



FIFTH QUARTERLY PROGRESS REPORT

January – February - March **2023**





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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 development 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 (Bunyard). 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 services:

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.

Since December 7th 2021, Spectrum VMLY&R has been responsible for developing creative communication for PHCIP and its various components. The Agency has worked on various deliverables in line with PHCIP's requirements over time in past quarters - including research, brand guidelines, print and audio-visual creatives, to name a few. This Quarterly Report reflects the developments in quarter five between the period January and March 2023, and gives a detailed overview of the activities worked on during the period related to creative and communication designs.

2. Introduction and Context of the Action in the Past Quarters

On being appointed as PHCIP's creative and communication partner, Spectrum VMLY&R's first task was developing a strategy that would take into account both the objectives of the project and the profiles of its beneficiaries. In developing creative components, the agency focused on building a brand image for PHCIP simultaneously so that every single deliverable would have commonalities (use of visual style, colours and fonts) and contribute to creating awareness for the umbrella brand.

At the same time, the agency developed communication messages that were easily comprehended by the beneficiaries. This was achieved through the use of simple language and illustrations, which were understood by those with visual literacy abilities.

Apart from the initial deliverables, the Agency delivered several creative and communication collaterals related to Aaghosh, Khud Mukhtar, and Bunyard. The collaterals delivered include:

- designing and developing Brand Guidelines
- tweaking the illustration of the Aaghosh and Khud Mukhtar
- designing the logo for 'Bunyard' and as well as working on suggesting and finalizing the third component name
- conceptualizing the taglines and positioning statements for all three components of the PHCIP Project
- designing and redesigning posters, flyers, brochures, tri-fold flyer and all the IEC materials with distinctive color tones and illustrations for all three components

The Agency also worked on establishing PHCIP's corporate identity in the Digital sphere, creating the PHCIP website from scratch - including structure, design, and content. The Agency also launched PHCIP's presence on social media platforms including Facebook and Twitter to create awareness, educate the digital audience about the work PHCIP is doing via its 3 components, and engage with the audience. During this period, the Agency also produced success stories,



work plans, health and hygiene awareness, community letters, FAQs, and proposed branding designs for Rickshaws and hoardings for Aaghosh and Khud Mukhtar programs.

Moving forward - in this quarter, the deliverables worked on by the Agency, are as follows:

2.1 Inception Report

Work on the Inception Report was initiated in the first quarter by Spectrum VMLY&R. Initially, the Inception Report was put on hold because of the need for ground research and analysis in the targeted regions of Punjab. The Diagnostic Report was structured to compact the ground research and analysis into one document. In the third quarter, the Diagnostic Report was approved by the PHCIP team. Thereafter, in the fourth quarter, the Agency started working on a Public Information Campaign (PIC) to develop an action plan for the Aaghosh Program – a sub-part of the Inception Report.

In the fifth quarter, the Agency started structuring the Inception Report – this is a detailed report covering the Project in great depth. The Inception Report comprised of an extensive explanation of the background and overview of the PHCIP Project, which includes describing target audiences (for each component), selected regions, defining each component of PHCIP in detail, and explaining the core functions and identifying the role and responsibilities of the Creative Communication Firm (Spectrum VMLY&R).

As part of the document, the Agency defined the Scope of Work, Methodology, Analysis, and Findings in detail related to the Project. In the Report, the roadmap was designed for each component (Aaghosh, Khud Mukhtar, and Bunyad), identifying the purpose, objective, target audience, geographical scope, and proposed actions to engage the audience.

The detailed Public Information Campaign (PIC) and workplan for Aaghosh, Khud Mukhtar and Bunyad were attached in the Inception Report to describe the campaign outlook, key messages and activities to be performed related to each component to connect with the target audience.

To summarize the Report, the Agency included the Matrix of Activities evaluation to ensure the effectiveness of the activities delivered during the Project period.

In the fifth quarter, Agency shared the complete revised Inception Report to the PHCIP team for approval.

3. Activities Carried Out During the Reporting Period

Aside from the Diagnostic & Inception Report, the Project listed several creative communication deliverables. Spectrum VMLY&R continued to work on the expected deliverables in the fifth quarter as well; these are mentioned below.

