



# SECOND QUARTERLY PROGRESS REPORT

April - May - June **2022**





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# 1. Background

The **Punjab Human Capital Investment Project (PHCIP)**, a World Bank-funded project initiated by the Government of Punjab, aims to support the implementation of key investments in health, education and social protection for human capital accumulation in Punjab. A multi-sectoral, three-component project, PHCIP aims to improve the quality of life for underprivileged and vulnerable households - its development goal is to enhance access to and usage of quality health services, as well as implement economic and social inclusion initiatives in targeted regions through educational and monetary interventions. The Project is being implemented in 11 districts of Southern Punjab with the support of three implementing agencies, namely the School Education Department (SED), Primary & Secondary Healthcare Department (P&SHD) and Punjab Social Protection Authority (PSPA) as being the lead implementer.

PHCIP comprises of three main components: Component-I: Quality of and Access to Healthcare Services (Aaghosh), Component-II: Economic Inclusion (Khud Mukhtar) and Component-III: Social Inclusion for Education (Bunyad). The objective of the Punjab Human Capital Investment Project (PHCIP) is to upgrade existing Government health facilities and increase the utilization of quality health and education services, as well as economic and social inclusion programs, among poor and vulnerable households who are registered beneficiaries of the Benazir Income Support Program (BISP) in select districts in Punjab.

The Project targets the following areas of work.

**Quality of Healthcare Services** - Any individual can visit a primary healthcare facility to avail healthcare services under H&N CCT. A pregnant or lactating woman, or a parent of children up to 2 years of age from BISP beneficiary households, as identified through the National Socio-Economic Registry (NSER), is what qualifies her to be an Aaghosh beneficiary. The NSER is currently being updated; however, until the new NSER data becomes available, the Project will use existing data to target beneficiaries. Beneficiaries enrolled on the basis of the old NSER will continue to stay in the program for a period of two years, even if the new NSER exits them from the BISP program.

**Economic Inclusion (EI)**: An eligible beneficiary of the Labor Market Readiness (LMR) package is a parent whose age is between 18 and 29, with at least one child under 5 years of age, from BISP beneficiary households, as identified through the NSER. An eligible beneficiary for the livelihood support grant will be a beneficiary who has completed the LMR package.

**Social Inclusion for Education (SIE)**: Any child of age under 5 living in the target communities is eligible to be enrolled in ECCE.

The Spectrum VMLY&R team signed the contract on December 7, 2021, as a Creative and Communication Firm (CCF), and the Agency has been in action since then. The agency already covered the first quarterly progress in the previous Report. This second Progress Report covers the performance period between April and June 2022; it outlines Project activities initiated in regards to creative and communication designs during this period. This Report also offers detailed information about the deliverables delivered in the second quarter.

# 2. Introduction

The purpose is to take a glance at Agency work in the first quarter before listing the second quarter deliverables. In the past first quarter, the initial deliverable includes the Diagnostic and Inceptions reports. The Diagnostic Report was initiated based on a need for more media understanding to identify communication channels for the PHCIP and its 3 components to deliver key messages. The Diagnostic Report aimed to analyze the media and information use habits of the Target audience of 4 districts of Punjab, concentrating more on the two components "Aaghosh" and Khud Mukhtar." Due to the primary research required in the Diagnostic Report, the Inception Report was put on hold.

Other than the initial deliverables in the first quarter, the Project has required creative and communication design services from Spectrum VMLY&R. The activities delivered in the first quarter included the design, skeleton, page structure, and title cover of the Brand Guidelines. The Agency proposed the Brand Components' look and feel with the corporate communication statement and crafted the positioning statements for Aaghosh and Khud Mukhtar program. The Agency also designed the Logo and suggested the name for the third component, "Bunyad," with a strong positioning statement. The Agency also designed the posters, flyers, and standees for Aaghosh, Khud Mukhtar, and Bunyad. In the meantime, Agency developed branding materials for the standardized event for the Launch program. During the first quarter, Agency also activated the PHCIP Website skeleton design and established Social media platforms (Facebook, YouTube, and Twitter) and social media posts about the introduction of PHCIP and its components, special days, and informational.

According to the RFP's list of key deliverables, the following items were required:



## 2.1 Diagnostic Report

In order to develop effective communications to reach the beneficiaries and stakeholders of the Project, the Diagnostic Report initiated by the Agency. In the first quarter, the Agency completed and shared the first draft based on secondary research, as per the RFP timeline of 35 days from the date of the contract. After that, in the second quarter, the Agency was requested to do primary research, which was conducted via an external research agency that conducted telephonic research in four districts, i.e., 400 phone calls. From these phone calls, the data was collected and formed the basis of the primary research. This information was then clubbed with the secondary research, and the report was once again shared with the client.

