.instagram.com/PBSofficialpak/</a>
4	LinkedIn	<a href="https://www.linkedin.com/company/PBSofficialpak/">https://www.linkedin.com/company/PBSofficialpak/</a>
5	Snapchat	<a href="https://www.snapchat.com/add/pbsofficialpak">https://www.snapchat.com/add/pbsofficialpak</a>
6	YouTube	<a href="https://www.youtube.com/PakistanBureauofStatistics">https://www.youtube.com/PakistanBureauofStatistics</a>

- **LOCAL MEDIA:** Census related important and authentic NEWS must be shared in Local Newspapers. Local Cable Operators' Channels will be used for Census Publicity. The evidence of both activities must be shared in Census Media What's App group and a report should also be shared afterwards. Monitoring the census publicity in local TV channels, Radio and newspapers and inform Head office about any negligence.
- **FALSE NEWS / RUMORS:** Any false or fake News or Misconception that arises about Census must be handled and addressed properly. So such news must be shared in Census Media What's App group and through Email: [fakenewsalert.pbs@gmail.com](mailto:fakenewsalert.pbs@gmail.com) on immediate basis.
- **BRANDING OF CENSUS OFFICES / VEHICLES:** Use of banners and sign boards inside and outside office. Publicity through cars /vehicles used by census offices i.e., posters and



census jingles and songs should be played. Complaint rooms in all census offices, their publicity and availability of staff in those offices

- **PUBLICITY THROUGH ENUMERATORS:** Wearing of proper Census uniform by Enumerators. Role and importance of individuals in census process should be communicated properly by enumerators. Study of respondent attitude before enumeration. Misconception about use of Census data should be cleared. Clear all false and fake news about census activity. Clearly communicating the inclusion criteria in census form. i.e., dejourne method should be cleared in minds of enumerators.
- **COMMUNITY AWARENESS:** Maximum use of loud speakers and IEC material such as Posters/Flyers/Billboards/Banners/ brochures/caps, bags jackets with census logo for Publicity. Organizing walks and seminars. Involvement of local school children. Proper liaison with stakeholders at district and tehsil level. Involvement of local influential like street bureaucracy, Imam Masjid, bishops, peer & scholars etc. especially in rural areas where use of social media is minimal. Using of Hujra ,Baithak and Minber Masjid for effective communication of census message in rural areas will also be developed. Announcements in Mosques about presence of enumerator in an area during both Phases.
- **MONITORING AND REPORTING:** Proper monitoring of Community awareness program and evaluation report on its effectiveness will be required from all offices. Pictures of all community awareness activities and branding should be recorded and shared in Census Media Group. Submission of a report on Publicity Campaigns from all Districts after completion of Census at Email: [socialmedia.archives1234@gmail.com](mailto:socialmedia.archives1234@gmail.com) by mentioning name of District in Subject. Following of abovementioned activities will be a huge contribution towards the success of this important National cause. Any other creative activity / initiative suggested by any census office will be considered.



## Annexure-20

### Policy for Inauguration of Field Activities of 7<sup>th</sup> Population & Housing Census

#### INTRODUCTION:

Grey clouds have Silver Lining and so has the history of the census in Pakistan, which is hitherto characterized by “Delay and Dissent”. However; the 7th Census, which is the 1st ever Digital Census, carries the promise of increasing trust and confidence between provinces thus strengthening the Federation of Pakistan and these hopes are not baseless. These hopes are based on untiring efforts the Pakistan Bureau of Statistics (PBS) has been putting in to comply with the directions given by the Council of Common Interest (CCI) in their 45th meeting in which they accorded the approval of 6th Census results and directed that,

“The process of the next census should start as early as possible according to best international practices by using the latest technology”.

Following CCI directives, Planning Commission constituted the “Census Advisory Committee” (CAC) under the Deputy Chairman of, the Planning Commission. The CAC is comprised of renowned demographers and experts. The committee worked extensively and presented various recommendations to CCI. These recommendations were approved by CCI in its 49th meeting on 13th January 2022, major recommendations were,

- Census must be conducted digitally with real-time monitoring & geotagging of all structures.
- Stakeholders must be involved from start to end.
- Effective publicity campaign with effective use of social media for clarity regarding the primary objective of the census which may begin early and extend right up to the release of the first initial results.

PBS has been working diligently to implement directions of CCI in letter and spirit. To get stakeholders onboard, PBS conducted four rounds of engagement with provincial administrations, civil society, and academia to inform them about the core objective of the





census, the digital system, and about the transparency of data collection and their access to GIS-enabled monitoring of census progress.

We worked hard over the last one and a half years and established a secure digital system for the conduct of the census. This system will geo-tag every structure in Pakistan and enumerate the population, along with gathering their access to basic socioeconomic needs, in one month. The system comprises of 126,000 trained enumerators with secured tablets, and real-time GIS-based progress monitoring system at all provincial, area, and federal levels.

In the whole endeavor, right from concept to training of 126,000 enumerators (currently going on in 992 locations across the country), provincial and area governments have been involved at each stage. It is fairly hoped that transparent counting and stakeholders' access to monitoring will make the census results credible thus making the Federation strong. It is these sincere efforts which give PBS confidence and emboldens it to request that the initiation of fieldwork should be used to foster the Federation and National Integrity.

### **INAUGURATION AT THE FEDERAL LEVEL:**

Field activities of the 7<sup>th</sup> Population and Housing Census-Digital Census will be started by marking the structures with a specific assigned Number. It is proposed that the first structure will be marked by the president of Pakistan on first day of listing at 8:00 am, Media will cover the whole activity followed by a few motivational words by The President and The Prime Minister.

- The summary will be moved to The Minister PD&SI along with DFA
- A letter addressed to The President and The Prime Minister will be sent by Minister PD&SI
- Block will be identified
- The administration will be requested for the provision of NOC and security
- Chief Statistician will visit The President and The Prime Minister's House two days before the start of listing and brief him regarding the census activities
- Minister PD&SI and Chief Statistician on the 1<sup>st</sup> Day of Listing will reach the president/ Prime Minister's house and will request him for marking the house.
- Followed by a Motivational speech by President/Prime Minister for PBS, Field staff and General Public



- Print, Electronic and Social Media will also be requested to cover the event and will broadcast the event live on television channels

### **MARKING OF STRUCTURE AT THE PROVINCIAL LEVEL:**

Field activities of the 7<sup>th</sup> Population and Housing Census-Digital Census will be started on first day of listing. It is proposed that the first structure in the provinces will be marked by Chief Minister (CM) and Chief Secretaries at 8:15 am

- The summary will be moved to Minister PD&SI along with DFA
- Letter addressed to CM/ Chief Secretary will be sent by Minister PD&SI
- Block will be identified
- The administration will be requested for the provision of NOC and security
- Director PBS will visit the Minister House/ Chief Secretary two days before the start of listing and brief him regarding the census activities
- Director PBS on 1<sup>st</sup> day of Listing will reach the Minister's house/Secretary's Office and will request him for marking the house.
- Followed by a Motivational speech by CM/ Secretary for PBS, Field staff and General Public
- Print, Electronic and Social Media will also be requested to cover the event and will broadcast the event live on television channels

### **MARKING OF STRUCTURES BY RENOWNED PERSONS INCLUDING ISLAMIC SCHOLARS:**

Provincial/Regional/Divisional Coordinators will identify the renowned persons and Islamic scholars and send them a request for marking their houses. Print, electronic media and social media will cover the event. Further Provincial In charges may sensitize the Deputy Commissioners and Assistant Commissioners and ask them to further direct Muazan (مؤذن) and notable persons of the UC/Area about the importance of the census to convince the people in their areas to take part in Census activities (Self Enumeration) and for provision of accurate information during field enumeration.

The following actions/decisions are proposed in this regard.



- All the Provincial In-charges, CSOs, and SOs, of the Regional/Field offices, will identify and send names of at least one celebrity/dignitary/political personality, renowned religious scholars or renowned sports personality at the district level. The same campaign can be extended up to tehsil and mauza level if possible.
- The listing operation for the Census will start by fixing the structure number at the residence of these identified celebrities/ dignitaries by recording video messages and photos.
- Efforts should be made to seek video messages of celebrities/ dignitaries at the District level for Self-enumeration also. Videos and messages will have specified contents/wording e.g., “**My House is listed**”, “**I am enumerated**”, “Enumeration through Self-Portal” etc. These messages will continue throughout the Census however, priority is fixed for the self-enumeration period and the first day of listing.

## SOCIAL MEDIA STRATEGY

To gain maximum reach of census messages, it is planned to involve influential, notables, General Public, PBS Staff, dignitaries and provincial functionaries in social media campaigns. For this purpose, we can request them to share their short videos of submitting their information on self-enumeration Web portal, numbering their structure for listing or giving data to enumerators on their social media with hash tags **#Pak PBS**, **#selfenumerated**, **#DigitalCensusPK**, **#DigitalCensus**, **#Census2023** and **#iamcounted**.

Therefore, all divisional coordinators will be requested to make and share the list of notables, influential, politicians, celebrities, social media influencers, bloggers, bureaucrats, sportspersons etc. and try to make links with them. In the same manner, they will convey this message to enumerators through WhatsApp groups or other suitable means that during enumeration they can make videos and pictures with willing respondents and share them on their social media with the above-mentioned hashtags during Listing and Enumeration. Similarly, the whole PBS staff will also be requested to share their pictures after enumeration showing that they have enumerated with the above-mentioned hashtags.





## ROLES AND RESPONSIBILITIES:

S.N	Activity	Focal Person/Responsibility
1.	Coordination	DG Admin
*2.	Marking on President House	Chief Statistician PBS DG Admn, PBS
3.	Minister PD&SI House	Member (SS/RM) Dr. Wassem Abbass, Lahore
4.	Chief Minister all Provinces including AJK & GB	All Provincial In charges
5.	Chief Secretary including AJK and GB	All Provincial In charges
6.	Jayed Ulama ( علماء جنید ) Federal	Director Admin. Provincial/Regional/divisional Coordinators
7.	Jayed Ulama ( علماء جنید ) in all provinces including AJK & GB	All Provincial In charges, Regional/divisional Coordinators
8.	Media Coverage	Qazi Saeed, DD Admn. Ms. Ayesha Sajid, Instructor Training Wing
9	Identification of Blocks	Mr. Yasir Ishfaq, Director DP HR and Task Management
10.	Coordination with Provincial/ Divisional In charges for Identification of Media Persons and Islamic Scholars & Social Media	Qazi Saeed ul Hassan, DD Admn Ms. Ayesha Sajid, Instructor Training Wing along with the Provincial/ Divisional In charges

- Regular Press Releases on all Census related activities (almost 40 press releases during different phases). On average one press release got coverage in almost 25-30 Newspapers.
- Different Articles either in favour of Digital Census or against published in important National and Regional newspaper



## Annexure-21

### Outdoor Publicity Campaign Summary

Details are evident from following table:

Publicity Mode	Details
<b>Outdoor Campaign</b>	Display of 616 banners on 'Gratis basis' on six main Airports (Islamabad, Karachi, Lahore, Peshawar, Quetta and Faisalabad), toll Plazas, Railway Stations, PSO pumps and main locations in Islamabad and other main cities. Placement of 300 streamers at public places in Islamabad and 500 at each Provincial Headquarter. Distribution of 100,000 leaflets/broachers at Public Places like Toll Plazas, PSL Matches, markets, malls, Educational institutes etc.
<b>Community Awareness Programs</b>	Conduct of <b>Census awareness walks</b> at Provincial Headquarters and participation in <b>IT Expo</b> to promote Self Enumeration.
<b>Grass Root level</b>	<b>Announcements</b> in Mosques, Jirgas/ Baithaks, approach local influential for <b>Community meetings</b> to resolve issues etc.
<b>Vehicle and offices branding</b>	Branding of Different vehicles used by PBS and Census Support Centers.



