# COMMUNICATION, PUBLICITY AND CONFIDENCE BUILDING CAMPAIGN



FOR 7TH POPULATION AND HOUSING CENSUS -2023

FIRST DIGITAL CENSUS
OF PAKISTAN







s://self.pb



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#### **TEAM LEAD**

#### Mr. Muhammad Sarwar Gondal

Member Resource Management /Support Services

Media Focal Person



#### **INCHARGE CPMU (MEDIA CELL)**

#### Ms. Rabia Awan

Deputy Director General

CPMU/ CP&C/ Media Cell



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Ms. Hina Javed	Statistical Assistant	
Ms. Rahila Sharif	Statistical Assistant	
Ms. Bilqees Nazir	Statistical Assistant	
Ms. Sadia Maryum	Statistical Assistant	
Ms. Sana Naz     Statistical Assistant		
Ms. Tasmia Mohsin	Statistical Assistant	
Ms. Irum Sultana	Statistical Assistant	
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ADM	INISTRATIVE SUPPORT	
■ Mr. Amjad Javed Sandhu <b>DG</b> ( <b>Admin</b> )		
Mr. Bahadur Khan	Director (Admin)	
<ul> <li>Qazi Saeed ul Hassan</li> </ul>	Deputy Director (General)	
■ Mr. Saleem Jhangvi Assistant Census Commissioner		
• Mr. Shahbaz Ashraf	Statistical Officer (F&A)	
<ul> <li>Mr. Tajjamal Hussain</li> <li>Supervisor Printing Press</li> </ul>		



#### **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

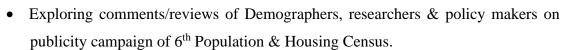


the conduct of 7<sup>th</sup> Population and Housing Census by studying best practices and identifying shortcomings in the last censuses.

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



- 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, Altitudes 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



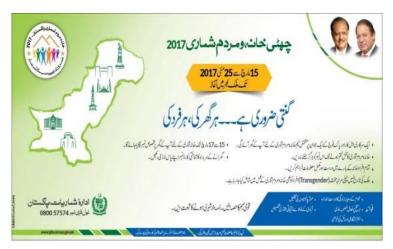
regard, first step was the **establishment of Media Cell** at PBS Islamabad that was involved in all the work related to Publicity of Census Operation. The activities performed by Media Cell are as follows:

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 Khateebs/ 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.

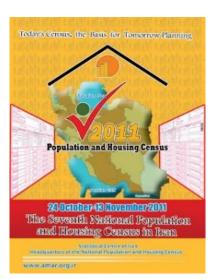
Another challenge concerned with media campaign of Census 2017 remained **absence** of a proper communication mechanism of PBS media team with stakeholders at different tiers of local administration to evolve a proper communication strategy to enlist cooperation of the local people around, in the execution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

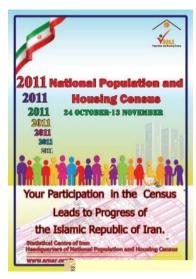
#### 1.2.6. International observers' Report on Communication strategy for Census-2017

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

#### **Regional Countries Reviewed**

Iran-2016  Application of the following the state of the first of the	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    Census Schools;	Publicity at National/ Broader/ Mass Level: Print & Electronic Media ✓ Publicity at Grass Root/ Micro/ Individual Level

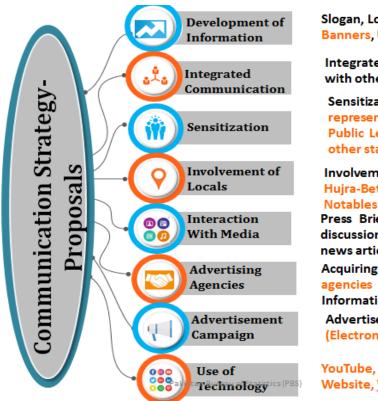




#### **Chapter 2----Media Strategy and Recommendations**

# 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:



Slogan, Logo, Jingle, TVC, Posters, Flyers Banners, Uniform, merchandising

Integrated communication Approachwith other Census activities

Sensitization of Elected representatives of Assemblies / Public Leaders / academicians and other stakeholders

Involvement of Minbar Masjid/ Hujra-Bethak/ Regional local Notables

Press Briefing, News Tickers, panel discussions, interviews, informative news articles etc.

Acquiring services of Advertising agencies as per policy of Press Information Department

Advertisement Campaign (Electronic, Print & other Media)

YouTube, Facebook, Twitter, Website, WhatsApp, SMS

#### 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 Mimber 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

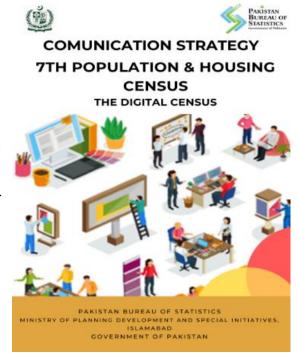
It is also recommended to continuously observe the publicity campaign for **monitoring** and evaluation at grass root and national level. It must be ensured that any disinformation or negativity spread about the process of census by any group must be immediately addressed.

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)







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 (24th December, 2021)

LAHORE (28th December, 2021)



KARACHI (30th December, 2021)



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



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

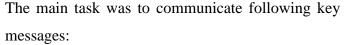


AJK (10th January, 2022)



#### 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.





- 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 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 while presenting them their proposals. All agencies were given 30-minutes time to present their proposal in front of selection committee.

#### Hiring of Print and Electronic Media Advertisement Agencies



- Three mainstream media Advertisement Agencies were hired according to policies of Press Information Department:
- M/s Creative Junction Pvt. Ltd.
- M/s Adage Communications Pvt. Ltd.
- M/s Midas Pvt. Ltd
- The Agencies were responsible for creating and releasing Publicity Content on main stream media.

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

#### Hiring of Social Media publicity firm

- Census Advisory Committee (CAC) recommended to hire Social Media Firm.
- M/s Mindmap Communications Pvt. Ltd. was hired for the Social Media Campaign
- A thorough competitive process and all codal formalities were fulfilled in this regard
- The Agency was responsible for posting informative material on Social Media handles of PBS
- the Agency was also involved in Digital PR, Media Management, Crisis Management and Page Security



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, broachers 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 (23rd May, 2022)



KARACHI (25th May, 2022)



PESHAWAR (30th May, 2022)



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



AJK (6th June, 2022)



GILGIT BALTISTAN (11th 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

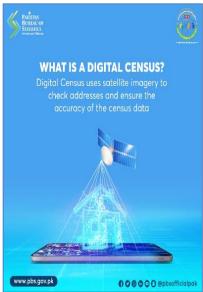
Keeping in view the importance of social media, 6 social Media handles of PBS (Facebook, Twitter, LinkedIn, Instagram, YouTube and Snapchat) were utilized to involve and engage followers.

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



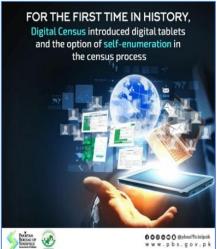
#### f. Publicity in social media during Education Phase

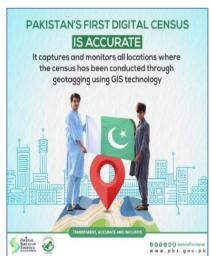




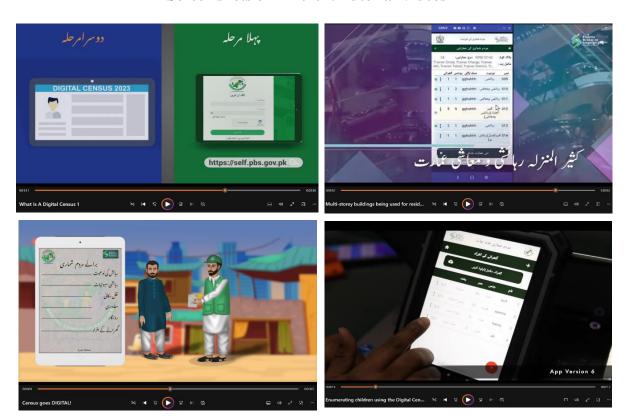








#### **Screen shots of Different Tutorial Videos**



#### 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 selfenumeration 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 (27th Feb, 2023)

Interaction with Media Persons (8th Feb, 2023)







Media Briefings (27th 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



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

Prize distribution

coverage of the event. Census Song was also releases. 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

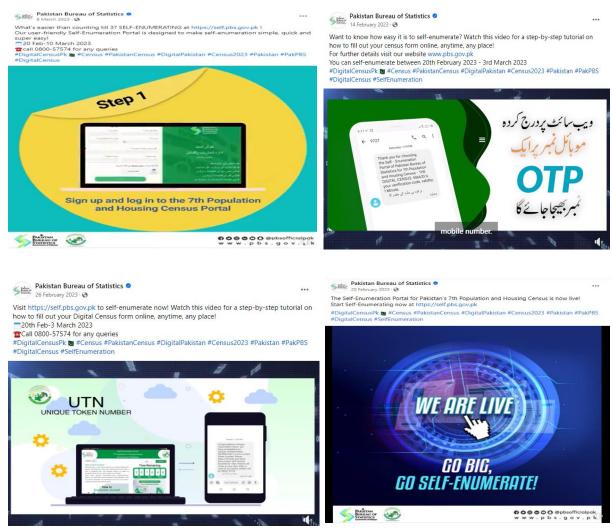




General Public.







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.



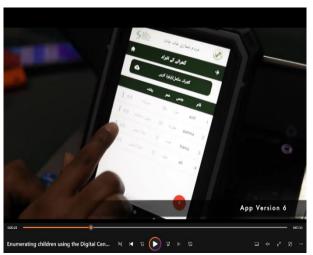
#### e. Social Media Publicity Campaign during Motivation Phase

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.

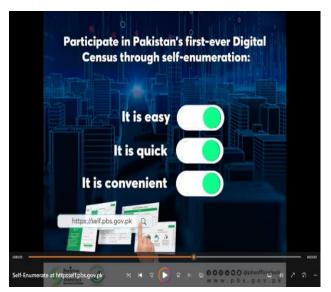


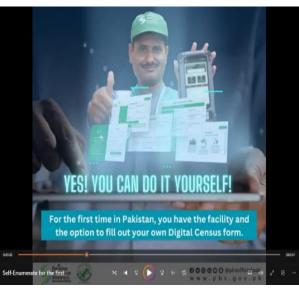


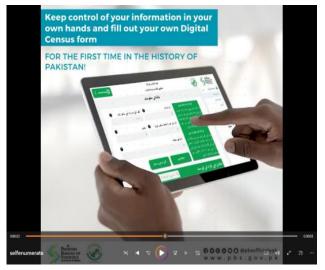




















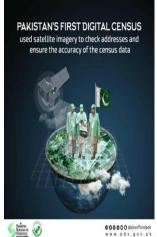


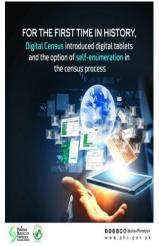
#### MEDIA, COMMUNICATION AND PUBLICITY CAMPAIGN FOR 7TH POPULATION AND HOUSING CENSUS 2023

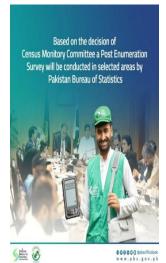






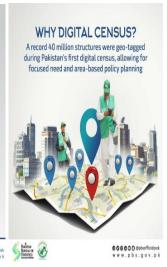
















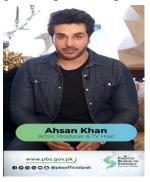






#### f. Involvement of Influencers to boost Social Media Campaign

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).