S.No	Activities	Progress
3.1	Enhanced PHCIP Artwork: Highlighting Helpline Number 1221 Icon	Delivered
3.2	Integration of Helpline Number 1221 Icon into Aaghosh, Khud Mukhtar, and Bunyad IEC Materials	Delivered
3.3	Taking a Creative Dive: Aaghosh's IEC Materials Enrich Prenatal and Postnatal Narratives with the Introduction of Two New Characters	Delivered
3.4	Proposal of Public Information Campaign for Aaghosh	Submitted
3.5	Proposed Workplan and Key messages for Bunyad	Submitted
3.6	Designed of PHCIP Calendar 2023	Delivered
3.7	PHCIP Social Media Posts	On going/ Delivered
3.8	PHCIP Website	On going/ Delivered

3.1 Enhanced PHCIP Artwork: Highlighting Helpline Number 1221 Icon

The PHCIP team shared the Helpline icon and proposed incorporating the Social Protection Helpline Number 1221 in all collaterals, as given by PSPA, to facilitate the target audience and support them in answering their queries and addressing any problems. The client asked the Agency to include the Helpline Number 1221 in all the design artworks to ensure the dissemination of the number to facilitate the audience. The Agency adapted the icon of the Helpline Number 1221- a dial pad design in the green, blue, and red corporate colors. The Helpline icon is being adapted as per size required and being placed in all PHCIP leaflet, banner and poster artworks.



Image 1: PHCIP Helpline Number 1221 Artwork adapted into Front Leaflet Design. For further references see Annexure 5 image - I, II, III, IV, V and VI



Image 2.1: Helpline Number 1221 Icon incorporated in Aaghosh Brochure (Back), for further references see Annexure 5 images - VII, VIII, IX, X, XI, XII, XIII, XIV, XV, and XV

3.2 Integration of Helpline Number 1221 Icon into Aaghosh, Khud Mukhtar, and Bunyad IEC Materials

In the fifth quarter, the Agency revised all IEC material designs by including the PHCIP Helpline Number 1221 icon. The Agency modified the designs of all three components - Aaghosh, Khud Mukhtar, and Bunyad - deliverables. The PHCIP Helpline icon has been incorporated in all IEC materials, including: Brochures, Banners, Standees, Flyers, Tri-fold Flyers, Stickers and Leaflets. The Agency has also adapted the two-fold flyer design of Aaghosh and Khud Mukhtar in A4 Brochure.



Image 2.2: Helpline Number 1221 Icon incorporated in the A4 Posters for Khud Mukhtar, for further references see Annexure 5 images - XVII, XVIII, XIX, XX, XXI and XXII



Image 2.1: Helpline Number 1221 Icon incorporated in Aaghosh Brochure (Back), for further references see Annexure 5 images - VII, VIII, IX, X, XI, XII, XIII, XIV, XV, and XV



Image 2.3: Helpline Number 1221 Icon incorporated in the A4 Posters for Khud Mukhtar, for further references see Annexure 5 images - XVII, XVIII, XIX, XX, XXI and XXII



Image 2.4: Helpline Number 1221 Icon incorporated in the Brochures for Bunyad, for further references see Annexure 5 images – XXIII, XXIV, XXV, XXVI, XXVII, XXVIII and XXIX



Image 2.5: Helpline Number 1221 Icon incorporated in the Brochures for Bunyad, for further references see Annexure 5 images – XXIII, XXIV, XXV, XXVI, XXVII, XXVIII and XXIX

characters commonly recognized as influential in the target families are mothers-in-law and husbands of the pregnant and lactating females. They are the primary decision-makers and have a strong say in the targeted females' ability to adopt a certain way of life – this includes preference of health clinics, doctor visits, and healthcare facilities. In the creative designs, green reflects the pre-natal period, and blue reflects the post-natal period to deliver quality healthcare services. Furthermore, the Agency has picked a separate color - pink for combined materials covering information about the Aaghosh Program.



Image 3: Revised Aaghosh IEC Material – Flyers or Further References of Child Immunization, Brochures, Pregnancy Posters and Standees. See Annexure 5 images – VII, VIII, IX, X, XI, XII, XIII, XIV, XV and XVI

3.3 Taking a Creative Dive: Aaghosh's IEC Materials Enrich Prenatal and Postnatal Narratives with the Introduction of Two New Characters.

In the fifth quarter, the Agency further revised and added 1221 Helpline Number in the designs of the Aaghosh IEC materials, giving them more depth and detail via designed illustrations. Earlier in the fourth quarter, the Agency added two more characters in the illustrated stories to create more impact and engagement. The adaptation of the characters was determined after the Agency's field visit in the last quarter. The

3.4 Proposal of Public Information Campaign for Aaghosh

In the fifth quarter, Agency proposed the complete and updated 'Aaghosh - Public Information Campaign'. The purpose was to develop a roadmap for the target audience in the 11 select regions of Punjab. The roadmap focused on the on-ground activities to be conducted to be relatable and effective for the Program. The PIC aims to bridge the gap between PHCIP and the audience to meet the following goals:

- a) To expand the horizons of the means of communicating the information and reach out to both primary & secondary audiences
- b) To increase registration of the potential Aaghosh beneficiaries
- c) To promote the utilization of key healthcare services generally as well as among poor and vulnerable households



- through the Health and Nutrition Conditional Cash Transfer (CCT) Program for eligible pregnant and lactating women and immunization of children up to 2 years of age
- d) To create positive behavioural change toward mother and child health, birth spacing, hygiene, nutrition, and sanitation

To communicate the fundamentals of the Aaghosh Program and meet the objectives, the Agency proposed effective activities to create awareness amongst the audience about the Aaghosh Program.