## Annexure-22

### List of Main TV Channels & Newspapers

#### TV Channels

Geo News	Roze	News one	Khyber
Dunya News	92 News HD	HUM NEWS	Such TV
Express News	Aaj News	Neo News	Vsh TV
ARY News	Dawn News	Bol News	City 42
Samaa TV	Capital News	KTN	PTV News
<b>Abbtak</b>	Khyber News	Waseb	

#### Newspapers

Dawn	Dunya	Daily Pakistan	Business Recorder
The News	The Nation	Nai baat	Ibrat
Express Tribune	Ausaf	Nation	Ummat
Jang	Kawish	Daily Times	Aaj
Nawa e waqt	Khabrain	Pakistan Today	Baluchistan Time
Express	Kashmir Express	Pakistan Observer	Asas



## Educational & Awareness Phase



## Self Enumeration Phase



**NEW ERA-NEW TECHNOLOGY**

**7th Population & Housing Census 1st Ever Digital Census in History of Pakistan**

**20th February to 3rd March 2023**

**https://self.pbs.gov.pk**

**REMEMBER**

**پاکستان بورو آف سٹاتسٹکس**

**7th Population & Housing Census 1st Ever Digital Census in History of Pakistan**

**20th February to 3rd March 2023**

**https://self.pbs.gov.pk**

**پاکستان بورو آف سٹاتسٹکس**

**جامع منصوبہ بندی اور پالیسی سازی کو یقینی بنانے کیلئے**

**7th خانہ و مردم شماری**

**ملکی تاریخ میں پہلی ڈیجیٹل مردم شماری کا انعقاد**

**یاد رکھیں**

**20 فروری تا 03 مارچ 2023**

**https://self.pbs.gov.pk**

**080057574**

**Pakistan Bureau of Statistics**

**Statistics House, 21-Mauve Area, G-9/1, Islamabad.**

**THE DIGITAL CENSUS**

**7th خانہ و مردم شماری**

**تاریخ میں پہلی بار**

**خود شماری (Self-enumeration)**

**کی سہولت کے ساتھ**

**20 فروری تا 03 مارچ 2023 کے دوران**

**خود شماری کیلئے ہونٹل وزٹ کریں**

**https://self.pbs.gov.pk**

**080057574**

**Pakistan Bureau of Statistics**

**Statistics House, 21-Mauve Area, G-9/1, Islamabad.**

**آسان طریقہ کار کے ساتھ**

**7th خانہ و مردم شماری کا آغاز**

**خود شماری کی سہولت کے ساتھ**

**20 فروری سے 03 مارچ 2023**

**https://self.pbs.gov.pk**

**080057574**

**Pakistan Bureau of Statistics**

**Statistics House, 21-Mauve Area, G-9/1, Islamabad.**



## Television Spots

### ایڈ نمبر 1 (بشری انصاری)

ملک میں پہلی بار آپ کی معلومات آپ ہی کے ہاتھ یعنی سیلف اینیو مریشن خود شماری پورٹل <http://self.pbs.gov.pk> اس کے ذریعے ملک بھر میں 20 فروری سے 3 مارچ 2023 کے دوران آپ اپنا ڈیٹا خود enter کر سکتے ہیں۔ ہاں یاد رہے سیلف اینیو مریشن کے دوران آپ کو دئیے گئے UTN نمبر کے ذریعے مردم شماری کا عملہ گھر آ کر آپ کے کوائف کی تصدیق اور جیو ٹیگنگ یقینی بنائے گا۔ یہ ہوئی نا آسانی کی بات۔۔۔ تو اپنی معلومات خود درج کروائیں اور سیلف اینیو مریشن کی سہولت سے فائدہ اٹھائیں۔

پاکستان ادارہ شماریات،

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## Radio Spot

ملک میں ساتویں مردم شماری کے دوران تاریخ میں پہلی مرتبہ **self-enumeration** کی سہولت 20 فروری تا 3 مارچ 2023 کے دوران [self.pbs.gov.pk](http://self.pbs.gov.pk) پر لاگ ان کر کے اپنے خاندان اور گھر کے کوائف کا اندراج کریں۔ اندراج مکمل ہونے کے بعد آپ کو یو ٹی این (UTN) نمبر بذریعہ ایس ایم ایس بھیجا جائے گا۔ جس کے ذریعے مردم شماری کا عملہ گھر گھر جا کے آپ کی طرف سے آن لائن درج کوائف کی تصدیق اور جیو ٹیگنگ کو یقینی بنائے گا۔

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## Field Enumeration Phase



## Television Spot

### ایڈ نمبر 2 (بشری انصاری)

ساتویں خانہ و مردم شماری ملک کی تاریخ میں پہلی بار ڈیجیٹل ٹیکنالوجی کے ذریعے یکم مارچ سے 4 اپریل 2023 کے دوران ہو رہی ہے۔ مردم شماری کے عملے سے مکمل تعاون کرتے ہوئے اپنے کوائف ٹھیک ٹھیک فراہم کریں اور گھر آنے والے نمائندے کو اپنا اور اپنے خاندان کا "شناختی کارڈ" یا "ب فارم" لازمی فراہم کریں اور جن لوگوں نے اپنا شمار خود سے یعنی سیلف اینیومریشن کی ہے وہ مردم شماری کے گھر آنے والے نمائندے سے دئیے گئے UTN نمبر کے ذریعے اپنے کوائف کی تصدیق کروائیں۔ ڈیجیٹل مردم شماری میں آپ کا تعاون ملک کی تعمیر و ترقی میں معاون ہے۔

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## Jingle

### جنگل نمبر 1

بجلی گیس اور پانی کہاں کہاں پہنچانے ہیں۔  
 کتنی سڑکیں، کتنے سکول، کتنے اور بنانے ہیں۔  
 علاج کی سہولت کی کہاں کہاں ضرورت ہے۔  
 کتنا اناج میسر ہے، کتنا اور ضروری ہے۔  
 صحیح کریں گے جب شمار  
 فائدے ملیں گے بے شمار  
 ہم کتنے ہیں، ہمیں کیا چاہیے  
 گنے گے تو جانیں گے  
 گنے گے تو جانیں گے۔



## Reminder Phase



## Television Spot

### ایڈ (جاوید شیخ)

جنوبی ایشیا میں پہلی بار پاکستان کو ملا ڈیجیٹل مردم شماری کا اعزاز اس اہم سنگ میل کی ہونے کو بے تکمیل پاکستان میں منفرد نوعیت کی پہلی مردم شماری، جہاں 126000 ٹیلیفون کے استعمال نے ممکن بنایا فوری ڈیٹا کلیکشن مکمل شفافیت کے ساتھ پورے پاکستان کی پہلی دفعہ جیو ٹیکنگ، سیلف اینیومریشن کی سہولت، کال سینٹرز کے ذریعے data verification، عوامی مفاد کے پیش نظر گھر گھر مردم شماری کی تاریخ میں 10 اپریل 2023 تک توسیع کر دی گئی ہے یاد رہے اگر مردم شماری کا نمائندہ آپ تک ابھی نہیں آیا تو ہمارے ٹال فری نمبر 080057574 پر کال کریں۔ 9727 پر ہمیں اپنا مکمل ایڈریس SMS کریں۔ ڈیجیٹل مردم شماری بہتر کل کی

تیاری

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## Jingle

### جنگل نمبر 2

یہ شمار ضروری ہے  
جدت کا لائے ہیں دور  
بدلے پرانے ہر دور  
ایک کلک پر دستیاب  
اب ہو گی ساری معلومات  
علاج میسر سب کو ہو  
تعلیم پہ بھی پورا حق ہو  
بجلی گیس اور پانی سے  
محروم نا کوئی بھی گھر ہو  
ڈیسیژن سپورٹ سسٹم کو  
عمل میں لانا فوری ہے

پاکستان میں پہلی ڈیجیٹل خانہ و مردم شماری کا انعقاد ہو رہا ہے گھر گھر آنے والے نمائندوں سے تعاون اور درست معلومات کی فراہمی یقینی بنائیں کیونکہ،  
یہ شمار ضروری ہے۔

پاکستان ادارہ شماریات  
حکومت پاکستان



### Radio Spot

ساتویں خانہ و مردم شماری ملک کی تاریخ کی پہلی ڈیجیٹل مردم شماری یکم مارچ سے 4 اپریل 2023 تک کامیابی سے جاری، عوام الناس کے بھرپور تعاون سے اب تک کثیر تعداد میں گھرانوں کا شمار جبکہ چالیس ملین گھروں کی جیو ٹیگنگ مکمل، صوبوں کے تحفظات کے پیش نظر وزیر اعظم پاکستان محمد شہباز شریف کی خصوصی ہدایت پر تحصیل کی سطح پر شکایات سینٹرز کا قیام، اگر مردم شماری کا نمائندہ ابھی تک آپ کے گھر نہیں آیا تو ہمارے ٹول فری نمبر **080057574** پر کال کریں۔ اپنا مکمل پتہ **9727** پر ایس ایم ایس کریں یا ملک بھر میں قائم مردم شماری سپورٹس سینٹرز سے رابطہ کریں۔

آگے آئیں۔ پاکستان کے بہتر مستقبل اور جامع منصوبہ بندی کے لئے اس قومی فریضے میں اپنا تعاون یقینی بنائیں۔ پاکستان ادارہ شماریات،

حکومت پاکستان

پاکستان کی ساتویں خانہ و مردم شماری ڈیجیٹل سینیس کا عمل کامیابی سے تکمیل کے آخری مراحل میں ہے تاہم وزیر اعظم پاکستان محمد شہباز شریف کی خصوصی ہدایت پر چند اضلاع خصوصاً شہر قائد میں سب کے شمار کو یقینی بنانے کے لئے گھر گھر مردم شماری کے عمل میں 20 اپریل تک توسیع کر دی گئی ہے۔ اگر مردم شماری کا نمائندہ آپ کے گھر ابھی تک نہیں آیا تو شکایت کے لئے کال کریں ٹال فری نمبر **080057574** یا اپنا مکمل ایڈریس **9727** پر SMS کریں مردم شماری سے متعلق شکایات یا رہنمائی کے لئے ریجنل آفس کراچی سے بھی فون نمبر **02199225229** پر رابطہ کیا جا سکتا ہے۔ گھر گھر آنے والے مردم شماری کے نمائندوں سے تعاون کریں مردم شماری میں اپنا شمار یقینی بنائیں۔

پاکستان ادارہ شماریات

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### Thankyou Phase



## Annexure-24

### Details of Outdoor Publicity Campaign

#### Main locations in Islamabad where banners were displayed

- F8 Markaz
- Karachi company
- F11 Markaz
- Sarena chowk
- Golra mor
- F6 Markaz
- Islamabad expressway
- Srinagar highway
- Mauve area
- G-10 Markaz
- G-11 Road
- F-10 Road, Markaz

#### Brochures dispatched to Regional / Field Offices

S.NO	OFFICE	DATE	NO OF BROCHURES DISPATCH
1	Peshawar	28/02/2023	5,000
2	Karachi	28/02/2023	8,000
3	Lahore	28/02/2023	7,000
4	Quetta	27/02/2023	7000
5	G.b	28/02/2023	2,000
6	Ajk		2,000
7	Gujranwala	09/03/2023	2,000
8	Sukhar	09/03/2023	2,000
9	Mianwali	09/03/2023	2,000
10	Bannu	09/03/2023	2,000
11	Multan	09/03/2023	4,000
12	Muzzafarabad	28/02/2023	2,000
13	Islamabad		7,000
	<b>TOTAL</b>		<b>52,000</b>





**Banner Deployment with the assistance of Different government Organization**

Sr.	Organizations	Quantity	Placement	
1	Pakistan Railway	150	Bhawalpur	Hyderabad
			Karachi Cantt	Nowshera
			Multan	Sukkur Rohri Station
			Lahore	Mian channu
			Rawalpindi Sadar	Layyah Kot Adu
			Peshawar Cantt	
2	PSO	126+200 =326	Islamabad	Gujarwala
			Shaiwal	Quetta
			DI KHAN	Jhelum
			Bahawalpur	Karachi
3	NHA	90	Phalgran tollplaza	Sultej Tollplaza
			Sangjani	Terraki Tollplaza
			Karachi	Khanewal Tollplaza
			Peshawar	Kandiaro Tollplaza
			IMDC (N-75)	Ubauro Tollplaza
			Mian Channu	
4	Civil Aviation	30	Islamabad Airport	Lahore Airport
			Karachi Airport	Peshawar Airport
			Faisalabad Airport	Quetta Airport
Total		596		

## Annexure-25

### Script of Explainer Video on Digital Census

2017 میں 207.684 ملین لوگ پاکستان میں رہائش پذیر تھے اور اوسطاً ایک گھرانے میں 6.4 افراد رہتے تھے

یہ ہمیں کیسے معلوم ہوا

خانہ و مردم شماری سے

**مردم شماری کیا ہے؟**

مردم شماری باضابطہ طور پر کسی ملک میں ایک خاص وقت میں رہنے والے افراد کی گنتی، ان کی رہائش، سہولیات، آبادیاتی، اور سماجی و اقتصادی معلومات حاصل کرنے کا عمل ہے۔