	Details							
Publicity Mode	No of	Spots / Insertions Inse	Total Spots / Insertions	Channels/ Newspapers / Stations		Coverage / Viewership / Readership	ership / Approximate	
	days	(Paid)	(unpaid)	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**

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.

All advertisements were coloured and were published on front pages of Newspapers. To get maximum coverage, the Newspapers were selected on the basis of Audit Bureau of Circulation (ABC) Certification. Apart from advertisements, more than 50 press releases covering important news on census activities were published in different National and Regional Newspapers throughout the Campaign. These advertisements got coverage in all important newspapers. Interviews of Chief Census Commissioner and official spokesperson / Member SS/RM, Mr. Muhammad Sarwar Gondal were also published in different Newspapers.

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











#### **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.

	Details							
Publicity Mode	No of days (Paid)		Total Spots / Insertions (unpaid)	Channels/ Newspapers / Stations		Coverage / Viewership / Readership	Approximate Budget	
		(r alu)		National	Regional			
Radio	25	Spots:961 (5 hours 57 minutes)	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





KPK BALOCHISTAN

#### **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,





# 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.



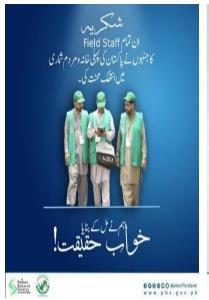


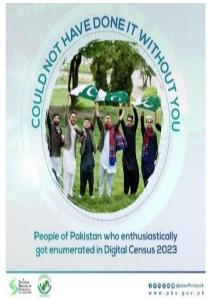


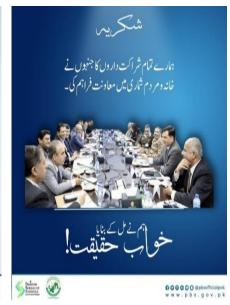
#### 3.6.2 Activities carried out during the Phase



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.









#### 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

Total	280.04 million
Print	87.71 million
TV	80.6 million
Radio	9.16 million
Social Media	102.57 million



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

#### **Coverage in International Media** 4.1

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.





# Camels take census staff to Balochistan's remote areas













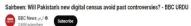




























# 4.2 Coverage in National Electronic Media





PIDE Debate Webiner

Mehraan TV







Geo News (Geo Pakistan)







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

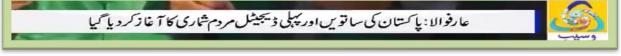




















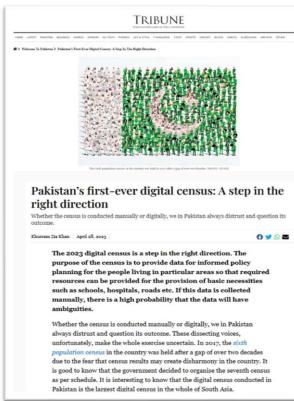


نکانہ صاحب: پہلی ڈیجیٹل مر دم شاری کا آغاز ہو گیا TODAY عولیان سے فروری مہنگائی کی شرت 26.19 فیصد ریکارڈ، ادارہ شاریات





#### 4.3 Coverage in National Print Media





#### DAWN

#### Census takers

The melancholy of having to count so Where they grow faver and fewer every ye — Census Taker by Robert Frost

THE poem published in 1923 by the American poet captures the solitude of the ocale, of diminishing life as farmers left he New England region in droves and headed to the cities in the early 20th centry. 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, range from non-cooperation, lack of understanding of respondents and their distribution of the state, to hardship in accessing house of the state, to hardship in accessing house on the perseverance and courage of the 26,000 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 control of the countries of the other appears of the other and of the control of the countries and roid-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 pipul processes, more so in the context of a diverse and difficult geographical terior scattered human settlements laborious.

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

many in the public, including myself, received messages to be wary of dacoits disguised as census takers!

The property of the control of the census takers had the government run public awareness campaigns in the pre-enumeration stage, explaining the benefits of the census and the need for people's conperation. This could have been done via advertisements in national and regional language media—print, electronic and socion mobile phones. It is recommended that with the conclusion of the data collection stage, the Federal Bureau of Statistics solicit the enumerators' feedback and use it for strategic changes in future. The enumerator for the comprises feedback and the stage of the property of t

back on 11 identified technical issues and the last column simply says other (specify) Feedback on social issues (is respondent and the last column simply says other (specify) Feedback on social issues (is respondent and the last column simply says other (specify) Feedback on social issues (is respondent and the last column simply says other (specify) Feedback on social issues and the last column simply says (described and the last column simply says of the las





## To fulfil the full potential of the population census

Thave just proudly registrough the self-enustrary 2023. PBS is amid a ment 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 hoge ICT infrastructure of the 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 hoge ICT infrastructure of the properties of the properties of the country. It required a lot occurries untilize 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 and of the preparation of the preparation of the preparation of planning purposes. It is also a part of the preparation for elections in Pakistan, although different from the standard practice of the preparation of







## 4.4 Coverage in Digital Media/Newspapers



محکمہ شماریات کے چیف شماریات جناب نعیم ظفر اور ترجمان محمد سرور گوندل نے ساتو ہی قومی مردم شماری کے نتائج جاری کر دیے جس کے مطابق پاکستان کی آبادی 24 کورن 195 کو الر 143 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 یھی کیا جائے گا، انہوں نے اعلان کیا ہے کہ جون کے تیسرے مفتح میں مشتر که مفادات کونسل کو اعداد و شمار دیے جائیں گے۔ اس کی منظوری کے بعد یہ اعداد و

شمار الیکشن کمیشن کو دیے جائیں گے جواس کے مطابق حلقہ بندیاں کرے گا۔ اس ساری گفتگو کے ساتھ ہی ان دونوں نے فیصلہ یہی سنا دیا کہ سندھ کے شہری علاقوں میں مردم شماری پر تخططات سیاسی ہیں۔ مجموعی طور پر دو لاکھ سے زائد شکایات موصول ہوئیں جن کو جل کر دیا گیا۔ چیف شماریات اور محکمے کے ترجمان صاحب بتائیں کہ مردم شماری ایک ایسا سیاسی عمل ہے جس کی بنیاد پر حلقہ بندیاں ، علاقوں میں قومی و صوبائی اسمبلی کی نشستوں وفاق سے فنڈز مشتتر کہ مفادات کونسل سے ہر علاقے کے مفادات کے تحفظ کی ضمانت مشروط ہے ، کیا اس مردم شماری پر فلمی اداکاروں کو اعتراض کرنا چاہیے تھا۔ ساتذہ کی تنظیموں اور ڈاکٹروں کی تنظیموں کو اعتراض کرنا چاہیے تیا اداکاروں کو اعتراض کرنا چاہیے تھا۔ ساتذہ کی تنظیموں اور ڈاکٹروں کی تنظیموں کو اعتراض کرنا چاہیے تیا



TECHNOLOGY OPENON CONTACTES ABOUTES PRINACYPOLICY

# Provinces play pivotal role to ensure quality Digital Census 2023

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



By Mad. April 5, 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% Puniab, 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.







# 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:

Pakistan Bureau of Statistics

first-ever Digital Census!

For details, visit www.pbs.gov.pk 20 February 2023 till 3 March 2023

Excitement is at its peak with only one day to go. Hold

tomorrow. Make history by participating in #Pakistan's

steady, Pakistan, the #SelfEnumeration portal opens

#### 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,

#DigitalCensusPk # #Census #PakistanCensus #DigitalPakistan #Census2023 #Pakistan #PakPBS #DigitalPakistan #Census2023 #Pakistan #PakPBS #DigitalCensus

FOR THE FIRST TIME IN THE HISTORY OF PAKISTAN IN TRODUCTING SELF ENUMERATION
FROM 20<sup>101</sup> FEB TO 3<sup>102</sup> MARCH, 2023

DAY TO GO

Like Comment Send Share



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





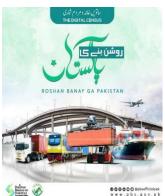
Three top 3 trends, ## two national songs, an online song competition, influencer marketing and metaverse marketing Trending (#2) and Narrative Building, Twitter Space Discussions added more value to the campaign.

### Conversations generated around census

9	39830 Twitter		7 Youtubers
Ø	5417 Facebook (Groups & pages)	<b>P</b>	305 Podcasts 3636 On forums
0	1914 Instagram, 100+ Instagram Content	NEWS	12680 News
<b>(1)</b>	355 Tiktok,		5125 Videos
ركي	2388 Blogs	<b>(</b>	14907 Web
X	1 Twitter Trend - #DigitalCensusPk  1 Twitter Space Discussion		295 Articles
11 AF	International News Coverage Reuters, AP & Al Jazeera	0	200 Instagram Placements through 10 Releases 4 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.

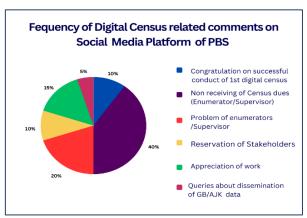






#### d. Page Management & Reporting

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.





#### e. News and Announcements about Digital Census

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







#### f. Crisis Communication, Risk Management and Media Management

Crises were mitigated through direct alternate and counter narratives and indirect counter narratives using influencers. Details are as under:

- 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



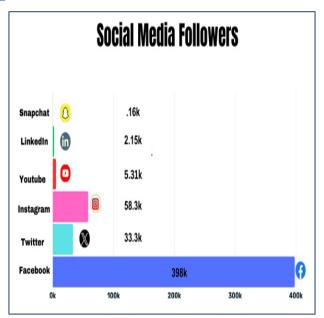
Third-party reviews are



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	<sup> ≜</sup> Export to CSV	
	Pakistan Bureau of Statistics	
Total mentions 🛈	39K	
Social media mentions (1)	4905	
Non-Social media mentions 🗓	34K	
Social media reach (i)	374M	
Non-Social media reach 🗓	341M	
Presence score (i)	6/100	
AVE ①	\$ 55M	
User generated content ③	13к	

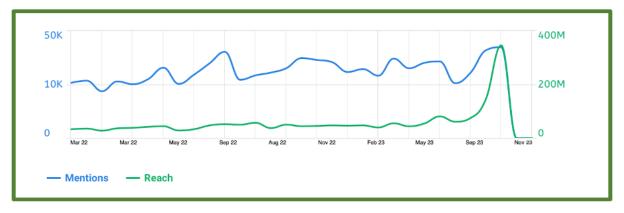








<u>-111</u> ?	?	?
38 726	4 905	33 821
MENTIONS	SOCIAL MEDIA	NON-SOCIAL
	MENTIONS	MENTIONS
?	<b>⇔</b> ?	?
374 442	340 540	33 277
394	974	288
ESTIMATED SOCIAL MEDIA REACH	NON SOCIAL REACH	SOCIAL MEDIA INTERACTIONS
8 ?	* ?	?
13 452	32 493	877
USER GENERATED	794	VIDEOS INCL. TIKTOK
CONTENT	SOCIAL MEDIA LIKES	
<b>₽</b>	?	?
5 225 (74.2%)	1 820 (25.8%)	\$ 55.32M
POSITIVE MENTIONS	NEGATIVE MENTIONS	AVE