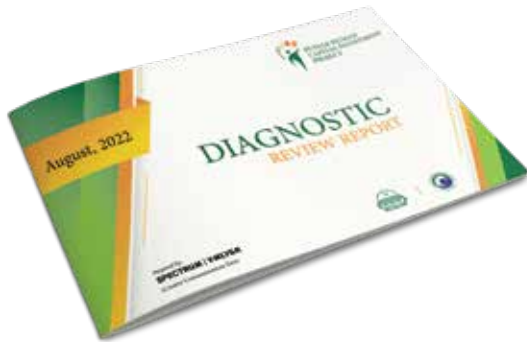


Image 1: Diagnostic Review Report – Draft

Previously the Agency delivered the skeleton design, page structure, and title cover design for the Brand Guidelines. The Brand Guideline Book was created in the second quarter, and has been revised as per the necessary revisions as per client review.



Image 2: Branding and Visibility Guidelines - Draft

## 3. Activities Carried Out During the Reporting Period

Along with the Diagnostic Report, the Project deliverables included a list of creative communication deliverables as per the RFP. Spectrum VMLY&R continued to work on the expected deliverables in the second quarter; these are outlined below.

### 3.1 Brand Guidelines

Creating a distinct brand identity for the PHCIP project and its components, the Agency developed Branding and Visibility Guidelines. An essential and valuable tool, this Brand Book is helpful in clearly defining the rules of use of the brand's visual elements, creating cohesion and consistency across multiple platforms and collaterals.

### 3.2 Redesigned IEC Materials of Aaghosh, Khud Mukhtar & Bunyad

The Agency suggested a separate IEC material tone for each of the components, while simultaneously maintaining synergy across all design deliverables. The Agency redesigned the posters, flyers and standees for Aaghosh, and designed separate collaterals for both the Khud Mukhtar and Bunyad components.

**Aaghosh:**



In the second quarter, the Agency redesigned the IEC materials. Fresh illustrations were developed with more detailing to ensure the



development of more comprehensive collaterals that are easy to understand. Further, the text was also improved. Keeping the colors consistent with strengthening branding and recall, we maintained the same for two specific areas - during pregnancy and the immunization period of almost 2 years. Another reason for color coding is to create consistency and facilitate easy recognition and recall for BISP beneficiaries, emphasizing that these are collaterals of two different areas of attention. The green color reflects the antenatal period, and the blue color reflects the post-natal period after pregnancy whereby new mothers can benefit from quality healthcare services. Furthermore, we have given a separate color – pink - for combined materials covering the information from both these specific areas within one collateral.

almost all the professions facilitated under this Project component. To this end, several new illustrations were designed. Furthermore, we presented the Khud Mukhtar branding designs on all items given to beneficiaries to create brand association and strengthen recall that PHCIP finances that particular business / productive asset under the Khud Mukhtar component.



Image 3.1: Banner Design of Aaghosh for further references see Annexure 5 images - I, II and III



Image 3.2: Banner Design of Khud Mukhtar for further references see Annexure 5 images - IV, V, VI and VII

**Khud Mukhtar:**



In the previous quarter, the design of the initial material featured limited professions for the beneficiaries. In the second quarter, the Khud Mukhtar collaterals were extensively redesigned, showcasing

**Bunyard:**



In the first quarter, the Agency designed the collaterals using photography-based visuals; this approach was suggested by the Agency to promote a lively and visually interesting look and feel. Images for the same were provided by the PHCIP team. However, the Agency redesigned all the materials using an illustration-based approach in the second quarter. Thereafter, the Agency further redesigned all illustrations / collaterals with more detail to highlight and clearly depict the look and feel of the classroom. Different learning corners were redesigned with more detail, and particular emphasis was placed



on the facial expressions of the children and the teachers. Showing children under the age of five years was a real challenge because illustrations are hand drawn, and it is challenging to capture expressions – a task that is much easier with actual photography. The deliverables were approved in the second quarter.



Image 3.3: Banner Design of Bunyad for further references see Annexure 5 images – VIII, IX and Xv

### 3.3 Designed Aaghosh Custom Letter for Community Members & Imam Masjid

To target the local audience, the Agency wrote a letter to the Imam of the Mosque, requesting him to build into his weekly sermon the importance of caring for mother and child health (key messaging in line with the Aaghosh program). The Imam of the Masjid is seen as a respectable figure and one whom people listen to – by leaning in on this relationship of trust, it became possible to communicate the Aaghosh Program's key messages and benefits to the community members. The Agency designed custom letters for community members and the Imam e Masjid, with clear visual images outlining the two periods of consideration – the first was during pregnancy, and the second is the post-natal immunization period of almost 2 years. The message was clear in inviting the target audience to visit Health Facility Centers (HFs) and attracting them to avail Conditional Cash Transfers facilities during the pregnancy period and the immunization period of almost 2 years. The customized letter was designed in two separate color tones, green and pink (to represent a corporate look and feel, and combined antenatal / post-natal period respectively).