پاکستان میں پہلی دفعہ یہ عمل پانچ سال بعد کیا جا رہا ہے بہتر منصوبہ بندی اور متعلقہ سہولیات فراہم کرنے کے لئے آپ کی رہائش اس علاقے میں شمار کی جائے گی جہاں آپ چھ ماہ سے زائد عرصہ سے رہ رہے ہوں یا اگلے چھ ماہ یا اس سے زائد عرصہ اس جگہ رہنے کا ارادہ رکھتے ہوں۔

خانہ و مردم شماری اس عزم کے ساتھ پاکستان کے ہر خطے میں کی جائے گی کہ کوئی بھی فرد جو پاکستان میں، قانونی یا غیر قانونی طور پر رہ رہا ہو وہ شمار ہونے سے نہ جائے یہ عمل بچوں، بوڑھوں، جوانوں، کمزور اور پسماندہ مرد، عورت اور خواجہ سرا سب کے لیے ہے۔

**خانہ و مردم شماری کا کیا فائدہ ہے؟**

خانہ و مردم شماری پاکستان میں رہنے والوں کی ترقی اور خوشحالی کے لیے پہلا اور بنیادی قدم ہے جب سب لوگ درست معلومات فراہم کرتے ہیں تو حکومت کو لوگوں کی ضروریات کا بہتر اندازہ ہوتا ہے لہذا وہ آنے والے سالوں کے لیے بہتر منصوبہ بندی اور پالیسی سازی کر سکتی ہے۔ خانہ و مردم شماری پاکستان کی ترقی کے لئے بنائے جانے والے منصوبوں کے عمل اور اثر کو جانچنے میں مدد فراہم کرتی ہے یعنی کہ درست طور پر کی گئی خانہ و مردم شماری پاکستان کے بہترین مستقبل کی ضمانت ہے۔

**ڈیجیٹل خانہ و مردم شماری کیا ہے؟**

پاکستان ان ترقی یافتہ ممالک کی فہرست میں کھڑا ہونے جا رہا ہے جہاں ڈیجیٹل خانہ و مردم شماری کی جائے گی۔ ڈیجیٹل خانہ و مردم شماری میں جدید ٹیکنالوجی کے ذریعے شماریات کے عمل کو زیادہ شفاف، تیز اور مؤثر بنایا جائے گا اور آپ کی معلومات کو زیادہ محفوظ رکھا جائے گا جس میں آپ اپنی معلومات کی پوری تصدیق کر سکیں گے۔ گھروں کو جیو ٹیگ کر کے صحیح علاقوں میں شمار کیا جائے گا اس کے علاوہ جن لوگوں کے پاس انٹر نیٹ کی سہولت موجود ہے وہ اپنا فارم خود پُر کر سکتے ہیں۔ ڈیجیٹل مردم شماری غلطی کی گنجائش کو ختم کرنے اور نتائج کو فوری اکتھا کرنے کے لیے معاون ثابت ہوگی۔

**مردم شماری کا طریقہ کیا ہوگا؟**

خانہ و مردم شماری کے پہلے مرحلے میں پلاننگ، شمار کنندگان کا چناؤ اور تربیت، دیگر محکموں اور متعلقین کی آگاہی، ٹیکنیکل سازوسامان کی حصولی، اور لوگوں کی آگاہی شامل ہیں۔ اس کے بعد شمار کا عمل شروع کیا جائے گا اس دفعہ یہ عمل دو مراحل میں تقسیم کیا گیا ہے پہلا مرحلہ جہاں لوگ اپنا فارم آن لائن (ویب پورٹل کے ذریعے خود شماری) پُر کریں گے۔ دوسرے مرحلے میں شمار کنندگان پاکستان کے ہر خطے میں گھر گھر جا کر

نہ صرف ٹیبلٹ کے ذریعے معلومات حاصل کریں گے بلکہ جن لوگوں نے آن لائن فارم پُر کیے ہیں ان کی معلومات کی تصدیق بھی کریں گے۔

ریئل ٹائم معلومات اکٹھی اور اپڈیٹ کی جائیں گی پورے پاکستان سے معلومات حاصل کرنے کے بعد مکمل۔

نتائج حکومت اور عوام کو فراہم کیے جائیں گے

خانہ و مردم شماری کا عمل ہمارے بہتر مستقبل کا تعین کرتا ہے لازم ہے کہ ہم سب اس میں بڑھ چڑھ کر حصہ لیں۔



## Annexure-26

### Script of Self Enumeration Video

ادارہ شماریات پاکستان کی پہلی ڈیجیٹل مردم شماری کرنے جا رہا ہے پاکستان کی تاریخ میں پہلی بار حکومت پاکستان آپ کو خود شماری یعنی (SELF ENUMERATION) کی سہولت فراہم کر رہی ہے جس کے ذریعے آپ اپنی معلومات کا خود اندراج کر سکتے ہیں۔ یہ معلومات صرف انفرادی گھرانوں کے لیے ہے اجتماعی گھرانوں کے لیے نہیں۔ تاہم ہمارے شمار کنندگان گھر گھر جا کر بھی معلومات حاصل کریں گے۔ نیز اجتماعی گھرانے جیسے کہ مدرسے، یتیم خانے وغیرہ شمار کنندگان کے ذریعے ہی شمار ہوں گے۔ اس ویڈیو میں ہم آپ کو خود شماری کے بارے میں بتائیں گے۔ سب سے پہلے آپ ہمارے آن لائن پورٹل۔

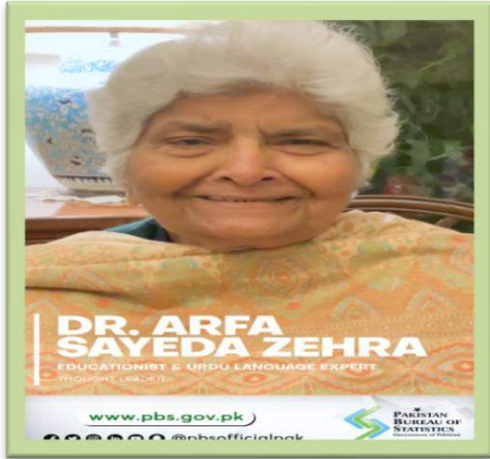
[https:// self.pbs.gov.pk](https://self.pbs.gov.pk)

پر خود کو رجسٹر کریں گے جس میں آپ کو اپنا موبائل نمبر اور دیگر معلومات فراہم کرنا ہوں گی۔ اس کے بعد آپ کے موبائل نمبر پر ایک خفیہ کوڈ (One Time Password OTP) موصول ہوگا۔ اس پاس ورڈ کو استعمال کرتے ہوئے آپ پورٹل پر لاگ ان کر سکتے ہیں آن لائن پورٹل پر لاگ ان ہونے کے بعد آپ کو خانہ و مردم شماری کا فارم پُر کرنا ہوگا جس میں آپ کو اپنی اور اپنے گھرانے کی معلومات فراہم کرنا ہوں گی۔ فارم مکمل کرنے کے بعد معلومات ہمارے پورٹل پر محفوظ کر دی جائیں گی اور آپ کے موبائل نمبر پر ایک UTN (Unique Token Number) موصول ہوگا۔ بعد میں یہ ٹوکن نمبر تصدیق کے لیے ہمارے شمار کنندگان کو فراہم کیا جائے گا۔ ENUMERATION کے دوران ہمارے شمار کنندگان پاکستان میں گھر گھر جائیں گے اگر آپ نے خود شماری کے ذریعے اپنی معلومات کا اندراج کیا ہو تو ان کو اپنا محفوظ کیا ہوا یونیک ٹوکن نمبر (UTN) دیجیئے اس نمبر کو استعمال کرتے ہوئے شمار کنندہ اپنی Electronic Device یعنی ٹیبلیٹ کے ذریعے آپ کی دی گئی معلومات کی تصدیق کرے گا۔ اگر آپ کی معلومات میں کوئی تبدیلی یا غلطی ہو گئی ہو تو ہمارے شمار کنندہ کو آگاہ کریں۔ تاکہ آپ کی معلومات کی بروقت درستگی ہو سکے۔ معلومات کی درستگی کا یہ آخری موقع ہوگا۔ اسی دوران ہمارا شمار کنندہ آپ کے گھر کو GEO-TAG کرے گا۔ ان تمام مراحل کے بعد آپ کے شمار کا عمل مکمل ہو جائے گا اور آپ پاکستان کی ساتویں خانہ و مردم شماری میں شامل ہو جائیں گے۔ ڈیجیٹل خانہ و مردم شماری جامع منصوبہ بندی، بہترین پالیسی سازی اور پاکستان کی ترقی کے لیے اہم سنگ میل ثابت ہو گی۔

## Annexure-27

### Celebrity Endorsement through Social Media

#### DR ARFA SAYEDA ZEHRA MESSAGE ABOUT DIGITAL CENSUS



آپ سب میرا سلام قبول کیجیے میرا نام عارفہ سیدہ زہرہ ہے۔ میں ایک بہت پکا پاکستانی ہوں میں ہمیشہ کہتی ہوں کہ میری زندگی کے تین عشق ہیں اُن میں سے ایک عشق پاکستان ہے اور اسی حوالے سے آج میں نے سوچا کہ آپ سب کے ساتھ اپنے دل کے خیال میں آپ کو شریک کروں اور وہ خیال یہ ہے کہ آبادی تو اس طرح بڑھی ہے جس طرح سیلاب آتا ہے مگر سیلاب آکر گزر جاتا ہے آبادی بڑھتی رہتی ہے۔ اس سلسلے میں ہمیں یہ سوچنا ہے کہ شہریوں کے کچھ حق ہیں اور ریاست کے کچھ اصول ہیں اور ان حق اور اصولوں کو پہنچانا حکومت کا کام ہوتا ہے۔ لیکن اس سے پہلے

کہ ہم حکومت کو کوئی ذمہ داری دیں ہماری ایک بہت بڑی اور بھاری ذمہ داری ہے کہ ہم اپنے متعلق جو ہماری سچی، صحیح اطلاع ہے وہ حکومت تک پہنچائے۔ ہم اس ملک میں کہیں بھی پیدا ہو سکتے ہیں، کہیں بھی پڑھ سکتے ہیں اور زندگی ہمیں اس شہر کے علاوہ، اس گاؤں کے علاوہ اس علاقے کے علاوہ کہیں اور لے جا سکتی ہے جہاں ہم اپنی باقی زندگی گزارتے ہیں تو ہمارا جودل میں سوال رہتا ہے وہ یہ ہے کہ پیدائش کی سند اور سرٹیفیکیٹ تو ہمارے آبائی گاؤں یا آبائی شہر سے بناتا ہے۔ اب رہتے ہیں ہم دوسرے شہر میں، کیونکہ اس شہر کی فہرست میں شامل نہیں ہیں تو ہمارے بہت سے حق ہم تک نہیں پہنچتے۔ تعلیم اس میں سے پہلا حق ہے صحت ہے، زندگی کی سہولتوں تک پہنچنے کی بات ہے تو ہم اگر اس شہر کی آبادی میں گئے ہی نہیں جا رہے تو ہم تک وہ حق پہنچیں گے کیسے؟ ضرورت اس بات کی ہے اور یہ حکومت کی ذمہ داری ہے کہ شہری جہاں بھی ہو، صرف پیدائش سے پاکستانی نہیں ہے اپنی رہائش سے پاکستانی ہے۔ اس کے گھر کے دروازے تک اس کی سہولتیں، بجلی ہو، پانی ہو، گیس ہو، سڑک ہو، سایہ ہو، ہوادار ہو۔ یہ سب باتیں، ان سب کا خیال حکومت کی پالیسیوں میں ہونا چاہیے اور حکومت کی ذمہ داری ہے کہ وہ کسی کو اس بات پر انکار نہیں کر سکتی کہ آپ پیدا کہیں اور ہوئے تھے اور رہتے کہیں اور ہیں۔ اپنے ملک میں رہتے ہیں اپنی مٹی کی خوشبو سونگھتے ہیں تو اس سے ہمارا حق کیسے کم ہو جائے گا وہ حق اس کو اس جگہ مل جانا چاہیے جہاں وہ شخص رہتا ہے۔ جہاں اس کی اولاد پروان چڑھے گی۔ جہاں اس کی ضرورتیں اس کو پورا کرنا چاہیے اور اگر ہم لوگ احتیاط کے ساتھ دیانتداری کے ساتھ انتہائی سچائی کے ساتھ یہ ساری اطلاع صحیح حکومت تک پہنچائیں تو وہ پالیسیاں بہتر بنا لے لگے گی، پالیسی بہتر ہوگی تو پالیسی کاغذ کا ٹکڑا نہیں رہے گی میرے اور آپ کے حق کی سند ہو جائے گی۔ اپنے لیے، اپنی ریاست کے لیے اور اپنی حکومت کو مسلسل کام کرنے کے لیے، چوکس رکھنے کے لیے، اپنی صحیح اطلاع مردم شماری تک پہنچائیے جو بات مردم شماری میں رہ جاتی ہے تو وہ جب تک اگلی دفعہ مردم شماری نہ ہو وہ لوگ محروم رہ جاتے ہیں تو کسی بھی وطن کے شہری کو محروم رکھنا جرم ہے۔