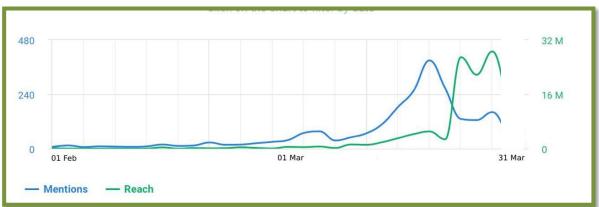






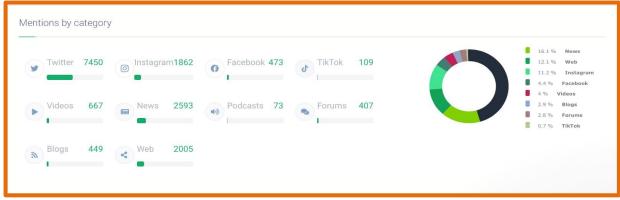
## FEB/MARCH 2023

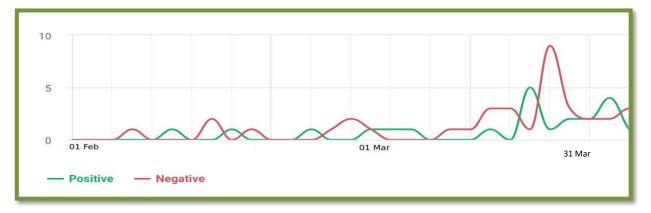










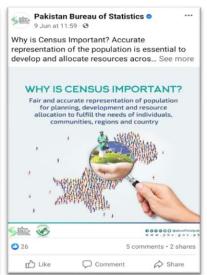




#### **5.3** Selected Post from Social Media handles

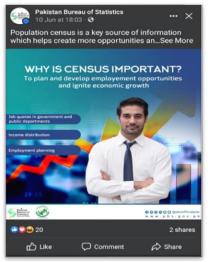


















#### Chapter 6 ---- Issues, Challenges, Lesson Learnt

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.	Non availability of sufficient Budget	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.	Approval of Media Plan well before start of Campaign	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.	Content writing	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.	Media Monitoring, Analysis and Crisis management	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.	Designation of Media Officers at District level	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.	Digital Marketing	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.	Well-equipped Media Room	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-



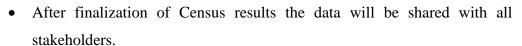


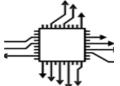
Sr. No.	Issue	Recommendations
		availability of proper resources, media monitoring can also be outsourced.
8.	Appropriate time to break a NEWS	News sends to Media before 5 pm gets coverage in Electronic Media. In case of any other Political and National activity of extreme importance that can over shadow 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.	Publicity through ring tone	Publicity through ring tone (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





- 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.

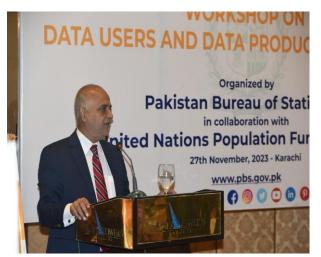
After finalization of Census results the data will be shared with all stakeholders. PBS will promote the availability of Census results through all available channels of communication. These communication efforts will encourage audience to use the data and to continue interacting with PBS after completion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





Data Users and Data Producers Dialogue Workshop Lahore (20th 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 (18th 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







JHELUM

KHANEWAL





KANDERO (SINDH)

UBAURO









KURAM RIVER







RANI PUR

SUTLIG





**TERRAKI** SANGJANI



## 8.3 Banners Display at PSO Petrol Pumps





**BAHAWALPUR** 

DERA ISMAIL KHAN





**GUJRANWALA CITY** 

JAAMSHORO





JEHLUM KURRAM







F8 ISLAMABAD

CLIFTAN KARACHI





SAHIWAL

QUETTA





LAHORE FAISALABAD



## 8.4 Banners Display at Railway Stations





RAWALPINDI







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







**COLLEGES** 







OFFICES SCHOOLS





MARKESTS 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









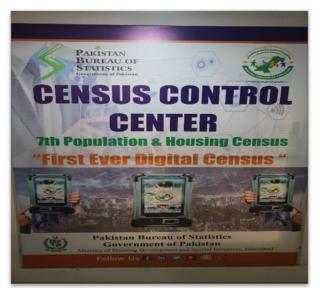






















## 8.9 Branding of Vehicles















## 8.10 Hujra, Baithak









#### 8.11 Announcements



















#### 8.12 Census Walks





AJK







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





KARACHI







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.

(24th Dec, 2021 to 10th Jan, 2022)





*ISLAMABAD* 







KARACHI

QUETTA





AJK PESHAWAR



## 8.17 Engagement of

## **International Organizations**

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









## 8.18 Building Confidence among Media









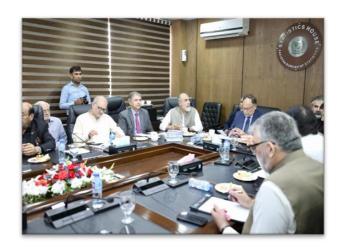






## **8.19 Engaging Political Parties**

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













## 8.20 Empowering General Public & Stakeholders



EX-PBS OFFICERS VISIT (22nd March, 2023)



INTERACTIVE SESSION WITH SENIOR CITIZENS



ORIENTATION SESSION WITH PROVINCIAL CENSUS COMMESIONERS (26th Jan, 2023)



## 8.21 Issuance of Commemorative Postage Stamp

(8th 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.



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

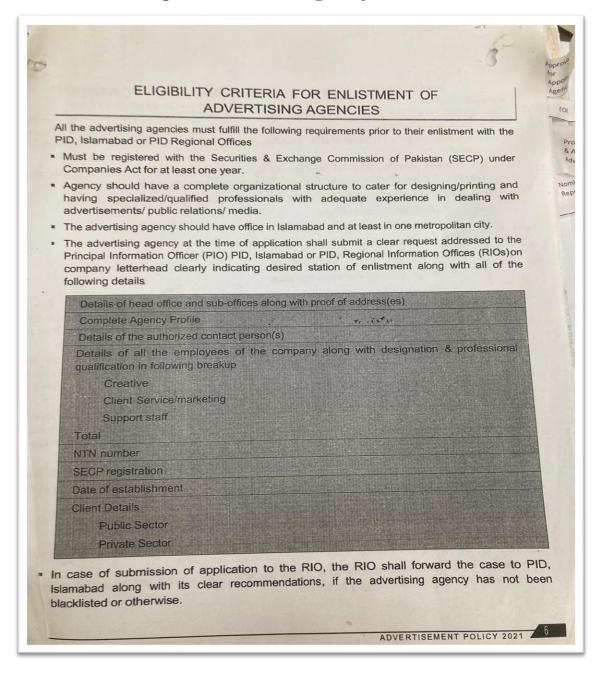
- Each Ministry / Department / Organization will select three advertising agencies on its panel.
- Advertising agencies will be selected through an open and transparent competition, after meaningful and effective consultation with Press Information Department (PID).

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.

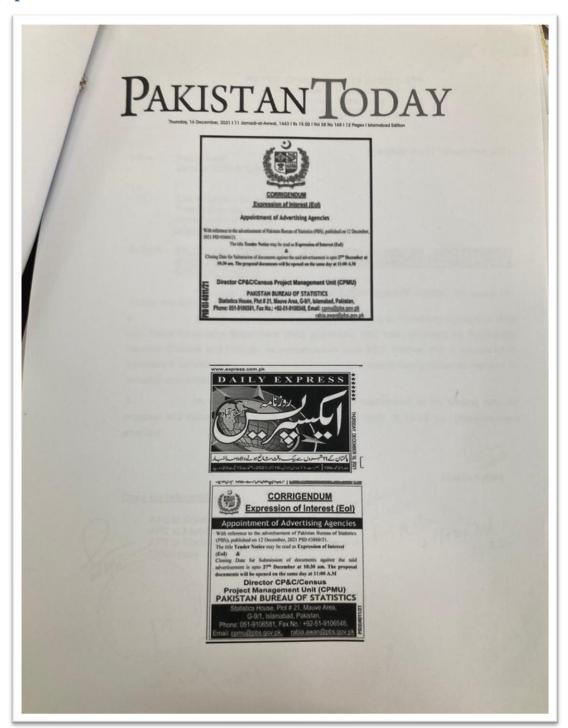


#### **Press Information Department (PID) Eligibility Criteria**



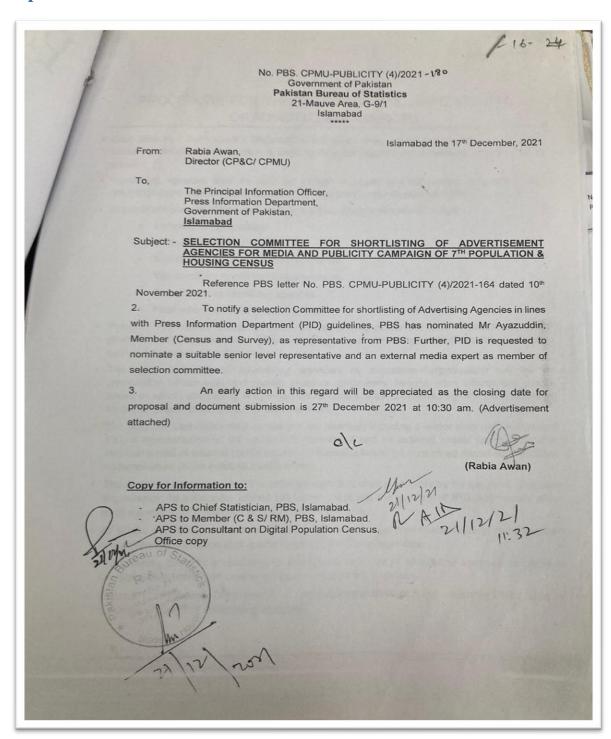


# **Newspaper Advertisement**





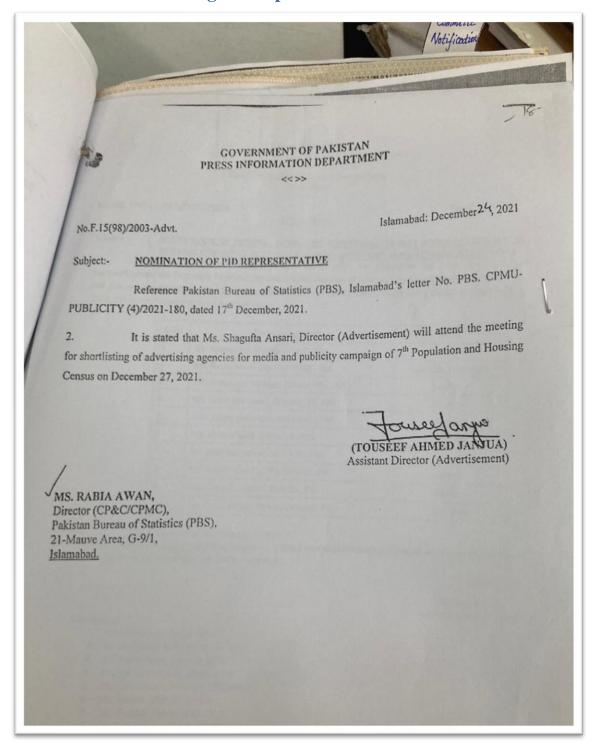
# Letter to PID for Nomination of PID Representative and External Media Expert