Image 4: Custom Letter for Community Members and Imam Masjid

### 3.4 Designed FAQs for Aaghosh Program

Taking the features and benefits of the Aaghosh program further, the Agency placed them in a FAQ format with the aim of connecting with the audience and explaining to them about the Aaghosh program. The FAQs helped bring clarity to the audience in regards to the Aaghosh program and motivated them to avail the benefits. The FAQs also serve as a great tool to educate and inform those who are not familiar with Aaghosh and can incentivize them to benefit from it. The Agency developed the FAQs designs, which were later shared with the PHCIP team for approval.

### 3.5 PHCIP Website

In the first quarter, in the month of March, PHCIP launched its website with the basic structural outline and information. In the second quarter, the Agency worked towards further developing the PHCIP website, populating it with more informational content related to PHCIP and its three components. The Agency went on to develop several pages in various sections, required collaterals, and the PHCIP Map - the animated map for the website. Other sections of the website were also developed during this period



Image 5: Website Mockup

### 3.6 PHCIP Social Media Posts

In the first quarter, the Agency developed the PHCIP social media page and developed content for special occasions such as Women’s Day (8 March), Pakistan Day (23 March). In the second quarter, to amplify PHCIP’s digital presence, the Agency developed social media content covering special occasions related to the Project and highlighted the content on Facebook and Twitter. The content covered special

occasions such as Eid and Labor Day (1 May) whereby PHCIP honored workers and recognized their contributions to society; the Agency also developed posts featuring various PHCIP events in real time, using actual footage and images from the event and created content for a press release the following day. Results were achieved with constant collaborative teamwork, with posts developed during the period, and turnaround time was also improved.



Image 6: Social media posts Mockup for further references see Annexure 5 images -XI and XII

## 4. Progress

S. No	Activities	Progress
1	Diagnostic Review Report on the Media and Information Use Habits of the Target Audience/Key Beneficiaries of Each Component	In process
2	Inception Report with Detailed Work Plan including Advisory Inputs	First Draft Submitted and Put on Hold
3	Branding and Visibility Guidelines - Designing	In Process
4	PHCIP Communications and Visibility Materials	Shared
5	Standardized Event Management Materials and Exhibits - Designing	Shared
6	Design PHCIP Website	In Process
7	Development of Content for Social Media, PR and Media Coverage on a Monthly Basis	On going
8	IEC Materials of Aaghosh, Khud Mukhtar & Bunyad	Delivered

# 5. Appendix

With reference to above mentioned deliverables



Image I: Banner design for Aaghosh with reference to activity 3.2 - Aaghosh



Image II: Poster design for Aaghosh with reference to activity 3.2 - Aaghosh





Image III: Standee design for Aaghosh with reference to activity 3.2 - Aaghosh



Image IV: Sticker design for Khud Mukhtar with reference to activity 3.2 - Khud Mukhtar



Image V: Banner design for Khud Mukhtar with reference to activity 3.2 - Khud Mukhtar



Image VI: Brochure design for Khud Mukhtar with reference to activity 3.2 – Khud Mukhtar

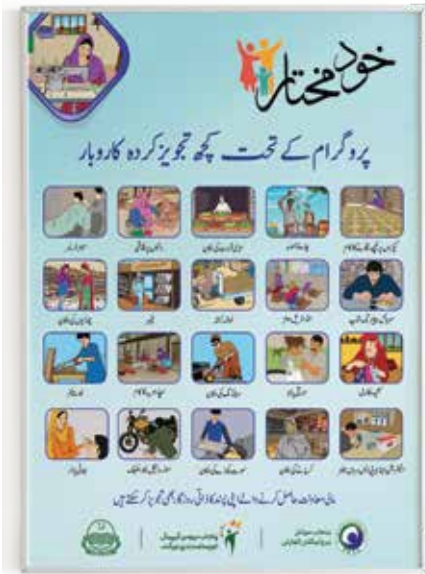
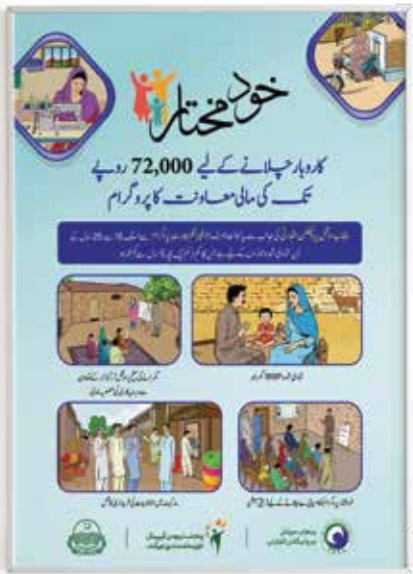