## SARWAT GILANI MESSAGE ABOUT DIGITAL CENSUS

اسلام و علیکم

I am Sarwat Gilani



میں آج آپ سے ایک بہت **important information** شیئر کرنا چاہتی ہوں حکومت ہمارے لیے بہتر پلاننگ صرف تب ہی کر سکتی ہے جب اس کو پتا ہو گا کہ ہر علاقے ، ہر چھوٹے سے بڑے شہر اور گاؤں میں کتنے لوگ رہتے ہیں اور اس کے لیے بہت ضروری ہے کہ ہم پاکستان کی ساتویں مردم شماری میں بڑھ چڑھ کر حصہ لیں جو کہ پاکستان کی ترقی میں پہلی **digital** مردم شماری ہو گی۔ اگر حکومت کو یہ پتا ہی نہیں ہو گا کہ ہمارے علاقوں میں کتنے لوگ رہتے ہیں تو وہ ہمیں بہتر **infrastructure** ، بہتر طبی امداد، بہتر **health facilities** ، بہتر **educational facilities** نہیں **provide** کر سکتی۔ تو میری آپ سے یہی درخواست ہے کہ ساتویں ڈیجیٹل مردم شماری میں بڑھ چڑھ کر حصہ لیں تاکہ یہ نہ صرف آپ کے اور میرے لیے فائدہ مند ہو بلکہ ہماری آنے والی نسلوں کے لیے فائدہ مند ہو۔ ان کے **future** کو ہم صحیح طرح **plan** کر سکیں اور وہ ساری غلطیاں جو شائد ہمارے آج میں ہوں وہ ہمارے کل میں نہ ہوں۔ آئیے مل کر اس مردم شماری کا حصہ بنیں تاکہ ہم اپنی آنے والی نسلوں کو بہتر **future provide** کر سکیں۔

## AHSAN KHAN MESSAGE ABOUT DIGITAL CENSUS



حکومت ہمارے لیے سہولیات تب فراہم کر سکتی ہے کہ جب اس کو یہ معلوم ہو کہ ہر شہر میں ، ہر گاؤں میں ، ہر علاقے میں کتنے لوگ رہتے ہیں۔ پاکستان کی آنے والی ساتویں مردم شماری جو کہ پاکستان کی پہلی ڈیجیٹل مردم شماری ہے۔ اس میں ہم سب کی شرکت بہت اہم ہے۔ یہ ہم سب کا قومی فریضہ ہے۔ میرے اور آپ کے مستقبل کے لیے نہیں بلکہ روشن پاکستان کے لیے بہت ضروری ہے کہ کس طرح کسی علاقے میں بہتر **Infrastructure** ہونا چاہیے ، کسی علاقے میں طبی سہولیات دی جانی چاہئیں ، کس طرح سے آپ کے اور ہمارے بچوں کو بہتر **Education** تک رسائی ہو یہ سب اس وقت ممکن ہو سکتا ہے کہ جب ایک بہترین انداز میں مردم شماری کی جائے اس کے علاوہ اگر آپ آنے والی مردم شماری کے بارے میں کچھ بھی جاننا چاہتے ہیں کسی بھی قسم کی کوئی بھی انفارمیشن آپ کو چاہیے تو PBS کے **Official Page** پر جائیں یا پھر ان کی ویب سائٹ پر رجوع کیجئے۔ تو بھولنے گا مت۔ اس مردم شماری کا حصہ بنیں کیونکہ ہم سب ہیں "ملت کے مقدر کا ستارے"



### JUNAID NIAZI MESSAGE ABOUT DIGITAL CENSUS



Hello Assalam-o-Alaikum. It is me Junaid Naizi. I have a very good news for you.

پاکستان میں پہلی مرتبہ ڈیجیٹل سینس ہونے جا رہا ہے۔ پاکستان آن ممالک کی فہرست میں شامل ہونے جا رہا ہے۔ جہاں پہ سینس ڈیجیٹل ہوں گے اور پاکستان میں پہلی مرتبہ آپ کو یہ اختیار دیا جا رہا ہے کہ جہاں آپ اپنی سینس کی انفارمیشن self enumeration کے ذریعے خود enter کر سکتے ہیں۔ میں نے تو self enumerat کر لیا ہے آپ بھی کیجئے۔

### UMER AALAM MESSAGE ABOUT DIGITAL CENSUS



اسلام و علیکم۔ میرا نام ہے عمر عالم۔ اور میں آپ لوگوں کے لیے بڑی مزیدار خبر لایا ہوں۔ وہ یہ ہے کہ پاکستان میں پہلی مرتبہ ڈیجیٹل census ہونے لگا ہے۔ ہم آن ممالک کی فہرست میں شامل ہو چکے ہیں جہاں digital طور پر census کیا جاتا ہے۔ ہمیں پاکستان کی تاریخ میں پہلی مرتبہ یہ option دی جا رہی ہے کہ ہم census کی information جو ہے وہ self enumeration کے ذریعے خود enter کریں میں نے تو self-enumerate کیا ہے کیونکہ یہ ہمارا قومی فریضہ ہے۔ آپ لوگوں کو بھی کرنا چاہیے۔ شکریہ

## Issuance of Commemorative Postage Stamp



## Annexure-29

### Census FAQ's (English)

#### 1. Who is responsible for census in Pakistan?

Pakistan Bureau of Statistics, being National Statistical Organization is mandated for conduct of census and surveys as per General Statistics Re-Organization Act 2011.

#### 2. How many Population and Housing census have been held in Pakistan till date?

Six Population and Housing census have been conducted in Pakistan so far. 1<sup>st</sup> census was conducted in 1951, 2<sup>nd</sup> in 1961, 3<sup>rd</sup> in 1972, 4<sup>th</sup> in 1981, 5<sup>th</sup> in 1998 and 6<sup>th</sup> in 2017.

#### 3. Will the census be conducted all over the Pakistan?

Yes, the census will be conducted all over Pakistan including AJK and GB and all the individuals who are living in Pakistan will be counted.

#### 4. Difference between Census and Survey?

Census means complete count (enumeration) of all units (individuals) in a population i.e. each and every individual living in a country is counted while in surveys, samples are taken. Samples are part of population and only selected individuals are counted and estimates of various indicators are obtained for population.

#### 5. What are the main sources of statistical data in Pakistan?

Pakistan Bureau of Statistics is the National Statistical Organization mandated for collection, compilation and dissemination of data related to all sectors of the economy. This data is used for planning & policy making for different socio economic and population indicators. Besides, Provincial Bureaus of Statistics, other public and private organization also provide data.

#### 6. Are the minorities included while data collection?

The data collection pertaining to minorities are also included in the census. It is clarified that census counts all individuals living in the country; whatever religion they have and whether they are legal or illegal, as major objective of census is planning and resource allocation based on the people living in particular area.





## 7. What is the meaning of Digital Census?

In Digital Census, data will be collected through electronic devices (tablets) linked with GIS. Further, real time monitoring of enumerators along with Geo-tagging for complete coverage will increase transparency and credibility of data and provision of results in the short span of time.

## 8. What be the process of first ever Digital Census?

The process of first ever digital census will include: -

- i) Extensive training of enumerators on tablet usage and concepts
- ii) Electronic house listing and listing of all Economic establishments.
- iii) Geo tagging of structures supported by high resolution imagery.
- iv) Self-Enumeration
- v) Electronic data collection.
- vi) Real time monitoring.
- vii) Print, electronic and Social Media Publicity Campaign.

## 9. How many different ways of data collection are there for Digital Census?

- i) Self-enumeration through web portal.
- ii) Direct Data collection by enumerator through Tablets at the places of the respondents.

## What methodology will be used for Enumeration i.e., Dejure or Defecto?

Dejure method of enumeration will be used. As per this methodology, all the individuals who are residing in a particular place for at least six months and intend to live in the same place for more than six months are counted in that place. For example, one person lives for his job in Islamabad and visits his family in Lahore occasionally will be counted in Islamabad as he uses resources of Islamabad.

## 10. Elaborate the enumeration process?

Enumeration will be completed through two processes.

### Self-enumeration:

In self-enumeration, a fully secured web portal will be launched fifteen days prior to start of field enumeration process; after extensive publicity and awareness campaign:



### **First Step:**

The portal will be accessed by the user through secure login / password which will be created using their mobile phone number and thereafter individual can fill their personal information. After incorporation of information, a unique token / number (UTN) will be issued through portal which is his/her receipt of self-enumeration.

### **Second Step:**

During Physical enumeration of block, field enumerators will visit the Household to verify the unique token number, if it is verified, enumerator will only geo tag household and self-enumeration process will be completed.

### **House Hold Listing:**

Listing operation will be carried out four days prior to start of Face to Face interviews. During listing operation list of Households will be formed and every structure will be geotagged. The enumerator will write a number with green marker outside every structure after listing the Household. This list will be further used as sampling frame for Surveys. In 7<sup>th</sup> Population and Housing Census, a list of all Economic activities will also be created and it will provide a sampling frame for Economic Census.

### **Field Enumeration:**

For all those households who do not adopt self-enumeration process, data will be collected by the enumerators by interviewing the respondents and all his information will be entered in the tablet, accordingly.

## **11. Which Organizations other than PBS will contribute for the first ever Digital Census in Pakistan?**

The Collaboration partners of PBS are:

NADRA (for provision of Census Software and Tablets)

SUPARCO (for provision of high resolution imagery)

NTC (for provision of infrastructure storage and computers hardware facilities)

However, provision and monitoring of staff for field enumeration is the responsibility of Provincial Governments.



**12. Which Organization is responsible for development of census software and Tablet Provision?**

National Database and Registration Authority (NADRA)

**13. What is the meaning of Enumeration Block (EB)?**

Enumeration block consists of an average of 200-250 Houses/Structures/Establishments. It is also known as primary sampling unit in surveys. In Census, whole block is enumerated while in surveys only specific numbers of households in blocks are enumerated.

**14. Who will Train the enumerators?**

The training of 7<sup>th</sup> Population Housing Census will be conducted in three tiers:

**First Stage:** 300 trainers will be trained at Islamabad.

**Second Stage:** Master trainer will train trainers (Training of trainers) at Divisional level.

**Third Stage:** The TOT's will train the field staff at Tehsil level in 2000 venues comprising of 35 persons in each batch.

**15. Is Population and Housing Census used for voter registration?**

It is clarified that main objective of Population and Housing Census is the count of people living in the specific block/area for planning and policy making, and for subsequent allocation of resources. Data of all persons living in that area will be collected irrespective of their status. It is not collected for voter registration as voter is registered with reference to permanent or temporary address as per preference of individual. Therefore, it is possible that people living in particular area may have their votes registered at their permanent address. Therefore, it is not correct to correlate the voter registration to population count. Population of 18 years of age and above in a block may be more or less than the registered voters as counting of population in census is not linked with voter registration.

**16. What is the objective of Census?**

The main objective/purpose of Census is collection of reliable information for Planning, Policy Making and Resource Allocation.





### **17. Why Census is important?**

Census ensures the allocation of resources including basic facilities like education, health, employment and infrastructure projects on ground realities of particular area. By using information collected in census, it becomes possible to manage the individual needs specially of people with disabilities and physical challenges and minorities etc. It also identifies sex, age, geographical and occupational distribution of population for making various policies. Therefore, counting every individual in his usual place of residence is important to provide correct information and avoid duplication and omission errors.

### **18. Is there any possibility of misuse of individual's information provided in Census?**

The information shared through Census will be used unanimously for Policy Making and development projects. Administrative units will be allocated resources on the basis of population dynamics of that unit. Therefore, inclusion of every individual is important in that administrative unit in which he/she is living.