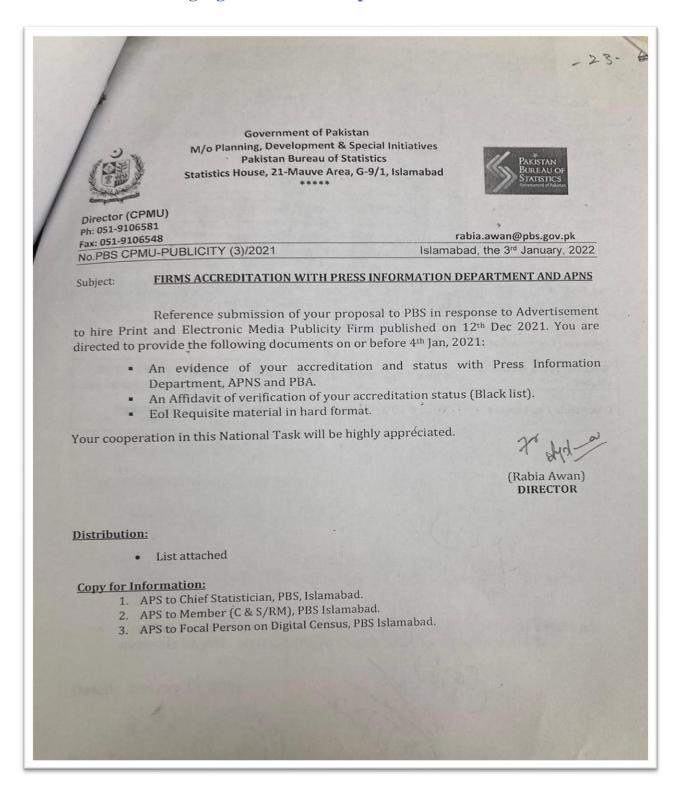
## Letter from PID nominating PID representative





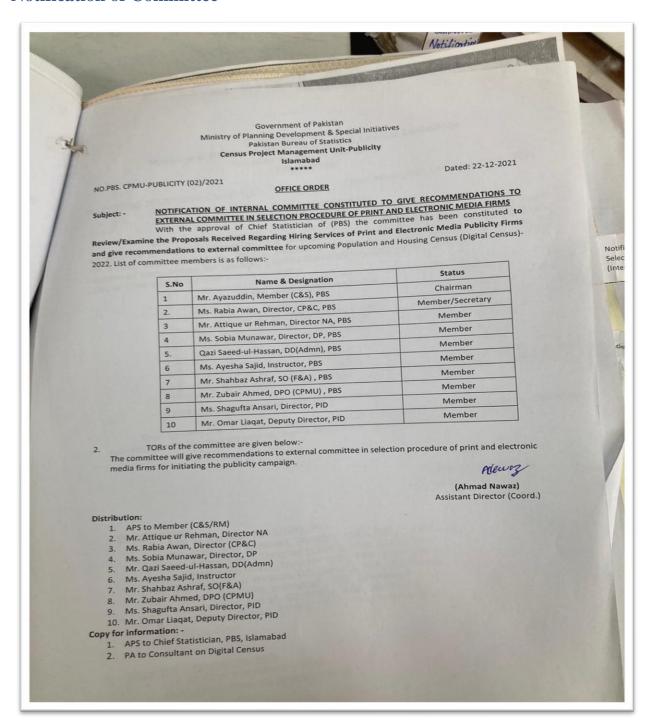


#### Letter to Advertising Agencies to submit proof of Accreditation with PID





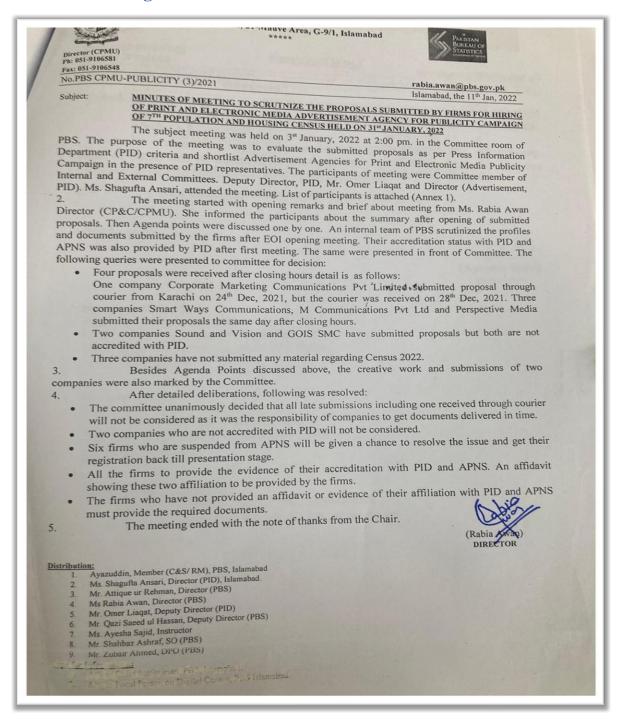
#### **Notification of Committee**







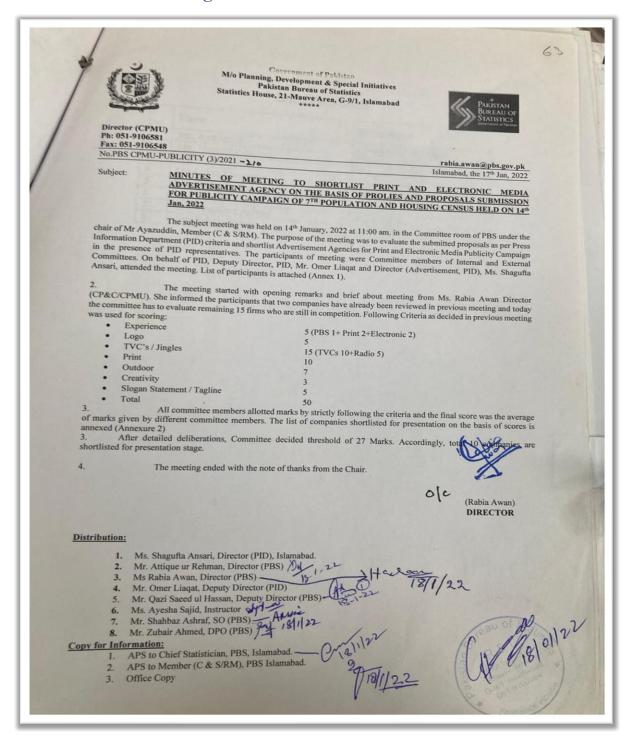
#### **Minutes of Meeting**







#### **Minutes of Meeting**







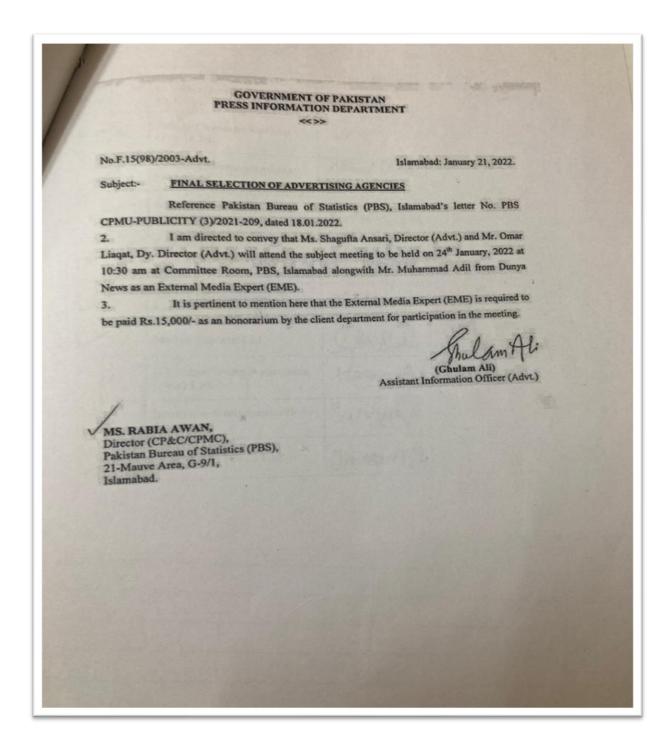
Sr. No	ortlisting of Print and Electronic Media Advertisement	gencies
1	Name of Company Creative Junction Pvt Ltd	Total
	Adeage Com-	37.6
2	Adeage Communications Pvt Ltd	42.08
3	Orient Communications Pvt Ltd	
4	Midas Communications Pvt Ltd	27.14
5	Channel 7 Communications Pvt Ltd	29.9
		27
6	Midas International Pvt Ltd	28.85
7	Midas Pvt Ltd	27.57
8	FISHBOWL	
	GS Advadid	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
(Membe Zubair Ahm	er Ayesha Sajid	(Member) ttique-ur-Rehma
	Member (PID) Shagufta Ansari  Chajirnan  Ayazuddin  Member (PID)  Omer Liaqat  Member Sereta  Rabia Awan	ry



P	No. Name of Advertising Agency 1 Creative Junction (Pvt.) Ltd.	Sobia Munnawar	37	Ansari	Ayesha Sajid	Zubair Ahmed	Omer Liaqat	Shahbaz	Total	
F	2 Adage Communications (Pvt.) Ltd.	39		38	41	37	34		37.67	
_	3 Orient Communications	27	43	44	45	43	38.5		42.08	
_	(Pvt.) Ltd.  4 Midas Communications		25	26	25	25	30.5	31.5	27.14	
- 5	(Pvt.) Ltd.  Channel-7 Communications	26	32	30	31	32	28.5	30	29.93	
6	(Pvt.) Ltd.  Midas International (Pvt.)	31	27	21	28	27	28	27	27	
7	Ltd. Midas Private Ltd.	33	26	22	34	26	29	32	28.86	
8	Fishbowl	30	24	25	24	27	28	32	27.14	
		25	27	21	31	25	25.5	24.5	25.57	
	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	
	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	
	M&CSAATCHI World Services Pakistan	19	17	13	20	19	22	21.5	18.79	
	Enhancerz Communications	25	22	25	28		26	25	25.17	
	Time & Space Media (Pvt.)	23	20	19	20		27	26	19.29	
	Marcom Pvt. Ltd.	13	17	11	17		21	21	1 14.29	
7 0	Oak Media (Pvt.) Ltd.	34	35	29	34	35	33	3	33.00	