3.5 Proposed Workplan and Key messages for Bunyad

During the duration of the fifth quarter, the Agency developed the 'Bunyad – Public Information Campaign', integrated into the Inception Report. The objective of developing the Bunyad - PIC was to propose a roadmap for the on-ground activities, suitable for the target audience available in the select 11 regions of Punjab. The key messages the Agency suggested for the Bunyad Campaign were around the topics 'Introduction of Bunyad (ECCE), Significance of Early Childhood Care & Education (ECCE), Enrollment in ECCE Program, Child Protection & Safeguarding, Gender Equity in Education and Clean & Green Initiatives'. The idea was to spread the key messages on various channels, including radio, television, and digital media, to counter the low literacy rate in the regions.

3.6 Designed of PHCIP Calendar 2023

In the previous quarter, the Agency had started designing the calendar for the year 2023 for their stakeholders. In the fifth quarter the Agency developed all 12 pages of calendar based on the selected theme with approved artwork was shared for printing purposes. The calendar design was focused on translating the PHCIP Project objectives and benefits available for the target regions. Thereby, the design of the calendar is comprised of highlighting the three components - identifying benefits, features, and key messages. Later on, in the Calendar, the Agency added the PHCIP Helpline Number 1221 icon for awareness and information. The January, April, July, and October months were focused on representing the Aaghosh Program attributes. In February, June and September, the designs showcased the features and benefits of the Bunyad Program. The months of March, May, August, and November in the Calendar were designed to focus on explaining the characteristics of the Khud Mukhtar Program. The month of December was exclusively designed to dedicatedly feature the PHCIP Helpline Number 1221, with all other necessary information available.



Image 4: PHCIP Calendar Title Cover, for further references see Annexure 5 images - XXX, XXXI, XXXII and XXXIII

3.7 PHCIP Social Media Posts

The Agency took the started populating the digital platforms of PHCIP in the first quarter. The Agency activated Facebook and Twitter platforms at the start of the Project. Later, across past quarters, from time to time, Agency started adding informational content customized to the platforms to create awareness and educate and engage the audience. The Agency leveraged various occasions to connect with the target audience. Similarly, in the fifth quarter, the Agency designed posts for the Khud Mukhtar Program, showcasing its success stories and have been posting once a week on social media platforms. Also, the Agency created content for the Aaghosh and Bunyad Programs to create awareness of, as well as reinforce and remind the target audience, about the benefits and key messages. The posts have been published weekly to create awareness. For the month of Ramadan, the Agency specifically designed the healthcare posts focused on pregnant women, making them aware of the healthy and nutritionally-sound diet they should be consuming in this time period.



Image 6: PHCIP Social media post design for Ramadan related to Aaghosh Program, for further references see Annexure 5 images - XXXIV, XXXV, XXXVI, XXXVII and XXXVIII



3.8 PHCIP Website

The Agency designed the PHCIP website and took it live in the first quarter. Later, over the previous quarters, the Agency kept structuring and populating the website sections with content covering various information and updates regarding the Project and its three components. In the fifth quarter, the Agency updated the visuals with photographs taken during the field visits and replaced the existing illustration-based visuals. The Agency redesigned the visual content to replace the illustration-based visuals with the latest field photography in banners and other collaterals. The key content of the website has been adapted from the success stories of beneficiaries to highlight the real-life stories of those who benefitted from the program. The content on the website promotes gender equity, safety and security of children,

early childhood education, quality healthcare services, and livelihood support.



Image 5: PHCIP Website Banner, for further references see Annexure 5 images –XXXIXand XL

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	Delivered
2	Inception Report with Detailed Work Plan including Advisory Inputs	Delivered
3	Branding and Visibility Guidelines - Designing	Delivered
4	PHCIP Communications and Visibility Materials	Delivered
5	Standardized Event Management Materials and Exhibits - Designing	Delivered
6	Design PHCIP Webpage	On going
7	Development of Content for Social Media, PR and Media Coverage on a Monthly Basis	On going
8	Public Information Campaign for Aaghosh	Delivered

5. Appendix

With reference to above mentioned deliverables..