### **20. What is the objective of Census?**

The main objective/purpose of Census is collection of reliable information for Planning, Policy Making and Resource Allocation.

### **21. Is there any possibility of misuse of individual's information provided in Census?**

The information shared through Census will be used unanimously for Policy Making and development projects. Administrative units will be allocated resources on the basis of population dynamics of that unit. Therefore, inclusion of every individual is important in that administrative unit in which he/she is living.

### **22. According to a leading political party a census will be a sample census for Sindh only?**

**23. MQM has also a reservation that the Census is going to be fixed as match fixing and the Sindh population has always been under counting.**

### **24: Why is the Digital Census needed?**

A: The world has become Global Village, similarly Pakistan is also undergoing Digital transformation and majority activities being managed digitally, owing to its timeliness and



verification links. Pakistan Bureau of Statistics has also undergone Digital transformation since 2019 and data of all its surveys has been collected through tablets linked with GIS for real time monitoring for provision of credible, reliable and timely data with completed coverage. The main objective of Census is to provide data for informed decision making for policy planning for the people living in the particular areas so that required resources can be provided for provision of basic necessities like schools, hospitals, roads etc.

As Census is gigantic national exercise of paramount importance, therefore it is necessary that the process must be devised in a transparent manner and access to information may be provided to all concerned on real time basis for ownership and confidence building on the process. Therefore, The Census Advisory Committee constituted by Government of Pakistan (comprised of all renowned demographers and experts) to devise the mechanism for conduct of next census as per international best practices has studied in detail the issues faced in Census 2017 and recommended to conduct the next census digitally with geotagging of all structures for Real-time monitoring and complete coverage.

## **25: What are the benefits of a digital census vs. an analog one?**

A: The benefits of a Digital Census vs. an analog one are:

- Geo tagging of all structures with real time monitoring and completed coverage,
- Provision of complete and reliable data with timelines for informed decision making.
- Available in both offline and online modes.
- Real time monitoring and centralized decision making.
- Auto task management in all aspects
- Tablet based Data Collection.
- Facility of self-enumeration through secured web portal.
- Reduction of time in result compilation.
- 24- hour complaint management system through dedicated Call centers
- Quality assurance through Computer assisted telephonic interviews (CATI)
- Provision of list of all economic establishments of the country (formal/in formal)

## **25: Could you please share the Census process and staff details (numbers)?**

A: Two methods will be used for data collection:



### Self-Enumeration:

A secured Web portal has been designed through which Households can fill their information. This web portal will be available 10 days before actual Field Operation. After submitting all information, a UTN will be received on registered mobile number. During face to face enumeration in ground, this UTN along with data will be verified by Field Enumerators. However, Self-Enumeration portal is optional.

### Listing Operation:

During listing Field Enumerators will make a list of all structures along with geotagging of each and every structure whether commercial or residential within each block.

### Tablet based data collection:

During Field-Enumeration, Enumerators will visit all Households and fill the required information from those Household and Geo tag all structures.

#### 26: Have the 2017 census and its pitfalls been analyzed?

A: After directions of Council of Common Interest (CCI) to conduct 7<sup>th</sup> Population and Housing Census using digital technology, the first initiative taken by PBS was Forensic Audit of Census 2017 processes and reviewing the queries of demographers, analysts, international observers, politicians, provinces, data users and other stakeholders. Besides, UN guidelines and the best practices observed all over world were also reviewed. A census Advisory Committee comprising of all stakeholders was comprised. The recommendations of 7<sup>th</sup> Population and Housing Census were prepared under the guidance of Census Advisory Committee.

Main recommendations of the committee are as follows: -

- Census must be conducted **Digitally** with real-time online monitoring & geo-tagging of all structures
- Ensure **Universality**: Counting of whole population residing in country at the time of the census irrespective of its **Status/ Holder of CNIC or not**
- **De-jure Method of enumeration is recommended** (person is enumerated at usual place of residence). This method is the widely used method internationally and used in all previous Censuses in Pakistan.





- **Single Census questionnaire may be administered** which should be strictly in **relevance** to the **Objectives** of Census.
- Law enforcement agencies may be used for **security** but **not for enumeration / verification**.
- Field Data collection / Monitoring may be carried out by Provincial Government staff. **Comprehensive trainings** and involvement of graduate students in the enumeration **process is recommended**.
- **Involvement of Stakeholders** (especially provinces / political parties) from start to end (Planning to Finalization of results)
- Establishment of **National Census Coordination Center (N3C)** with representation of Provincial Governments for effective monitoring, coordination and policy decisions.
- Effective publicity campaign with effective use of social media for clarity regarding the **primary objective of Census** which may begin early and extend right up to the release of the first initial results
- Conduct of **Pilot Census** for checking the whole process and conduct of **Post Enumeration Survey** for assessing reliability of data and coverage

**27: How are you going to ensure that this census does not receive the criticism of undercounting that the 2017 one did?**

A:

#### **Consultative process**

7<sup>th</sup> Population of Housing census has been designed in a way that it will involve stakeholders from initial step to finalization of results and data dissemination. For confidence building of stakeholders several consultative rounds and sensitization workshops have been carried out with provincial functionaries (Chief Secretaries and relevant departmental secretaries), academia and researchers. The process has been clearly explained to all of them and all of their apprehension addressed before approval of the recommendations for conduct of Census from Council of common Interest. Further, PBS has put all efforts in training of Field Staff on standardized concepts by hiring the professional training firm for preparation of audio/video, interactive videos and conduct of digital trainings. All provincial departments especially department of education, planning, Bureau of Statistics, Crop reporting and agriculture statistics department have been fully engaged in trainings of Field Enumerators



and shown satisfaction over the quality of training which is a sign of their trust in the process. In case of any ambiguity, PBS is fully prepared to clarify.

### **Real time Monitoring**

Further for credibility of the whole process, provincial governments and relevant stakeholders will be given access to the role base dashboards link with GIS for monitoring of field work and coverage.

### **Quality Assurance & Trend Analysis**

It is worth mentioning that quality assurance of the data will also be assured through computer assisted telephonic interviews where the data collected will be randomly checked by generating calls through PBS specialized established call centers. In case of consistent departures, Supervisors will be directed to check the work of enumerator and direct him to improve. Further the trend analysis of data collected on real time will be checked with previous data collected through census, and surveys of those particular areas to immediately identify any over reporting.

### **28: How do you react to rights' bodies concern about the digital census possibly excluding people with no or low internet coverage, and the Bengalis living in Pakistan for several decades?**

**A: Low Internet Coverage:** The applications has been designed both in offline & online modes, therefore there will be no problem.

Tablets that will be used for Enumeration will need connectivity only for logging in, therefore they can work in offline modes and data can be synced to server whenever internet is available. Special SOP's have been prepared for the areas where internet facility is either weak or not available. In extreme cases, paper-based data collection may be adopted.

**Bengalis or other foreigners in Pakistan:** The purpose of Population and Housing Census is Policy making and Planning for each and every person living in the country irrespective of status (whether legal/illegal, foreigner or local). Further, De-jure methodology of Data Collection will be used, **it means that a person will be counted in a household where he has been living for at least 6 months or intends to be there for 6 months and(or) more irrespective of his/her Nationality.**

### **29: How and where will you count nomads and seasonal people, including workers?**



**A:** In census the jhonpri and juggis are also numbered ,even people living in pipes will be considered and counted so nomads will be counted in the particular block where they will be found during census as they don't have any fix home. All homeless who sleep on footpaths, stations, under bridges will be counted on last day of census in block usually at night as they come to sleep there at night. Seasonal workers will be counted at usual place of residence in their regular household's as their duration of stay is usually three months.

All homeless who sleep on footpaths, stations, under bridges will be counted on last day of census. in a block usually as they come to sleep there at night.

### **Murad Ali Shah (PPP) Press Conference 19-5-23**

QUESTIONS	ANSWER
1. Federal Government should ensure accuracy of Census and review Sindh Census data	Issue Addressed
2. Why Census is concluded everywhere except Punjab on 15 <sup>th</sup> May?	NADRA had provided uninterrupted provision of tablets services and access to backend system for complete Sindh province ever since the day Census-2023 began. These services were stopped on 22 <sup>nd</sup> May, 2023. NADRA teams were available for support of field staff in all blocks throughout the field operation. The enumerators were briefed about “Reimporting” in case of issue in software. During 15 <sup>th</sup> to 20 <sup>th</sup> May, 2023. An increase of 361,880 was observed in the population of Sindh. In this regard, letter written by NADRA is placed at Annexure ‘B’
3. Why Census is conducted by sending enumerators door-to-door, when population counting through satellite technology is possible?	Satellite technology can be used to count structures only. Counting of individuals is still carried out through door to door operations all over the world
4. Population of Karachi is shown less than actual by at least 13,00,000? 5. Population is shown less in all districts of Sindh 6. Population of Sindh is 64.4 Million while PBS put it as 57.66 Million.	Sindh Government was responsible for conducting field operation throughout the province. Therefore, in case of any observation on population number in Sindh, DCs, ACs and Feld Staff of Sindh province is answerable.





7. Certain districts were undercounted while others were over counted	
8. All blocks of Karachi have not been enumerated,	Sindh Government was responsible to ensure complete coverage within stipulated time. So, under coverage shows mismanagement on Sindh Government end.
9. Blocks of Ghotki and Kashmore are also pending due to law and order situation but it is not mentioned anywhere, However, the pendency of snow bound areas is always highlighted.	Pendency of census field operation in areas with security risk was highlighted not only in CMC but PCC/Provincial Incharges were also informed again and again through letters. It is also part of minutes of meeting of 14 <sup>th</sup> CMC.
10. Entries made on tablets by enumerators on 17 <sup>th</sup> and 18 <sup>th</sup> May, 2023 were rejected in Taluka Jati, District Sahiwal; Daro Satrah, Tando Allah Yar; Nuradi, Shahdadkot and Circle 9, Umerkot.	'Reimport' was not done by enumerators which is carelessness on part of DCs/ACs and field staff. NADRA didn't stop provision of any facility before 22 <sup>nd</sup> May, 2023

### **Mustafa Kamal & Farooq Sattar MQM**

QUESTIONS	ANSWERS
1. Why the percentage of construction shown in Flood affected areas is 21% whereas in Karachi it is 13% and in Hyderabad it is 5%?	The increases in No. of households of Sindh province observed during Census-2017 to 2023 is 19.4% whereas it is 16% in Karachi Division and 9.4% in Hyderabad District. It is worth mentioning that usually in rehabilitation process the average household size decreases and number of HH increases for gaining more benefits. So, in flood affected areas, population resides in tents/ temporary places and rehabilitation impact can be seen. Consequently, average household size decreases and number of HHs is increased.
2. In Karachi all residential structures have 4-5 stories, but increase in HHs in Karachi is 3 lacs 70 thousand, however in Larkana, which is badly affected by flood, 11 lacs 35 thousand HHs have been increased.	The HHs are counted irrespective they are living in building or temporary places/ tents. The flood affectees were living in tents, therefore the data showed decrease in HH size and increase in No. of HHs. As per Census-2023 Household data, the household increase 16 % in Karachi division i.e. 4 lac 37 thousand and 31 % i.e. 3 lac 31 thousand in Larkana division.