# Nomination of External Media expert from PID



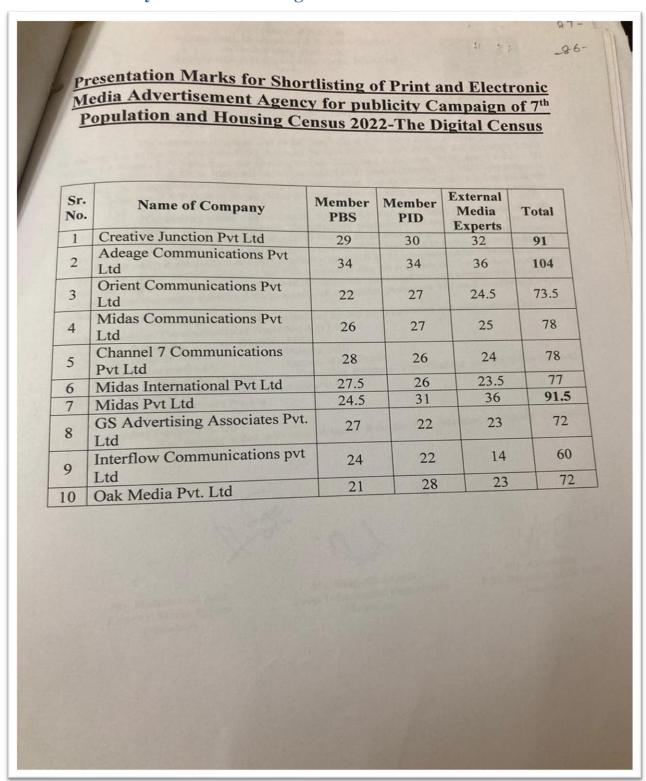


# **Marking Sheet for selection of Advertisement Agencies**

70.2		Print Media (Creativity, Colour Scheme / Visual and Content)	/ Visual and Content)	/ Content)	Outdoor (Creativity, Colour Scheme / Visual and Content)	
1	Creative Junction Pvt. Ltd.	7	7	7	[10]	29
	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 Pyt, Ltd.	7	8	6	7	28
5	Midas International Pvt.	7	7.5	7	6	27.5
7	Midas Pvt. Ltd.	6	7.5	6	5	24.
3	GS Advertising Associates Pvt. Ltd.	8	7	5	7	2
)	Interflow Communications Pvt. Ltd.	7	6	5	6	24
0	Oak Media Pvt. Ltd.	6	4	4	7	2
			Signature Name Designation Ministry/De Cell No	eptt. PK	THE RESERVE TO SERVE	



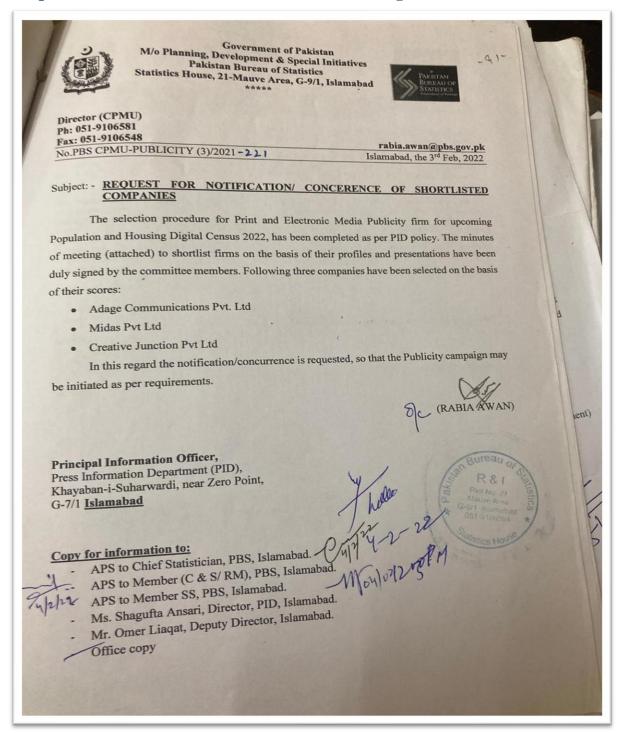
#### Marks otained by Advertisement Agencies







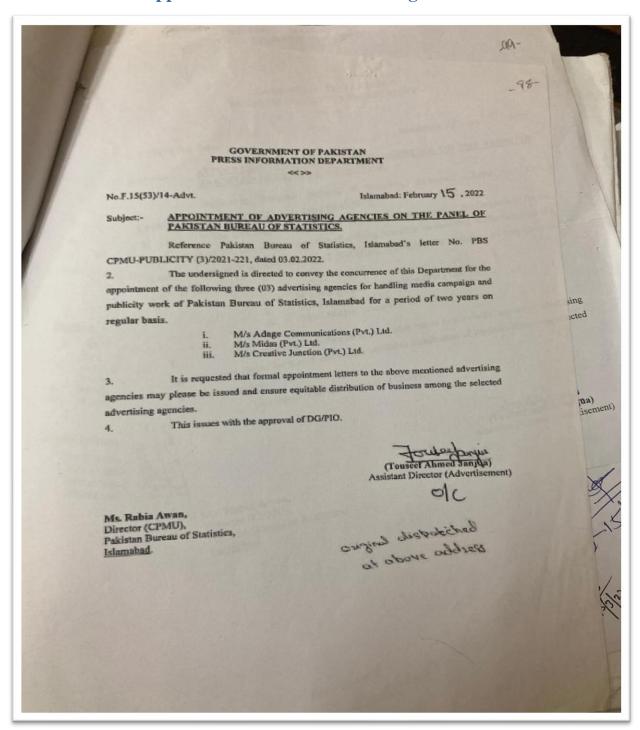
### Request to PID for Concerrance of Shortlisted agencies



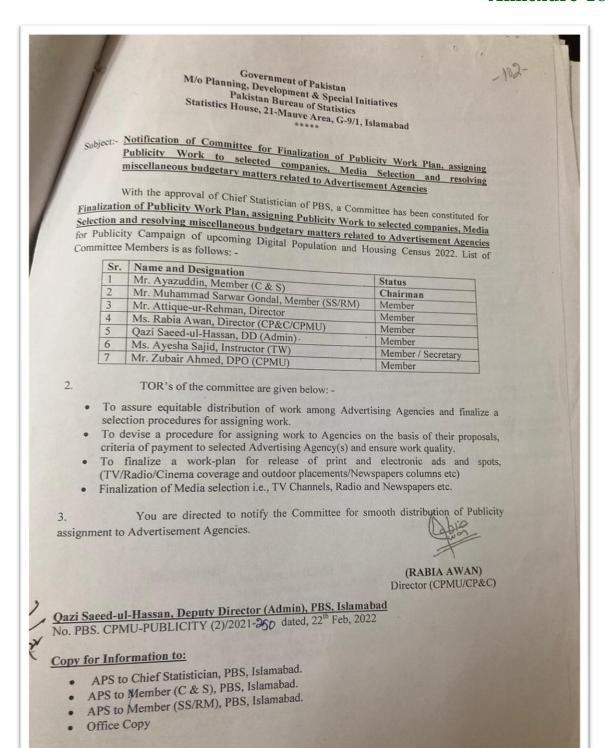




## Notification for appointment of Advertisement Agencies on Panel of PBS

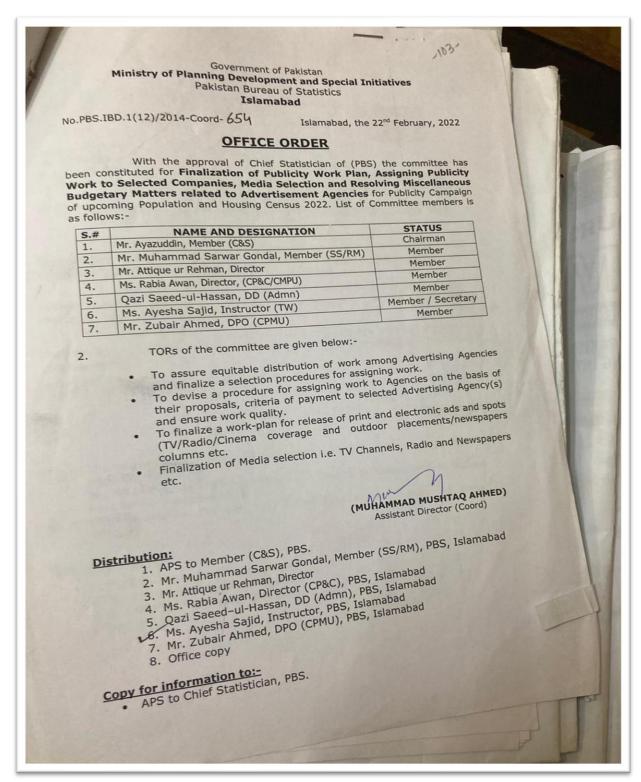






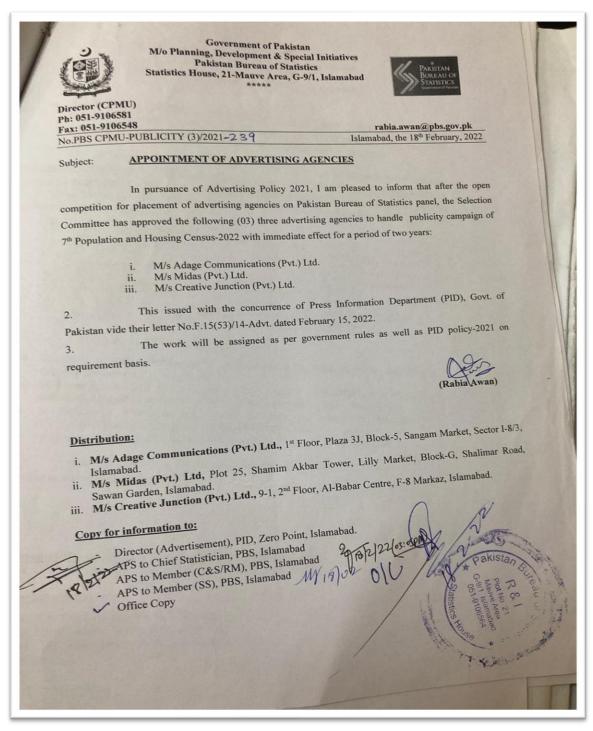


# Notification of Committee for finalization of content submitted by Agencies





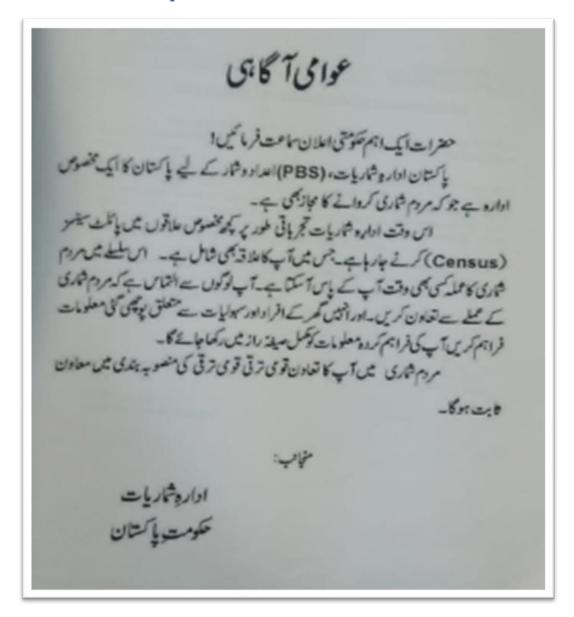
# **Appointment of Advertisement Agencies**







#### **Announcements in Mosques**





#### **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 <a href="www.pbs.gov.pk">www.pbs.gov.pk</a> and the links of PBS official Social Media Handles are as follows:

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

- 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 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., dejoure 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: <a href="mailto:socialmedia.archives1234@gmail.com">socialmedia.archives1234@gmail.com</a> 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.