Image VII: Poster design for Khud Mukhtar with reference to activity 3.2 – Khud Mukhtar



Image VIII: Banner design for Bunyad with reference to activity 3.2 – Bunyad



Image IX: Poster design for Bunyad with reference to activity 3.2 – Bunyad



Image X: Brochure design for Bunyad with reference to activity 3.2 – Bunyad



Image XI: Social media Posts related to Aagosh Program with reference to activity 3. 6

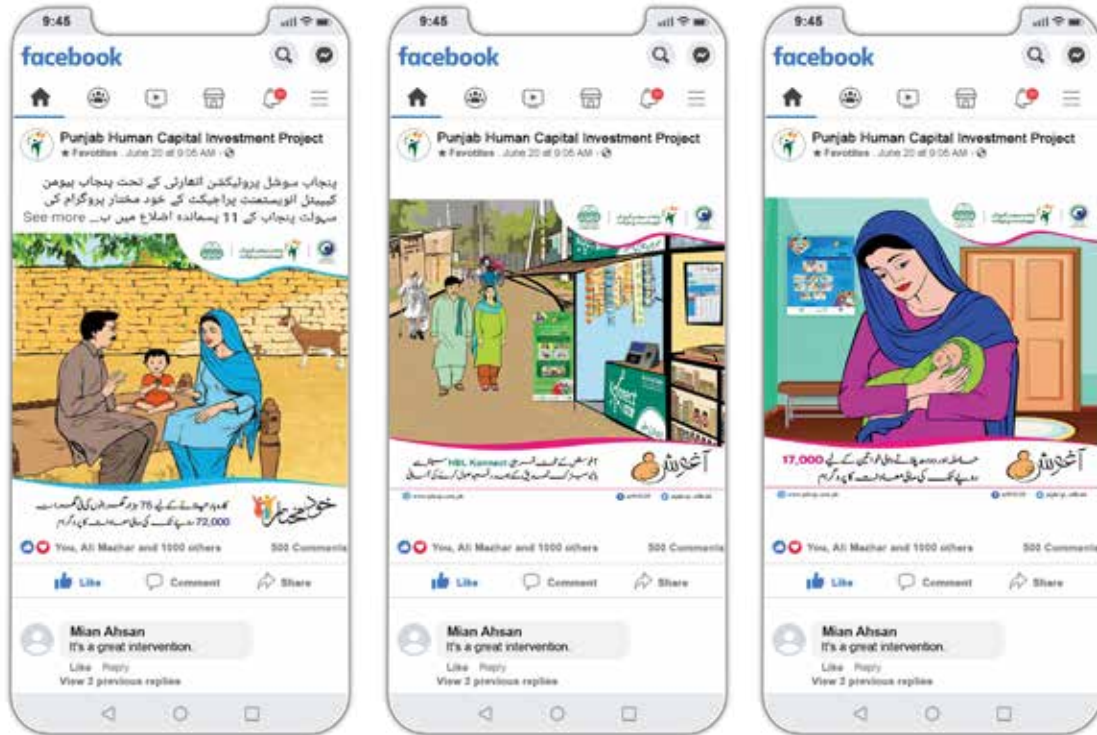


Image XI: Social media Posts related to Aghosh Program with reference to activity 3. 6

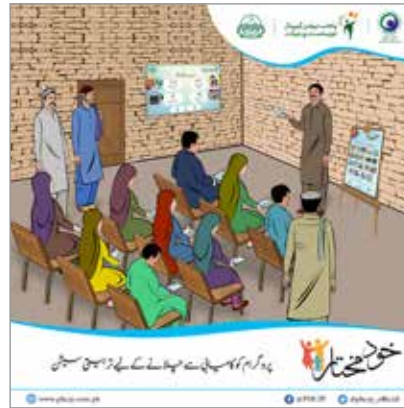


Image XII: Social media Posts related to Khud Mukhtar Program with reference to activity 3. 6






Image XII: Social media Posts related to Khud Mukhtar Program with reference to activity 3. 6



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