1.The figures are shared at Divisional level, in which urban district population has been shown less. Specifically, in Mirpur Khas, Hyderabad, Sukkur, Nawab shah, which results in increase by 30-40 percent in divisional population but share of urban increase is only 10 %, which is against Demographic trend as it shows that people are migrating toward rural areas.	After analysis of censuses data (1981-2023), It has been observed that urban & rural population share of Sindh is almost equal. In Census 2023 Increase of Urban Population is as Under :- <table><tr><th>Name of Division</th><th>Total Increase (%)</th><th>Urban Increase(%)</th><th>Rural Increase(%)</th></tr><tr><td>Sindh</td><td>19.99</td><td>18.79</td><td>21.29</td></tr><tr><td>Hyderabad</td><td>15.97</td><td>17.54</td><td>15.06</td></tr><tr><td>Karachi</td><td>18.34</td><td>17.64</td><td>27.54</td></tr><tr><td>Larakna</td><td>31.12</td><td>24.55</td><td>34.15</td></tr><tr><td>Mirpur Khas</td><td>21.35</td><td>21.96</td><td>21.20</td></tr><tr><td>Shaheed Benazirabad</td><td>18.55</td><td>18.30</td><td>18.65</td></tr><tr><td>Sukkur</td><td>20.35</td><td>23.59</td><td>18.71</td></tr></table>	Name of Division	Total Increase (%)	Urban Increase(%)	Rural Increase(%)	Sindh	19.99	18.79	21.29	Hyderabad	15.97	17.54	15.06	Karachi	18.34	17.64	27.54	Larakna	31.12	24.55	34.15	Mirpur Khas	21.35	21.96	21.20	Shaheed Benazirabad	18.55	18.30	18.65	Sukkur	20.35	23.59	18.71
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2. Census should be conducted by Federal Government instead of Provincial Government for transparency and accuracy.	According to Federal legislative list part two, It is joint responsibility of federal and provincial government to exercise census. Yes, Census is Federal subject and always planned by federal government with the consultation of provinces because provincial governments are responsible for providing field staff and execution of field operation.																																
3. Less blocks have been allocated to Karachi and Hyderabad	Blocks allocation is only made for covering whole areas within stipulated period. In case of Karachi, the formation of blocks was based on high-rise structures. During Census 2017 to 2023 increase in block in Hyderabad is 21% Division, 9% in Karachi Division and 8.7% in Larkana Division respectively.																																
4. A letter was written to PBS on 17 <sup>th</sup> that the detail of 32,000 households has not been shared	Aknowledged																																
5. Complaints of under reporting were launched from urban Sindh but Bilawal wrote letter to Federal Government to extend date in whole Sindh and Government accepted it. The population of Rural Sindh is also increased.	PBS received complaints regarding under enumeration throughout the country. So, it was decided in CMC meeting to carry out the verification process across the country by adopting uniform methodology.																																



6. Details of No. of Houses in a block were also shared by him Shaheed Benazir Abad (270 HH in one Block), Hyderabad (200 HH in one block), Karachi (198 HH in one densely populated block), Larkana (more than 250 in one block), 8 lac 47 thousand HHs not counted in Karachi, 1 lac 19 thousand HHs not counted in Hyderabad,	As per blocks formation policy, blocks were allocated on average 200-250 households in smooth areas and 125-150 HH in hard areas. But block scheme is different in Karachi for full coverage & easy access to every household as there are high rise buildings in Karachi. The block scheme is not fixed on 200-250 HHs but it varies from area to area. over- all blocks increased in Sindh province is 12%, in Shaheed Benazir Abad Division is 16%, in Hyderabad Division is 21%, in Karachi Division is 9% and in Larkana Division is 8.7% respectively. Block formation scheme is attached at Annexure -B
7. If PBS will not be able to share logical and reasonable numbers, then MQM will not accept the results of Census.	Issue was resolved in several meetings with political parties

### **Mustafa Kamal MQM in BakhbarSwer (ARY)**

QUESTIONS	ANSWERS
1. According to NADRA, there are 98 lac ID Card holders in Karachi and 35 lac minors. According to Census report 2017, Minors are 46% of total Population. If Population of Karachi is 1 crore 87 lacs than it means that 50 lac minors have not been counted in Karachi.	Issue was clarified in several meetings with political parties
2. 32740 high rise Buildings where data has not been collected properly, 860 blocks with single family persons identified which is 9% in Karachi, higher than rest of Pakistan.	Issue was clarified in several meetings with political parties
3. 7th April it was said that 98% Karachi has been counted, 45-48 lac people have been added afterwards. Why it was said at that	Issue was clarified in several meetings with political parties





time that 98% of Karachi has been counted.	
4. The rise in population of Karachi is 13%, which is lower than Jacobabad (59%), Larkana (38%), Shaheed Benazirabad (27%) and Sukkur (22%). This is against Demographic trend.	Overall 31% Population increase in Larkana Division, 18% in Karachi Division while 18% in Shaheed Benazirabad Division and 19% in Sukkur Division respectively

### **Hafiz Naeem Jamat-i-Islami**

QUESTIONS	ANSWERS
1. Need to count not only the native residence but also Army and Rangers residing in the city.	Already in practice
2. PBS is main responsible of undercounting.	Clarified

### **Block Formation Scheme**

To ensure complete coverage of geographical area & population and to avoid duplication or omission of population, the whole country has been delimited into four tiers system which includes **Census Districts**, **Census Charges**, **Census Circles** and **Census Blocks**.

### **Delimitation of Urban Blocks:**

1. Outer urban boundaries have been obtained from the relevant Local Government Departments.
2. Average number of houses in urban Enumeration Area (block) has been kept from 200 to 250 houses.
3. If number of flats in high rise buildings is more than 250, only one EA/block has been delimited. It has not been divided into two EAs/blocks.
4. In case of suburbs, where houses are scattered, the average number of houses in EA/block may be less than average EA/block size.



5. In case of congested commercial/industrial areas, where residential houses are less than average, the number of structures has been 150 or less than this average size.
6. Jail, Hospital & Hostel have been considered as one house/collective residence. Moreover, number of houses may be less than average in EA/block where these types of structures/institutions exist.
7. Central/District Jail, big Hospitals & Hostels have been made at least one or more EAs/blocks on the basis of houses within the boundary of that institution. Adjacent residential population outside the boundary of these collective residences of Jail/Hospital has not been included in this EA/block.
8. Open areas, parks and graveyards, etc. have also been included in the EA/block by keeping in view the other yardsticks for EA/block formation.

#### **Delimitation of Rural Blocks:**

1. Every Mauza/Deh/Village in **settled** or **unsettled** areas has been formed at least one EA/block whether it has less population or uninhabited (*Becharagh*).
2. EAs/blocks must be made inside the boundaries of Mauza/Deh/Village.
3. If a Village consists of different tribes in **unsettled** areas, every tribe has been assigned one EA/block.
4. A Mauza/Deh/Village comprising of big settlements, an EA/block consists of 175 to 200 houses depending upon the geographic position and ground location.
5. All the houses found in commercial/industrial buildings have been included in the same EA/block of Mauza/Deh/Village however; average number of houses may be less.



## **NISAR KHUHRO CLAIMS CENSUS RELATED DATA IS NOT BEING SHARED WITH PPP**

### **MAIN POINT**

- Pakistan People's Party (PPP) demanded the federal government to extend the date of digital census.
- People are homeless due to floods in various cities of Sindh and homeless people should be counted.
- He said if PPP's concerns regarding the census would not be removed then results will never be accepted.
- PPP Sindh President Nisar Khuhro said that no data related to the census is being shared with PPP and there are numerous concerns over the digital census.
- The delegations of MQM, GDA and PTI did not participate in the multi-party conference.

## **AZAD JAMMU KASHMIR RESERVATIONS ON DIGITAL CENSUS**

### **Pakistan's digital Census 2023 will make Kashmiris Invisible**

- The people of Kashmir are concerned that the Census 2023 will mask their national identity invisible in the data. It will also seriously undermine the ability of the Citizens of Jammu and Kashmir living in Pakistan.
- A campaign for the inclusion of "Bashinda-e-Riyasat Jammu and Kashmir" (Citizens of Jammu and Kashmir) and main community languages, Pahari, Gojri, Balti and Brushuski as one of the core data entry options in Pakistan Census 2023 data collection forms.



## Annexure-30

### Census FAQ's Urdu

#### س1) باڑہ/پولٹری/نرسری کو کیا کوڈ دیا جائے گا؟

ج) سوال نمبر 3 میں باڑہ/پولٹری/نرسری کی معاشی سرگرمیوں کو PSIC کوڈ 01 کے ساتھ باڑہ کا کوڈ دے کر اندراج کیا جائے گا۔

#### س2) عمارتوں کو نمبر لگانے کے طریقہ کار کی وضاحت کریں۔

ج) بنیادی طور پر ہر جداگانہ عمارت کو ایک الگ نمبر دیا جاتا ہے لیکن ہم نے عمارت کو نمبر لگانے کے تین مزید طریقے بھی بتائیں ہیں مثال کے طور پر اگر ایک کوٹھی کے اندر سرونٹ کوارٹر اور ایک اینکسی ہے تو گھر کے باہر ایک نمبر لگے گا۔ اگر کسی عمارت کے اندر فلیٹس ہیں تو عمارت کے باہر ایک نمبر لگے گا اور پھر ہر فلیٹ کو الگ سے ذیلی نمبر لگایا جائے گا۔ لیکن اگر اسی بیرونی دیوار کے اندر ہاسٹل، مسجد، کیفیٹیریا، میڈیکل سٹور یا بک شاپ وغیرہ بھی موجود ہیں تو ان سب عمارتوں کو الگ الگ نمبر لگے گا۔ اس کے بارے میں مزید جاننے کے لیے Manual Summary کا مطالعہ کریں جس میں موجود قائد اعظم یونیورسٹی کی مثال سے یہ مزید واضح ہو جائے گا۔

#### س3) آرٹ، اینٹرٹینمنٹ اور ری کریشن کا کوڈ کون سی سرگرمیوں کو کور کرتا ہے؟

ج) (90-93) تک کے کوڈ آرٹ، اینٹرٹینمنٹ، اور ری کریشن کی سرگرمیوں کو کور کرتے ہیں جہاں جہاں کوئی لائبریری، لوک ورثہ، سپورٹس کلب، سنوکر، بلیئرڈ، کیرم بورڈ، چیسٹ، کارڈز، بیڈ منٹن، سینما گھر، تھیٹر وغیرہ اگر کسی الگ عمارت میں موجود ہیں تو وہ انہی کوڈز کے اندر آئیں گے۔

#### س4) ہاسٹل کو کہاں شمار کیا جائے گا؟

ج) ہاسٹل بھی ایک ایسی معاشی سرگرمی ہے جو رہائشی مقاصد کے لیے ہو رہی ہے۔ اس کو ہم اجتماعی رہائش تصور کرتے ہوئے رہائشی و معاشی سرگرمی میں ڈالیں گے۔ ہاسٹل سمیت تمام Institutional Households کو "معاشی و رہائشی" کے اندر درج کیا جائے گا۔ معاشی و رہائشی میں درج کرنے کے بعد اسکو "معاشی" میں ڈالیں گے۔ اور وہاں رہنے والوں کا اندراج اجتماعی گھرانے کے طور پر ہو گا۔

#### س5) گھرانے کی کیا تعریف ہے؟

ج) گھرانے سے مراد یہ ہے کہ "ایک ایسا گھر جہاں لوگ ایک ساتھ رہتے ہوں اور ایک ساتھ کھاتے پیتے ہوں"۔ مثال کے طور پر ایک گھر کے اندر اگر تین بھائی اپنی اپنی فیملی کے ساتھ رہتے ہوں اور ہر ایک اپنے کچن کا خرچہ خود اٹھاتا ہو تو یہ ایک ہی گھر میں رہنے کے باوجود تین الگ گھرانے تصور کئے جائیں گے۔

#### س6) کیا سوال نمبر 7 جو کہ معاشی سرگرمی کے حوالے سے ہے، اس میں ادارے کے سربراہ کا نام لکھنا ہے؟

ج) جی نہیں، سوال نمبر 7 جو کہ معاشی سرگرمی کے حوالے سے ہے اس میں ادارے کے سربراہ کا نام نہیں لکھنا بلکہ ادارے کا نام لکھنا ہے یا اس کی معاشی سرگرمی کو واضح کرنا ہے۔ سربراہ کا نام صرف گھرانے کی صورت میں لکھنا ہے۔

### س7) کچہری میں عدالتوں اور وکیلوں کا اندراج کس طرح سے کرنا ہے؟

ج) کچہری کو بھی ایک الگ معاشی سرگرمی کے طور پر درج کرنا ہے چاہے وہاں پر وکیل الگ الگ کمروں میں بیٹھیں ہوں یا کسی الگ عمارت میں موجود کمروں میں ہوں انکا اندراج ایک ہی معاشی سرگرمی کے طور پر ہوگا ہاں اگر کچہری کی حدود میں کوئی مسجد، کیفیٹیریا، یا شاپ وغیرہ ہو اور ایک proper structure کے اندر اپنی معاشی سرگرمی انجام دی جا رہی ہو تو اسکا اندراج بھی ایک الگ معاشی سرگرمی کے طور پر ہوگا اور ہر عمارت کو الگ نمبر دیا جائے گا۔