# 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)		
	ivinister i Basi riodse	Dr. Wassem Abbass, Lahore		
4.	Chief Minister all Provinces including	All Provincial In charges		
	AJK & GB			
5.	Chief Secretary including AJK and GB	All Provincial In charges		
6.	Jayed Ulama (علماء جئيدِ ) Federal	Director Admin.		
	juyed Glama (s ) 1 ederal	Provincial/Regional/divisional Coordinators		
7.	Jayed Ulama (علماء جئيدِ) in all provinces	All Provincial In charges,		
- •	including AJK & GB	Regional/divisional Coordinators		
8.	Media Coverage	Qazi Saeed, DD Admn.		
0.	integra coverage	Ms. Ayesha Sajid, Instructor Training Wing		
9	Identification of Blocks	Mr. Yasir Ishfaq, Director DP		
	Identification of Blocks	HR and Task Management		
	Coordination with Provincial/	Qazi Saeed ul Hassan, DD Admn		
10.	Divisional In charges for Identification	Ms. Ayesha Sajid, Instructor Training Wing		
100	of Media Persons and Islamic Scholars	along with the Provincial/ Divisional In		
	& Social Media	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



# **Outdoor Publicity Campaign Summary**

Details are evident from following table:

Publicity Mode	Details				
Outdoor Campaign	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</b>	Conduct of Census awareness walks at Provincial Headquarters				
Programs	and participation in <b>IT Expo</b> to promote Self Enumeration.				
Grass Root level  Announcements in Mosques, Jirgas/ Baithaks, approach linfluential for Community meetings to resolve issues etc.					
Vehicle and offices	Branding of Different vehicles used by PBS and Census Support				
branding	Centers.				





# **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
Abbtak	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

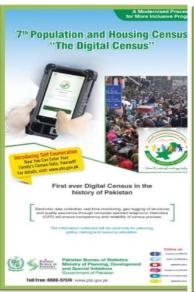


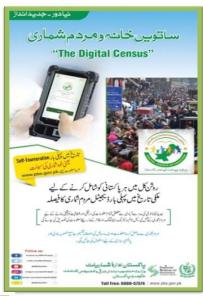


#### **Print & Electronic Phase Wise Advertisements Details**

#### **Educational & Awareness Phase**















#### **Self Enumeration Phase**





















#### **Television Spots**

#### اید 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 اینیومریشن کے دوران آپ کو دئیے گئے UTNنمبر کے ذریعے مردم شماری کا عملہ گھر آ کر آپ کے کوائف کی تصدیق اور جیو ٹیگنگ یقینی بنائے گایہ ہوئی نا آسانی کی بات۔۔۔تو اپنی معلومات خود درج کروائیں اور سیلف اینیومریشن کی سہولت سے فائدہ اُٹھائیں۔

ياكستان ادارهٔ شماريات،

حكومتِ ياكستان



#### **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 پر لاگ اِن کر کے اپنے خاندان اور گھر کے کوائف کا اندراج کریں۔اندراج مکمل ہونے کے بعدآپ کو یو ٹی این (UTN)نمبر بذریعہ ایس ایم ایس بھیجا جائے گاجس کے ذریعے مردم شماری کا عملہ گھرگھر جا کے آپ کی طرف سے آن لائن درج کوائف کی تصدیق اور جیو ٹیگینگ کو یقینی بنائے گا۔

پاکستان ادارهٔ شماریات، حکومتِ پاکستان





#### **Field Enumeration Phase**





**Television Spot** 

## اید نمبر2(بشری انصاری)

ساتویں خانہ ومردم شماری ملک کی تاریخ میں پہلی بار ڈیجیٹل ٹیکنالوجی کے ذریعے یکم مارچ سے 4 اپریل 2023کے 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 UTNنمبر کے ذریعے اپنے کوائف کی تصدیق کروائیں ڈیجیٹل مردم شماری میں آپ کا تعاون ملک کی تعمیر وترقی میں معاون ہے۔

ياكستان ادارة شماريات

حكومتِ ياكستان







## **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۔
گنے گے تو جانیں گے۔







#### **Reminder Phase**





**Television Spot** 

## ایڈ (جاوید شیخ)

جنوبی ایشیا ء میں پہلی بار پاکستان کو ملا ڈیجیٹل مردم شماری کا اعزاز۔اس اہم سنگِ میل کی ہونے کو ہے تکمیل پاکستان میں منفرد نوعیت کی پہلی مردم شماری، جہاں 126000 ٹیبلیٹس کے استعمال نے ممکن بنایا فوری ڈیٹا کلیکشن مکمل شفافیت کے ساتھ پورے پاکستان کی پہلی دفعہ جیو ٹیگنگ، سیلف اینیومریشن کی سہولت،کال سینٹرز کے ذریعے data verification، عوامی مفاد کے پیشِ نظر گھرگھر مردم شماری کی تاریخ میں 10اپریل2023 تک توسیع کر دی گئی ہے یاد رہے اگر مردم شماری کا نمائندہ آپ تک ابھی نہیں آیا تو ہمارے ٹال فری نمبر 2023 کی میں بہتر کل کی

تيارى

پاکستان ادارهٔ شماریات، حکومتِ پاکستان





### **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
ٹیسیژن سپورٹ سسٹم کو
عمل میں لانا فوری ہے

پاکستان میں پہلی ڈیجیٹل خانہ ومردم 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 ادارهٔ شماریات حکومتِ پاکستان







### **Radio Spot**

ساتویں خانہ و مردم شماری ملک کی تاریخ کی پہلی ڈیجیٹل مردم شماری یکم مارچ سے 4 اپریل 2023تک کامیابی سے جاری،عوام الناس کے بھر پور 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 محمدشہباز 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 توہمارے ٹول فری نمبر محمد میں قائم کریں۔اپنا مکمل پتہ 9727پر 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۔ یاکستان ادار ۂ شماریات،

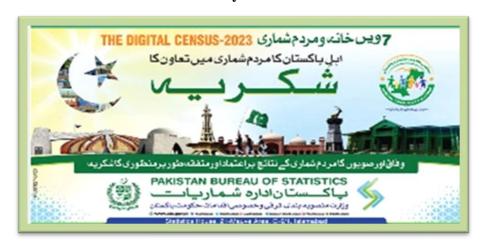
حكومت باكستان

پاکستان کی ساتویں خانہ ومردم شماری ڈیجیٹل سینسس کا عمل کامیابی سے تکمیل کے آخری مراحل میں ہے تاہم وزیر اعظم پاکستان محمد شہباز شریف کی خصوصی ہدایت پر چند اضلاع خصوصا 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 توشکایت کے لئے کال کریں ٹال فری نمبر 5080057574 اپنا مکمل ایڈریس کا نمائندہ آپ کے گھر مردم شماری سے متعلق شکایات یا رہنمائی کے لئے ریجنل آفس کراچی سے بھی فون نمبر 9727 پر 20219920پر رابطہ کیا جا سکتا ہے۔ گھر گھر آنے والے مردم شماری کے نمائندوں سے تعاون کریں مردم شماری میں اپنا شمار یقینی بنائیں۔

ياكستان ادارة شماريات

حكومت باكستان

### Thankyou Phase







### **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

### **Brochers dispatched to Regional / Field Offices**

S.NO	OFFICE	DATE	NO OF BROUCHURES 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
	TOTAL		52,000





### 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	Islamabad	Gujarwala
		=326	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	





### 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 میں کی جائے گی کہ کوئی بھی فرد جو پاکستان میں ،قانونی یا غیر قانونی طور پر رہ رہا ہو وہ شمار ہونے سے رہ 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 بنا ئے 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 ضامن 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 رکھاجائے 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 اکٹھا کرنے کے لیے معاون ثابت ہوگی۔

### مردم شماری کا طریقہ کیا ہوگا؟

خانہ و مردم شماری کے پہلے مرحلے میں پلاننگ، شمار کنندگان کا چناؤاور 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 شمارکنند گان پاکستان کے ہر خطے میں گھر گھر جاکر





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 بورے پاکستان سے معلومات حاصل کرنے کے بعدمکمل ۔ نتائج حکومت اور عوام کو فراہم کیے جائیں گے

خانہ و مردم شماری کا عمل ہمار رہتر مستقبل کا تعین کرتاہے لازم ہے کہ ہم سب اس میں بڑھ چڑھ کر حصہ لیں ـ





### **Script of Self Enumeration Video**

ادارہ شماریات پاکستان کی پہلی ڈیجیٹل مردم شماری کرنے جارہا 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 شمارکنندگان 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

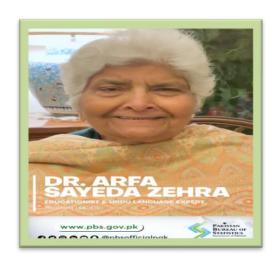
پر خود کو رجسٹر کریں گے جس میں آپ کو اپنا موبائل نمبر اور دیگر معلومات فراہم کرناہوں گی۔ اس کے بعد آپ کے موبائل نمبر پر ایک خفیہ کو ڈ استعمال کر تے ہوئے آپ موبائل نمبر پر ایک خفیہ کو ڈ استعمال کر تے ہوئے آپ پورٹل پر لاگ ان کر سکتے ہیں آن لائن پورٹل پر لاگ ان ہونے کے بعد آپ کو خانہ و مردم شماری کا فارم پُر کرنا ہو گا جس میں آپ کو اپنی اور اپنے گھرانے کی معلومات فراہم کرنا ہوں گی۔ فارم مکمل کر نے کے بعد معلومات ہمارے پورٹل پر محفوظ کر دی جائیں گی اور آپ کے موبائل نمبر پر ایک IUTN کی۔ فارم مکمل کر نے کے بعد معلومات ہمارے گا . بعد میں یہ ٹوکن نمبر تصدیق کے لیے ہمارے شمارکنندگان کو فراہم کیا جائے گا۔ ENUMERATION کے دوران ہمارے شمارکنندگان 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 تو ان کو اپنا محفوظ کیا ہوا یونیک ٹوکن نمبر (UTN) دیجیئے اس نمبر کو استعمال کرتے ہوئے شمار کنندہ اپنی تندیلی یا غلطی ہو گئی ہو تو ہمارے شمارکنندہ کو آگاہ کریں۔ تاکہ آپ کی معلومات کی بروقت درستگی ہوسکے۔ معلومات کی درستگی کا یہ آخری موقع ہوگا ۔اسی دوران ہمارا شمارکنندہ آپ کے معلومات کی بروقت درستگی ہوسکے۔ معلومات کی بروقت درستگی کو جائیں گے۔ بعد آپ کے شمار کا عمل مکمل ہو جائے گا اور آپ پاکستان کی ساتویں خانہ و مردم شماری میں شامل ہو جائیں گے۔ گیریدیٹل خانہ ومردم شماری جامع منصوبہ بندی، بہترین پالیسی سازی اور پاکستان کی ترقی کے لیے اہم سنگ میل ثابت ہو گئی۔