### س8) کثیر المنزلہ رہائشی و معاشی عمارت میں نمبر کیسے لگائیں جائیں گے؟

ج) کثیر المنزلہ رہائشی و معاشی عمارت کی صورت میں عمارت کے باہر ایک نمبر لگے گا اور رہائشی گھروں کو ذیلی نمبر دئیے جائیں گے۔ اسی عمارت میں کسی معاشی سرگرمی کی صورت میں دکانوں کو ہم ذیلی نمبر نہیں لگائیں گے بلکہ اندراج ہوتے ہی ڈیٹا اسکو automatically نمبر دے دے گا۔

### س9) تبلیغی جماعت والوں کا اندراج کیسے کرنا ہے؟

ج) تبلیغی جماعت والوں کو exceptionally treat کرنا ہوگا، چاہے وہ 6 مہینے، اس سے کم یا زیادہ عرصہ کے لیے بھی تبلیغ پر جائیں تو بھی انکا شمار ان کے اپنے گھرانے میں ہی کیا جائے گا۔

### س10) اگر ایک گھر میں دکان بھی ہے اور اس کا الگ داخلی راستہ بھی ہے تو اس عمارت کو رہائشی "شمار کریں گے یا "معاشی و رہائشی"؟

ج) جی ہاں، اگر اس گھر میں موجود دکان کا الگ داخلی راستہ ہے یا کوئی بورڈ لگا ہوا ہے تو اس کا اندراج معاشی و رہائشی سرگرمی کے طور پر ہوگا۔

### س11) اگر کسی گھرانے کی self enumeration ہو چکی ہو تو کیسے معلوم ہوگا؟

ج) self enumeration ہو جانے کے بعد enumerator فیلڈ میں جائے گا اور اس گھر پر نمبر لگائے گا اور پوچھے گا کہ کیا اس گھر کی self enumeration ہو چکی ہے تو ہاں کی صورت میں UTN (Unique Token Number) طلب کرے گا۔ اسکی مدد سے ڈیٹا کی تصدیق کی جائے گی۔ اگر اس وقت ڈیٹا میں کوئی تبدیلی کرنی ہو تو کی جا سکتی ہے۔ اگر جواب دہندہ UTN نہیں دیتا تو اس صورت میں دوبارہ ڈیٹا لیا جائے گا۔

### س12) گودام اگر دکان سے دور الگ مارکیٹ میں ہو تو اسے نمبر لگانے کا کیا طریقہ کار ہوگا؟

ج) گودام اور دکان دور ہونے کی صورت میں ان کو الگ الگ نمبر دیا جائے گا۔ گودام اور دکان ساتھ ساتھ ہونے کی صورت میں ایک ہی نمبر لگے گا۔

### س13) اگر ایک مارکیٹ کی سب ہی دکانیں بند ہیں تو کیا کیا جائے؟

ج) اس صورت میں بند دکانوں کا ایک ہی دفعہ اندراج ہو گا۔

### س14) کیا غار/خیمہ/کشتی کو کمرہ شمار کریں گے؟

ج) غار اور کشتی ایک ہی کمرہ شمار ہوں گے جبکہ خیمہ کی صورت میں اگر گھرانہ ایک خیمے میں رہ رہا ہے تو ایک کمرہ شمار ہوگا اور اسی طرح اگر ایک گھرانہ دو خیموں میں رہائش پذیر ہو تو اس صورت میں دو کمرے شمار ہوں گے۔

### س15) کیا مسجد صرف معاشی مقاصد کے لئے ہو سکتی ہے؟

ج) جی ہاں، اگر مسجد میں کوئی رہائش نہیں ہے تو اسے معاشی سرگرمی کے طور پر تصور کیا جائے گا۔

### س16) کثیر المنزلہ عمارت میں کم سے کم کتنی منزلیں ہونی چاہیے؟

ج) کثیر المنزلہ رہائشی عمارت میں کم سے کم چار یونٹ ہونے چاہئیں۔ اور معاشی و رہائشی میں دونوں کا کم سے کم ایک ایک یونٹ ہونا ضروری ہے جبکہ معاشی کثیر المنزلہ میں ایک یونٹ بھی ہو سکتا ہے۔

## بی بی ایس کے سوشل میڈیا پیجز پرفیڈ بیک سے سوشل میڈیا فرم کی طرف سے مرتب کردہ مردم شماری کے متعلق پوچھے جانے والے سوالات

### 1) پاکستان میں مردم شماری کا ذمہ دار کون ہے؟

پاکستان ادارہ شماریات، قومی شماریاتی ادارہ ہونے کے ناطے جنرل سٹیٹسٹکس ری آرگنائزیشن ایکٹ 2011 (General Statistics Re Organization Act 2011) کے تحت مردم شماری اور سروے کروانے کا پابند ہے۔

### 2) پاکستان میں اب تک کتنی مرتبہ خانہ و مردم شماری ہوئی ہے؟

پاکستان میں اب تک چھ مرتبہ خانہ و مردم شماری ہو چکی ہے۔ 1951 میں پہلی، 1961 میں دوسری، 1972 میں تیسری، 1981 میں چوتھی، 1998 میں پانچویں اور 2017 میں چھٹی مردم شماری منعقد کروائی گئی۔

### 3) کیا پورے پاکستان میں مردم شماری کروائی جائے گی؟

جی ہاں، مردم شماری آزاد جموں کشمیر اور گلگت بلتستان سمیت پورے پاکستان میں کروائی جائے گی اور ان تمام افراد کو شمار کیا جائے گا جو پاکستان میں رہائش پذیر ہیں۔

### 4) مردم شماری اور سروے میں کیا فرق ہے؟





مردم شماری کا مطلب ہے آبادی میں تمام اکائیوں کی مکمل گنتی، یعنی مردم شماری میں کسی ملک میں رہنے والے ہر فرد کو شمار کیا جاتا ہے جبکہ سروے میں نمونے لئے جاتے ہیں۔ نمونے آبادی کا حصہ ہیں اور سروے کے ذریعے آبادی کے لیے مختلف اشاریوں کے تخمینے حاصل کیے جاتے ہیں۔

#### **5) پاکستان میں شماریاتی اعداد و شمار کے اہم ذرائع کیا ہیں؟**

پاکستان ادارہ شماریات کو مختلف سماجی، اقتصادی اور آبادی کے اشاریوں کے لیے منصوبہ بندی اور پالیسی سازی کے لیے معلومات فراہم کرنے کا پابند بنایا گیا ہے۔ اس کے علاوہ صوبائی ادارہ شماریات اور دیگر سرکاری ادارے بھی معلومات فراہم کرتے ہیں۔

#### **6) کیا معلومات اکٹھے کرتے وقت اقلیتوں کو شامل کیا جاتا ہے؟**

جی ہاں مردم شماری میں اقلیتوں کو بھی شامل کیا جاتا ہے۔ یہ واضح رہے کہ مردم شماری میں ملک کے تمام افراد کو شمار کیا جاتا ہے۔ چاہے ان کا تعلق کسی بھی مذہب سے ہو اور وہ قانونی ہوں یا غیر قانونی۔ کیونکہ مردم شماری کا بڑا مقصد مخصوص علاقے میں رہنے والے لوگوں کی تعداد کی بنیاد پر منصوبہ بندی اور وسائل کی تقسیم ہے۔

#### **7) ڈیجیٹل مردم شماری کا مطلب کیا ہے؟**

ڈیجیٹل مردم شماری میں جی آئی ایس سے منسلک الیکٹرانک آلات (ٹیبلیٹس) کے ذریعے معلومات اکٹھی کی جائیں گی۔ مکمل کوریج کے لیے جیو ٹیگنگ کے ساتھ شمار کنندگان کی رئیل ٹائم مانیٹرنگ (Real Time Monitoring) معلومات کی شفافیت اور اعتبار میں اضافہ کرے گی۔

#### **8) پہلی ڈیجیٹل مردم شماری کا عمل کیا ہو گا؟**

پہلی ڈیجیٹل مردم شماری میں مندرجہ ذیل عوامل شامل ہوں گے:

(1) ٹیبلیٹ کے استعمال اور تصورات پر شمار کنندگان کی وسیع تربیت۔

(2) تمام رہائشی اور اقتصادی یونٹس کی الیکٹرانک فہرست سازی۔

(3) ڈھانچے / عمارات کی جیو ٹیگنگ۔

(4) خود شماری۔

(5) ٹیبلیٹ کے ذریعے معلومات کا اندراج۔

(6) رئیل ٹائم مانیٹرنگ (Real Time Monitoring)۔

(7) پرنٹ، الیکٹرانک اور سوشل میڈیا تشہیری مہم۔

#### **9) ڈیجیٹل مردم شماری کے لئے ڈیٹا اکٹھا کرنے کے مختلف طریقے کونسے ہوں گے؟**

(1) ویب پورٹل کے ذریعے خود شماری۔

(2) ٹیبلیٹس (Tablets) کی مدد سے شمار کنندہ کے ذریعے معلومات اکٹھی کرنا۔

#### **10) گنتی کے لئے کیا طریقہ کار استعمال کیا جائے گا، ڈی جورے یا ڈی فیکٹو؟**

گنتی کا ڈی جیور (Dejure Method) طریقہ استعمال کیا جائے گا۔ اس طریقہ کار کے مطابق، وہ تمام افراد جو کسی خاص جگہ پر کم از کم چھ ماہ سے مقیم ہوں یا چھ ماہ سے زیادہ اسی جگہ رہنے کا ارادہ رکھتے ہوں، وہ اس جگہ میں شمار کیے جاتے ہیں۔ مثال کے طور پر، ایک شخص اسلام آباد میں اپنی ملازمت کے لئے رہتا ہے اور

کبھی کبھار لاہور میں اپنے خاندان سے ملنے کے لئے آتا ہے، اس کا شمار اسلام آباد میں ہو گا کیونکہ وہ اسلام آباد کے وسائل استعمال کرتا ہے۔

### **11) گنتی کے عمل کی وضاحت کریں؟**

گنتی دو مراحل کے ذریعے مکمل کی جائے گی۔

#### **خود شماری:**

خود شماری میں ایک مکمل طور پر محفوظ ویب پورٹل بنایا گیا ہے۔ اس ویب پورٹل کے ذریعے فیلڈ کی گنتی سے پندرہ دن پہلے معلومات کا اندراج کیا جاسکے گا۔ پہلا قدم:

پورٹل تک صارف محفوظ لاگ ان/پاس ورڈ کے ذریعے رسائی حاصل کرے گا جو ان کے موبائل فون نمبرز کا استعمال کرتے ہوئے بنایا جائے گا اور اس کے بعد فرد اپنی معلومات بھر سکتا ہے۔ معلومات مکمل ہونے کے بعد ہر صارف کو پورٹل کے ذریعے ایک منفرد ٹوکن یا کیو آر کوڈ جاری کیا جائے گا۔ دوسرا قدم:

بلاک فیلڈ کی مردم شماری کے دوران شمار کنندہ گھر کا دورہ کرے گا اور کیو آر کوڈ کی تصدیق کرے گا، اگر تصدیق ہو جائے، تو شمار کنندہ صرف جیو ٹیگ کرے گا اور خود شماری کا عمل مکمل ہو جائے گا۔

### **گھرانوں کی فہرست سازی:**

لسٹنگ آپریشن فیس ٹو فیس انٹرویوز (Face to face interviews) کے آغاز سے چار دن پہلے کیا جائے گا۔ لسٹنگ آپریشن کے دوران گھروں کی فہرست تشکیل دی جائے گی اور ہر ڈھانچے کو جیو ٹیگ (Geo Tag) کیا جائے گا۔ شمار کنندہ گھر والوں کی فہرست کے بعد ہر ڈھانچے کے باہر سبز نشان کے ساتھ ایک نمبر لکھے گا۔ اس فہرست کو مزید سروے کے لئے نمونے کے فریم کے طور پر استعمال کیا جائے گا۔ ساتویں خانہ و مردم شماری میں تمام معاشی سرگرمیوں کی ایک فہرست بھی بنائی جائے گی اور یہ اقتصادی مردم شماری کے لیے سیمپلنگ فریم فراہم کرے گی۔

#### **فیلڈ کی گنتی:**

ان تمام گھرانوں کے لئے جو خود شماری کو اختیار نہیں کریں گے، شمار کنندہ انٹرویو کے ذریعے ڈیٹا اکٹھا کر کے اسے ٹیبلٹ میں درج کرے گا۔

### **12) بی بی ایس کے علاوہ کون سی تنظیمیں پہلی ڈیجیٹل مردم شماری کے لئے تعاون کریں گی؟**

مندرجہ ذیل ادارے مردم شماری کے عمل میں بی بی ایس کے تعاون کے شراکت دار ہیں:-

نادرا (مردم شماری کے سافٹ ویئر اور ٹیبلٹ کی فراہمی کے لئے)