### **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 نےسوچا 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 آتاہے مگر سیلاب آکر گزر جاتا ہے آبادی بڑھتی رہتی ہے۔ اس سلسے 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 ااطلاع 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 ہمار اجودل میں سوال رہتا ہے وہ یہ ہے کہ پیدائش کی سند اور سرٹیفیکیٹ تو ہمارے آبائی گاؤں یا آبائی شہر سے بناتھا ۔ 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 گنےہی 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 دیانیتداری کے ساتھ انتہائی سچائی کے ساتھ یہ ساری اطلاع صحیح صحیح حکومت تک پہنچائیں تو وہ پالیسیاں بہتر بنا نے 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 وعليكم

### I am Sarwat Gilani

میں آج آپ سے ایک بہت important information شیئر کرنا چا ہتی 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 کتنےلوگ 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 infrastructure ، بہتر educational facilities 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

ہوبلکہ ہماری آنے والی نسلوں کے لیے فائدہ مند ہو۔ اِن کے future کو ہم صحیح طرح planکر سکیں اور وہ ساری غلطیاں جو شائد ہمارے آج میں ہوں وہ ہمارے کل میں نہ ہوں۔

آئیے مل کہ اس مردم شماری کا حصہ بنیں تاکہ ہم اپنی آنے والی نسلوں کو بہتر future provide کر سکے۔

### 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 جوکہ 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 دی جانی چاہئیں ، کس طرح سے آپ کے اور ہمارے بچوں کو بہتر دی جانی کے رسائی ہو یہ سب اس وقت ممکن ہوسکتا 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 انفار میشن آپکو چاہیے تو PBS کے Official Page پر جائیں یا پھر ان کی ویب سائٹ پر رجوع کیجئے۔ تو بھولئے 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 سینسس ہونے جا رہاہے۔ پاکستان اُن ممالک کی فہرست میں شامل ہونے جا رہا ہے۔ جہاں پہ سینسس ڈیجیٹلی ہوں گے اور پاکستان میں پہلی مرتبہ آپ کو یہ اختیار دیا جا رہا ہے کہ جہاں آپ اپنی سینسس کی انفارمیشن self حارہا ہے کہ جہاں آپ اپنی سینسس کی انفارمیشن self enumeration کے ذریعے خود 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 اَن ممالک کی فہرست میں شامل ہو چکے ہیں جہاں digital طور پر census کیا جاتاہے - ہمیں پاکستان کی تاریخ میں پہلی مرتبہ یہ coption کی جارہی ہے کہ ہم census کی enter کی enumeration کریں میں نے تو self - self کریں میں نے تو self لوگوں کو بھی کرنا چاہیہے - شکریہ





### **Issuance of Commemorative Postage Stamp**



یں 15 گئس پر مشتل کل دولا کو تک طبع کیے گئے۔ تک کا نمونہ لیات فل نے تیارکیا ہے۔ واک کے مالی دن کے موقع پر (19کور)



برسال 9 کتوبرگود نیا بحریش" ڈاک کاعالمی دن"منایا جاتا ہے۔ اس ن کی اہمیت کو آجاگر کرنے کے لیے محکمۂ ڈاک،راول پنڈی ریجن نے جارسوشٹ برمشتل نے چارسوشیٹ پر پہ س وپ مالیت کا تکٹ اضافی طباعت کرکے

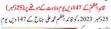
سان میں سے سے ہوئی اور پی سرف راول پیڈی میں وت میروو تعداد میں جاری کیا ، جو قبل اور پی سرف راول پیڈی میں وت یا ہے تھا۔ واضح ربے کہ شاکشن مکٹ کیا بری تعداد نے اس پر اعتراض کیا کہ اس والے لیے کوئی لیف لیٹ جاری کیا گیا، نہ جا سے تھے ک ويب مانت پرنگا یا گیا۔

### پاکستان اور نیدرلیندز کے سفارتی تعلقات کے 75 يرى كىل بونى ير(22 نومر)





.26







قالی میں وال گفت ہے۔ پاکتان میں وال گفت کے -حوالے ہے آگی ومعلومات پر ا مشتل ایک رسالہ ''پاکتان فلیلک اینڈ نیومسیک میٹرین (Pakistan philately & Numismatic Magazine) ك نام عدالة كياجاتا ب



به ما الاستان المستان المستان

# بانی پاکستان 25 دمبر کوکرا پی میں پیدا ہوئے۔اُن کا پیشرہ کا ات تھا لیکن



ایک آزاد مملکت، پاکستان کا یے اس اور میں ہے۔ خواب پاریخیل تک بیٹھایا۔ قائد کے انقال کے 75 سال ممل ہونے پر

تعداد میں بھی کی گئی۔ یاکستان میڑ کے سفارتی تصلقات کے 75 برین مکمل ہونے پر (13 ستبر ) پاکستان اور ترکید (سابقدتری) کی دوی قیام پاکستان ساب تک یک مضوورشد می فزی بے پاکستان میں ترکی کے پیلے مغیر بیٹی کمال نے سارتی کاندات کا کمانلام محمولی جاج " کو 4 رکھ 48 وکویش





النول التولين بهي تيار كرني السولين بهي تيار كرني

### سينزل ديازرى كين (CDC) كتام ك 25سال عمل بونے ير (23من)





پرگانی اس موقع گلوناک خ25 26/2023 به بیدایت کافاک کند بادی که ایراک کار ۱۵۵۸ (۱۵۵۸ ایراک) بداده کیشید عمر 24 کلد برخش گاه داداکاتش داد. عمر 24 کلد برخش گاه داداکاتش داد.



بر محكمة ذاك في 20 روب ماليت كاذاك تكت جارى كيا يمك بر ستار کی بھی میں پاکستان اور چین کے جہنڈ مے بی ہیں، جب کروسلہ میں" میں پیک کے 10 سال" آگریزی میں تحریر ہے۔ تکمٹ کا سائز کی 2000ء کے ایک جب کے اور ایک شیٹ میں 18 گفتس پڑھنٹسل گلدولاکھ کے قدر کے جب کے سید کے ساتھ کا مسلم پڑھنٹسل گلدولاکھ

# ن ملے ہے ہے۔ پہلانشان حیدر پانے والے کیٹن مداجا تھرمر ورشبید کی شہادت کے 75 ممال ممل ہونے پر (27 جولائی):



كيني راجا محد سرورشهيد 27 جولائي یجی رویا میر سرد سید کاری (الای) 1948ء کو جدارت کے عطع میں جام شہارت فوش کیا اور پاکستان کی تاریخ میں پہلانشان حدید حاصل کیا۔ راجا می سرور شبید کی شہادت کے 75 سال محمل مونے پر محکمۂ واک نے 75روپ مالیت کا واک محک جاری کیا۔ محک کا مان (135x50.5) ایم ہے اور ایک مان میں 18 کمٹ پر مشتل کل دولا کو کمٹ طبع کیے گے۔ شیٹ میں 18 کمٹ پر مشتل کل دولا کو کمٹ طبع کیے گے۔

### آج كرقى يافة دور على برقى سائز 150.5x35 كاركم ب ياكتان يينيك ك 50ويهال كروير (15 مرق)





مو في علادة اك ن 20 در به بال يحال ك بها باكار ك بها باك بال ك بال ك بال مع في علادة ك 20 (20 (20 و بها ي ال ح الاستراك من حقوق الاستراك بالمال ك آخري المحال ك المحال المواجعة ك المحال المح

# ميشل الجيئز مگ مرومز پاكتان پرائويك لميند (بيهاك



# بناب يذيك كائ فيعل آبادك بجاس الكمل مون بر10 ك)



الكِرى كليمر يوني ورشي كى شار میں عارضی طور پر قائم کیا تھیا۔

# واصلات کی انتہائی آسان





گزشته برر 2023 مین محکمهٔ ذاک نے 17 فقف مواقع پر ڈاک گلس اور کے یادگاری شینس جاری کیں۔ ذیل میں گزشته برس مخلف مواقع اور مختف فضیات عوالے برای کے جانے والے ڈاک تشس کی فصيلات وشاغدمت تنباب

# يا كسَّان مِن وفا في محسّب كالحكمة جنوري 1963 ، مِن قائم كما كيا- بياداره



المراقعة المستقدات المستقدات المراقعة المراقعة

### خواتمن كے عالمي دن كے موقع پر (8 ارج)



علاوہ ملازمت کے

بالزو کے کر کارچ کے اور میں ایک اور کارٹری کا ایک اور کی ایک اراض کارٹری کارٹر ر میں ان کر ان کے جاتے ہاں کہ ان کے جاتے ہاں گاہا کہ ان کہ



### 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.

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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	Issue Addressed
Census data	
2. Why Census is concluded everywhere	NADRA had provided uninterrupted provision of tablets
except Punjab on 15th May?	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 15th to 20th 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	Satellite technology can be used to count structures only.
enumerators door-to-door, when population	Counting of individuals is still carried out through door
counting through satellite technology is	to door operations all over the world
possible?	
4. Population of Karachi is shown less	Sindh Government was responsible for conducting field
than actual by at least 13,00,000?	operation throughout the province. Therefore, in case of
5. Population is shown less in all districts	any observation on population number in Sindh, DCs,
of Sindh	ACs and Feld Staff of Sindh province is answerable.
6.Population of Sindh is 64.4 Million while PBS	
put it as 57.66 Million.	





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

# Mustafa Kamal & Farooq Sattar MQM

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





1.The	figure	s are	sha	red	at
Divis	sional	level	, in	wh	ich
urbai	n distri	ict po	pulati	on l	nas
been	shown	less.	Speci	fical	lly,
in M	Iirpur	Khas,	Hyde	erab	ad,
Sukk	ur, Na	ıwab	shah,	wh	ich
resul	ts in i	ncrea	se by	30-	-40
perce	ent	in	div	isio	nal
popu	lation	but sh	are of	urt	oan
incre	ase is c	only 1	0 %, w	hicl	ı is
agair	ist Den	nogra	phic tı	end	as
it s	hows	that	peop	le	are
migr	ating to	ward	rural	area	s.

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:-

Name of	Total	Urban	Rural
Division	Increase	Increase(%)	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	18.55	18.30	18.65
Benazirabad			
Sukkur	20.35	23.59	18.71

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.