سپارکو (بائی ریزولوشن امیجری کے لئے)

این ٹی سی (سٹوریج کے بنیادی ڈھانچے اور کمپیوٹرز سہولیات کی فراہمی کے لئے)

تاہم فیلڈ کی گنتی کے لیے عملے کی فراہمی اور نگرانی صوبائی حکومت کی ذمہ داری ہے۔

### 13) مردم شماری کے سافٹ ویئر اور ٹیبلٹ کی فراہمی کے لئے کون سی تنظیم ذمہ دار ہے؟

نا در۔

### 14) اینو مریشن بلاک کا مطلب کیا ہے؟

گنتی کا بلاک اوسطاً 200 سے 250 مکانات پر مشتمل ہوتا ہے اسے سروے میں پرائمری سا مپلنگ یونٹ کے طور پر بھی جانا جاتا ہے۔ مردم شماری میں پورے بلاک کی گنتی کی جاتی ہے جبکہ سروے میں بلاکس میں سے گھراؤوں کی صرف مخصوص تعداد لی جاتی ہے۔

### 15) شمار کنندگان کو کون تر بیت دے گا؟

مردم شماری میں شمار کنندگان کی تر بیت تین درجوں میں منعقد کی جائے گی۔

پہلا مرحلہ:

اسلام آباد میں 300 ماسٹر ٹرینرز کو تربیت دی جائے گی جس میں 150 آئی ٹی ٹرینرز شامل ہیں۔

دوسرا مرحلہ:

ماسٹر ٹرینرز ڈویژنل سطح پر 2200 ٹرینرز (ٹریننگ آف ٹرینرز) کو تر بیت دیں گے۔

تیسرا مرحلہ:

آئی او ٹیز تحصیل کی سطح پر 2000 مقامات پر 35 افراد فی بیج کے حساب سے فیلڈ سٹاف کو تربیت دے گا۔

### 16) کیا ووٹرز رجسٹریشن کے لئے مردم شماری کا استعمال کیا جاتا ہے؟

یہ واضح کیا جاتا ہے کہ مردم شماری کا بنیادی مقصد منصوبہ بندی، پالیسی سازی اور وسائل کی تخصیص کے لیے مخصوص بلاک / علاقے میں رہنے والے لوگوں کی گنتی ہے۔ اس علاقے میں رہنے والے تمام افراد کا ڈیٹا اکٹھا کیا جائے گا، چاہے ان کی حیثیت کچھ بھی ہو۔ یہ معلومات ووٹر رجسٹریشن کے لیے جمع نہیں کی جاتیں۔ کیونکہ ووٹر فرد کی ترجیح کے مطابق مستقل یا عارضی پتے کے حوالے سے رجسٹرڈ ہوتا ہے۔ اس لیے یہ ممکن ہے کہ کسی مخصوص علاقے میں رہنے والے لوگوں کے ووٹ ان کے مستقل پتے پر رجسٹر ہوں اس لیے ووٹر رجسٹریشن کو آبادی کی گنتی سے منسلک کرنا درست نہیں ہے۔ کسی بلاک میں اٹھارہ سال یا اس سے زیادہ عمر کی آبادی رجسٹرڈ ووٹر سے زیادہ یا کم ہو سکتی ہے کیونکہ مردم شماری میں آبادی کی گنتی ووٹر کے اندراج سے منسلک نہیں ہے۔

### 17) مردم شماری کا مقصد کیا ہے؟

مردم شماری کا بنیادی مقصد منصوبہ بندی، پالیسی سازی اور وسائل کی تقسیم کے لئے قابل اعتماد معلومات اکٹھا کرنا ہے۔

### 18) مردم شماری کیوں ضروری ہے؟

مردم شماری تعلیم، صحت، روزگار، بنیادی ڈھانچے کے منصوبوں جیسی بنیادی سہولیات سمیت وسائل کی تقسیم کو یقینی بناتی ہے۔ مردم شماری سے حاصل کردہ معلومات کو استعمال کرتے ہوئے انفرادی ضروریات خاص طور پر معذور افراد اور جسمانی چیلنجوں اور اقلیتوں وغیرہ کا انتظام کرنا ممکن ہو جاتا ہے۔ یہ معلومات مختلف پالیسیاں بنانے کے لئے ملک میں بسنے والے لوگوں کی جنس، عمر، جغرافیائی اور پیشہ ورانہ تقسیم کی بھی نشاندہی کرتا ہے۔ لہذا، ہر شخص کو اس کی معمول کی رہائش گاہ میں شمار کرنا، صحیح معلومات فراہم کرنے اور نقل اور غلطیوں سے بچنے کے لئے ضروری ہے۔



**19) کیا مردم شماری میں فراہم کردہ فرد کی معلومات کے غلط استعمال کا کوئی امکان ہے؟**

مردم شماری کے ذریعے شیئر کی گئی معلومات کو متفقہ طور پر پالیسی سازی اور ترقیاتی منصوبوں کے لئے استعمال کیا جائے گا۔ انتظامی اکائیوں کو اس یونٹ کی آبادی کی حرکیات کی بنیاد پر وسائل مختص کیے جائیں گے۔ لہذا، ہر فرد کی شمولیت اس انتظامی اکائی میں اہم ہے جس میں وہ رہ رہا ہے۔



## Annexure-31

### Duty Roster of Media Working Group

Sr. No.	Task	Person Responsible	Designation
1.	Posting of Social Media Content and Pages Security	Mr. Muhammad Ehtesham Mr. umair Saeed	Director (DP) System Analyst
2.	Overall incharge of Print and Electronic Media / Focal Person Social Media	Ms. Ayesha Sajid	Instructor
3.	Overall incharge of Social Media	Ms. Tayyeba Rehman	System Analyst
4.	Preparation of Social Media Content / Caption / Hashtags	Ms. Raheela (English) Ms. Bushra Warsi Ms. Sadia Maryam (Urdu)	Statistical Assistants
5.	Preparation of creative posts on Canva	Ms. Bushra Warsi Ms. Hina Javed Ms. Sadia Maryam Ms. Sana Javed Ms. Tasmia Mohsin	Statistical Assistants
6.	Media Monitoring on Print, Electronic	All team as per allocated channels, newspapers and	Statistical Assistants
7.	Preparation of Media monitoring Report for Print / Electronic	Ms. Bushra Warsi Ms. Sana Naz	Statistical assistants
8.	Monitoring of Social Media handles and Preparation of Media Monitoring Report of Social Media	Ms. Tayyeba Rehman Ms. Bilqees Nazir	System Analyst Statistical assistants
9.	Communication with all Regional / Field offices regarding Media and Publicity and collecting regional Publicity feedback specially outdoor publicity	Ms. Bilqees Naziir	Statistical assistant
10.	Taking approval of dates of International / national / Islamic days on which posts have to be created and intimating content designing team well before time	Ms. Bilqees Nazir	Statistical assistant



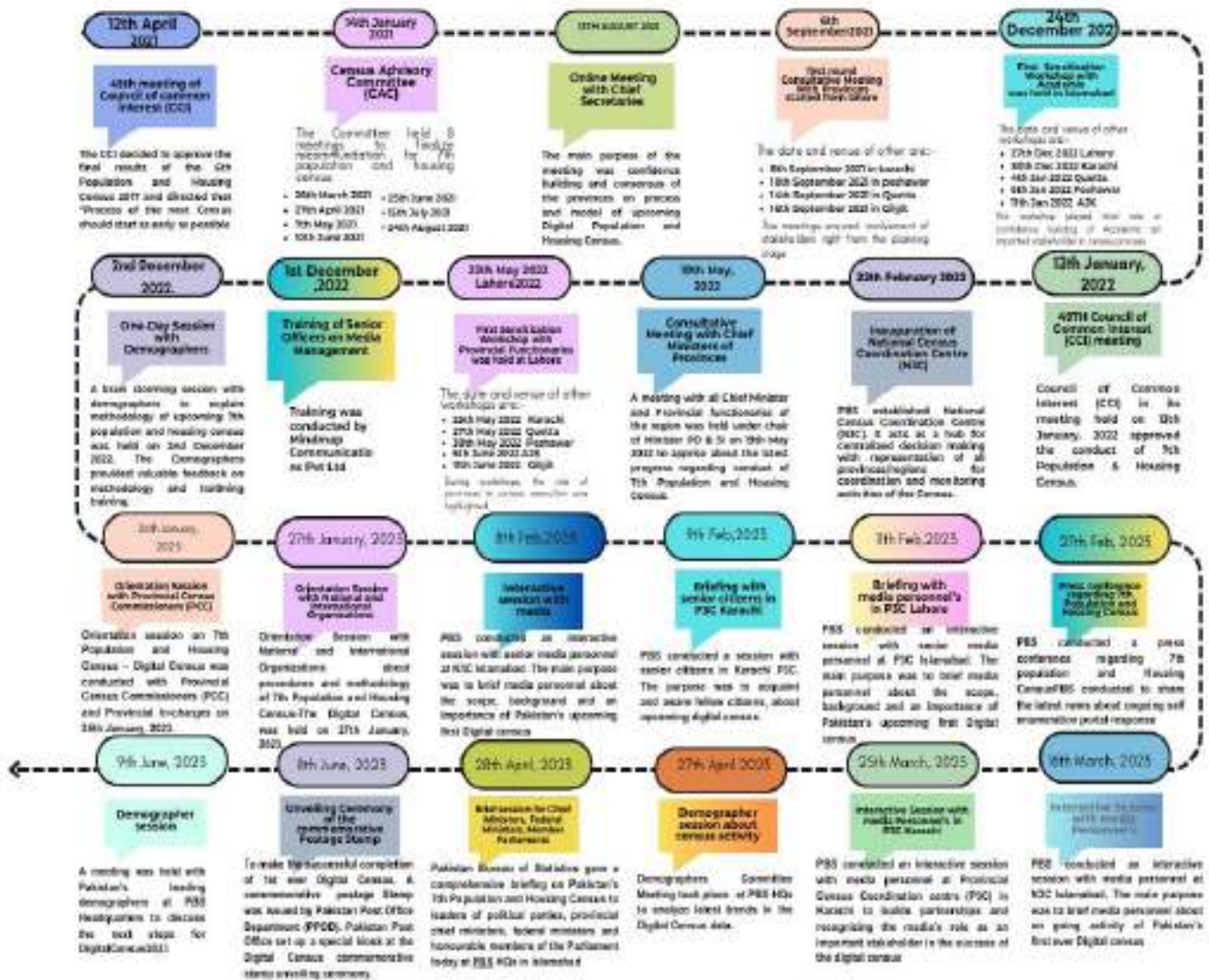
11.	Keeping track of all important meetings and activities of PBS, their coverage and preparation of relevant posts	Ms. Tayyeba Rehman Ms. Raheela	System Analyst Statistical assistant
12.	Decision of number of posts during a month at the start of month including coverage of event / important day post / informative post about PBS and its functions	Ms Tayyeba Rehman	System Analyst
13.	Approval of Social Media content on file	Ms. Tayyeba Rehman Ms. Bushra Warsi	System Analyst Statistical assistant
14.	Preparation of Press Releases	Ms. Ayesha Sajid	Instructor
15.	Dissemination of Press Release	Ms. Nubeed Sohail	Statistical assistant
16.	Uploading of Press Release on Web site after signature of Member RM and Social Media	Ms. Raheela	Statistical assistant
17.	All tasks related to PID including correspondence, Release orders of Print/ Electronic Ads and Budgetary issues	Ms. Ayesha Sajid Ms. Nubeed Sohail	Instructor Statistical assistant
18.	Archiving of Press Release in soft and Hard form + Archiving of all interviews	Ms. Raheela	Statistical assistant
19.	Archiving of all articles related to Census or PBS	Ms. Sadia Maryam	Statistical assistant
20.	Urdu translation	Ms. Sadia Maryam Ms. Sana Naz	Statistical assistant
21.	Preparation of timelines related to PBS activities specially on Digital Census	Ms. Bushra Warsi Ms. Hina Javed	Statistical assistant
22.	Archiving of event wise pictures	Ms. Hina Javed	Statistical assistant



## Annexure-32

### Timeline of Digital Census 2023

#### Publicity & Confidence Building Measures to give ownership of Digital Census to Stakeholders



# PAKISTAN

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