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 As per blocks formation policy, blocks were allocated on average 200in a block were also shared by 250 households in smooth areas and 125-150 HH in hard areas. But him Shaheed Benazir Abad block scheme is different in Karachi for full coverage & easy access to (270 HH in one Block), every household as there are high rise buildings in Karachi. The block Hyderabad (200 HH in one scheme is not fixed on 200-250 HHs but it varies from area to area. block), Karachi (198 HH in one over- all blocks increased in Sindh province is 12%, in Shaheed densely populated Benazir Abad Division is 16%, in Hyderabad Division is 21%, in Karachi Division is 9% and in Larkana Division is 8.7% respectively. Larkana (more than 250 in one Block formation scheme is attached at Annexure -B block), 8 lac 47 thousand HHs not counted in Karachi, 1 lac 19 thousand HHs not counted in Hyderabad, 7. If PBS will not be able to share logical and reasonable

Issue was resolved in several meetings with political parties

Mustafa Kamal MQM in BakhabarSwera (ARY)

numbers, then MQM will not

accept the results of Census.

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





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

### Hafiz NaeemJamat-i-Islami

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

### **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 with in 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 multiparty 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.





### Census FAQ's Urdu

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

ج)سوال نمبر 3میں باڑہ/پولٹری/نرسری کی معاشی سرگرمیوں کو PSIC کوڈ10 کے ساتھ باڑہ کا کوڈ دے کر اندراج کیا جائے گا۔

### س2)عمارتوں کونمبر 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 با ہر 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 سٹوریا بک شاپ و غیرہ بھی موجود ہیں تو ان سب عمارتوں کو الگ الگ نمبر لگے گا۔اس کے بارے میں مزید جاننے کے لیئے کشاس کے عمارت کی مثال سے یہ مزید واضح ہو جائے گا۔

# س3)آرٹ ،اینٹر ٹینمنٹ اور ری کریشن کا کوڈکون سی سرگرمیوں کو کور کرتا ہے؟

ج) (93-93)تک کے کوڈ آرٹ ،اینٹر ٹینمنٹ،اور ری کریشن کی سرگرمیوں کو کور کرتے ہیں جہاں جہاں کوئی لائیبریری، لوک ورثہ ، سپورٹس کلب ،سنوکر ،بلیئر ڈ ،کیرم بورڈ ، چیسٹ ، کارڈز ،بیڈ منٹن ،سینما گھر ،تھیئٹر 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 لیئے ہو رہی ہے۔اس کو ہم اجتماعی رہائش تصور کرتے ہوئے رہائشی و معاشی سرگرمی میں ڈالیں گے باسٹل سمیت تمام Institutional Householdsو "معاشی و رہائشی" کےاندر درج کیا جائے گامعاشی و رہائشی میں درج کرنے کے بعد اسکو" معاشی " میں ڈالیں گے۔اور وہاں رہنے والوں کا اندر اج اجتماعی گھرانے کے طور پر ہو گا۔

### س5) گھرانے کی کیا تعریف ہے؟

ج)گھرانے سے مرادیہ ہے کہ اایک 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 7جو 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 ہواورایک proper structureکے اندر اپنی معاشی سرگرمی انجام دی جا رہی ہو تو اسکا اندراج بھی ایک الگ معاشی سرگرمی کے طور پر ہو گا اور ہر عمارت کو الگ نمبر دیا جائے گا۔

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

ج) کثیر المنزلہ رہائشی ومعاشی عمارت کی صورت میں عمارت کے باہر ایک نمبر لگے گا اور رہائشی گھروں کو ذیلی نمبر نہیں 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 ٹیبلٹ اسکو automaticallyنمبر دے دے گا۔

### س9)تبلیغی جماعت والوں کا اندراج کیسے کرناہے؟

ج)تبلیغی جماعت والوں کو exceptionally treatکرنا ہو گا،چاہے وہ 6مہینے ،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 گهر 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 کاالگ داخلی راستہ ہے یا کوئی بورڈ لگا ہوا ہے تو اس کا اندراج معاشی و رہائشی سرگرمی کے طور پر ہو گا۔

### س11) اگرکسی گھرانے کی self enumerationہو چکی ہو تو کیسے معلوم ہو گا؟

ج) self enumerationہو جانے کے بعد enumeratorفیلڈ میں جائے گا اور اس گھر پر نمبر لگائے گا اور پوچھے کا کہ کیا اس گھر کی self enumerationہو چکی ہے تو ہاں کی صورت میں (UTN(Unique Token Number) کا کہ کیا اس گھر کی 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 سےدور الگ مارکیٹ میں ہو تو اسے نمبر لگانے کا کیا طریقہ کار ہو گا؟





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 اندر اج ہو گا۔

### س14) کیاغار/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 کمر ے 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)کثیرالمنزلہ عمارت میں کم سے کم کتنی منزلیں ہونی چاہیے؟

ج)کٹیر 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۔

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

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

پاکستان ادار ۂشماریات،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 ومردم شماری ہوئی ہے؟

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

## 3) کیا یورے 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 افرادکو شمار کیا جائے گاجو پاکستان میں رہائش پذیر ہیں۔

## 4)مردم شماری اور سروے میں کیافرق 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 اعدادو شمارکے 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 پاپند 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 رہےکہ 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 (ٹیبلٹس)کے ذریعے معلومات اکٹھی کی جائیں گی۔ مکمل کوریج کے لیے جیو ٹیگنگ کے ساتھ شمار کنندگان کی رئیل ٹائم مانیٹرنگ (Real Time) محلومات کی شفافیت اور اعتبار میں اضافہ کرے گی۔

### 8) يبلى ڈيجيٹل مردم شمارى كا عمل كيا ہو گا؟

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

1) ٹیبلٹ 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 شماري

5) ٹیبلٹ کے ذریعے معلومات کا اندراج۔

6) رئیل ٹائم مانیٹرنگ (Real Time Monitoring)۔

7)پرنٹ ،الیکٹرانک اور سوشل میڈیا تشہیری مہم۔

## 9) ڈیجیٹل مر دم شماری کے لئے ڈیٹا اکٹھا کرنے کے مختلف طریقے کونسے ہونگے؟

1)ویب پور ٹل کے ذریعے خو د شماری۔

2) ٹیبلیٹس (Tablets) کی مدد سے شما ر کنندہ کے ذریعے معلو مات اکھٹی کرنا۔

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

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





کبھی کبھار لاہور میں اپنے خاندان سے ملنے کے لئے آتا ہے،اس کا شما ر اسلام آباد میں ہو گا کیو نکہ وہ اسلام آباد کے وسائل استعمال کرتاہے۔

# 11)گنتی کے عمل کی وضاحت کریں؟

گنتی دو مراحل کے ذریعے مکمل کی جائے گی۔

### <u>خو د شما ری:</u>

خود شماری میں ایک مکمل طور پر محفو ظویب پورٹل بنایا گیا ہے۔اس ویب پورٹل کے ذریعےفیلڈ کی گنتی سے پندرہ دن پہلے معلومات کا اندراج کیا جا سکے گا۔

### يبلا قدم:

پورٹل تک صارف محفوظ لاگ ان/پاس ورڈ کے ذریعے رسائی حاصل کرے گا جو ان کے مو بائل فون نمبرز کا استعمال کرتے ہوئے بنا یا جائے گااور اس کے بعد فرد اپنی معلومات بھر سکتا ہے معلومات مکمل ہو نے کے بعد ہر صارف کو پو رٹل کے ذریعے ایک منفرد ٹوکن یا کیو آر کوڈ جا ری 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 جا ئے،تو شمار کنندہ صرف جیو ٹیگ کرے گا اور خود شماری کا عمل مکمل ہو جا ئے گا۔

### گهرانوں 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 ومردم 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 گھرا نوں کے لئے جو خود شماری کو اختیار نہیں کریں گے،شمار کنندہ انٹرویو کے ذریعے ڈیٹا اکٹھا کر کے اسے ٹیبلیٹ میں درج کرے گا۔

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

مندر جہ ذیل ادارے مردم شماری کے عمل میں پی بی ایس کے تعاون کے شراکت دار ہیں:

نادرا (مردم شماری کے سافٹ وئیر اور ٹیبلیٹ کی فراہمی کے لئے)

سپارکو(ہائی ریزو لوشن امیجری کے لئے)

این ٹی سی (سٹوریج کے بنیادی ڈھا نچے اور کمپیوٹرزسہو لیات 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 وئیر اور ٹیبلیٹ کی فراہمی کے لئے کون سی تنظیم ذمہ دار ہے؟

نا در ا۔

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

گنتی کا بلاک اوسطاً 2000 سے 250 مکا نات پر مشتمل ہو تا ہے اسے سر وے میں پرائمری سا مپلنگ یونٹ کے طور پہ بھی جانا جا تا ہے۔مر دم شماری میں پو رے بلاک کی گنتی کی جاتی ہے جبکہ سروے میں بلاکس میں سے گھرا نوں کی صرف مخصوص تعداد لی جا تی 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۔

### پېلا مرحلہ:

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

### دوسرا مرحلم:

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

### تيسرا مرحله:

ٹی او ٹیز تحصیل کی سطح پر 2000مقامات پر35 افراد فی بیچ کے حساب سے فیلڈ سٹاف کو تربیت دےگا۔

### 16)کیا وو ٹرز رجسٹریشن کے لئے مردم شماری کا استعمال کیاجاتا 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 زرجسٹریشن 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 کرنادرست 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۔

### <u>18)مردم شماری کیوں ضروری ہے؟</u>

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 ہوجاتا 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۔ لہٰذا، ہر فرد کی شمولیت اس انتظامی اکائی میں اہم ہے جس میں وہ رہ رہا ہے۔





# **Duty Roster of Media Working Group**

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





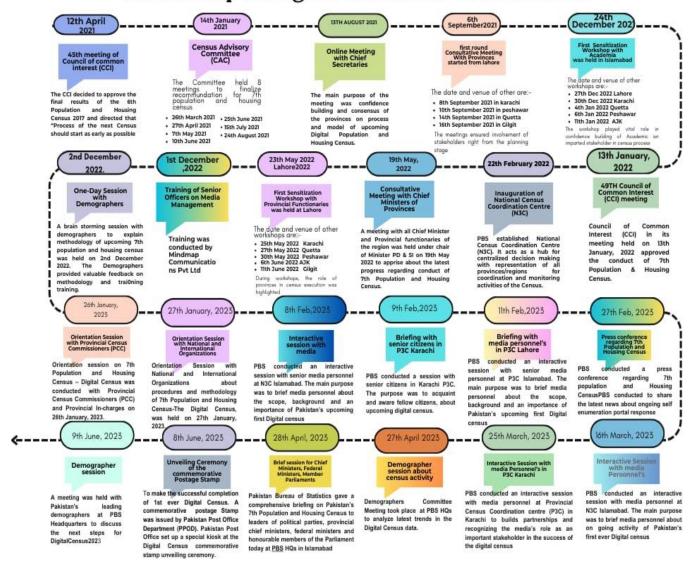
11.	Keeping track of all important meetings and	Ms. Tayyeba Rehman	System
	activities of PBS, their coverage and	Ms. Raheela	Analyst
	preparation of relevant posts		Statistical
			assistant
12.	Decision of number of posts during a month at	Ms Tayyeba Rehman	System
	the start of month including coverage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





### **Timeline of Digital Census 2023**

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







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