Image I: PHCIP Helpline Number 1221 Artwork adapted into Back Leaflet Design reference to activity 3.1

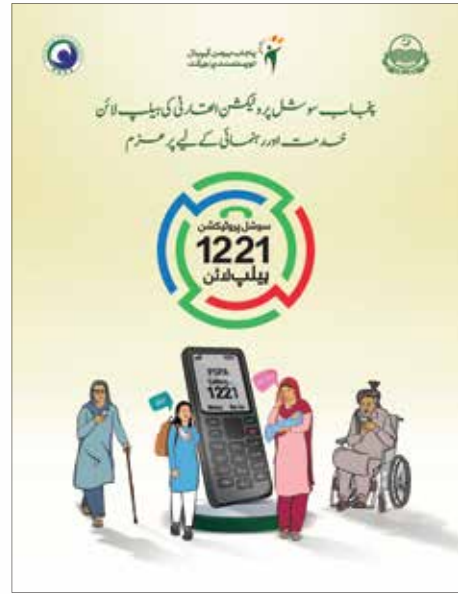


Image II: PHCIP Helpline Number 1221 Poster Design with reference to activity 3.1



Image III: PHCIP Helpline Number 1221 Artwork adapted into Banner Design reference to activity 3.1



Image IV: PHCIP Helpline Number 1221 Artwork adapted into Staff Posters A3 reference to activity 3.1

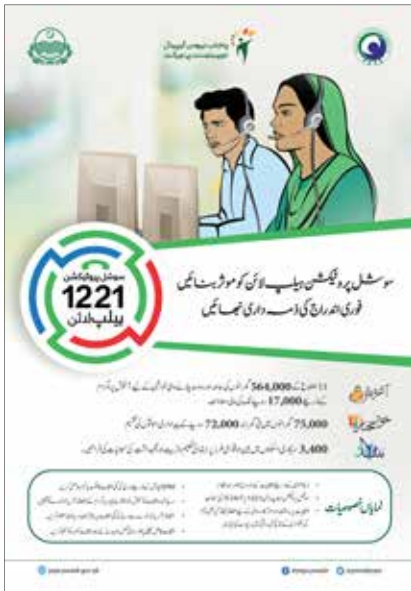


Image V: PHCIP Helpline Number 1221 Artwork adapted into Staff Posters A3 reference to activity 3.1



Image VI: PHCIP Helpline Number 1221 Artwork adapted into Posters 17x22 frame reference to activity 3.1



Image VII Banner Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image VIII: Banner Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image IX: Banner Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image X: Banner Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XI: Standee Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XII: Standee Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XIV: Child Immunization Poster Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XIII: Pregnancy Poster Design of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XV: Flyer Design (Front) of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XVI: Flyer Design (Back) of Aaghosh with PHCIP Helpline Number 1221 icon reference to activity 3.2 and 3.3



Image XVII: Banner Design of Khud Mukhtar with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XVIII: Banner Design of Khud Mukhtar with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XIX: Poster Designs of Khud Mukhtar with PHCIP Helpline Number 1221 icon reference to activity 3.2

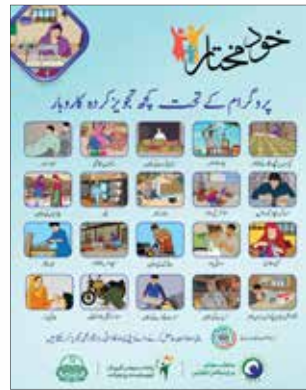


Image XX: Standee Design of Khud Mukhtar with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XXI: Flyer Designs of Khud Mukhtar with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XXII: Flyer Designs of Khud Mukhtar with PHCIP Helpline Number 1221 icon reference to activity 3.2



PUNJAB HUMAN
CAPITAL INVESTMENT
PROJECT



Punjab Human Capital Investment Project
Punjab Social Protection Authority
P&D Board

SUBJECT: _____

FILE NO: _____

Image XXIII: Jacket Folder of Bunyad reference to activity 3.2

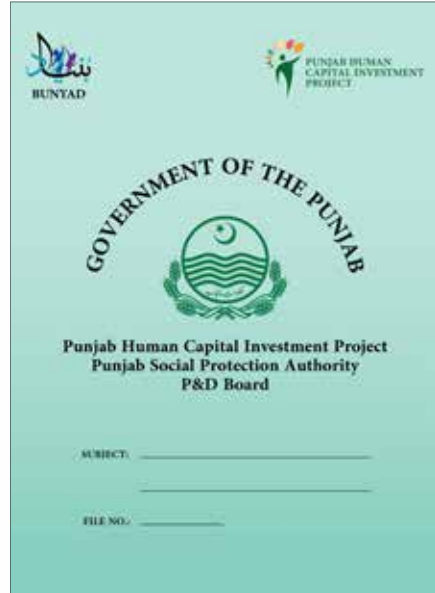


Image XXIV: Jacket Folder of Bunyad reference to activity 3.2



Image XXV: Banner Designs of Bunyad with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XXVI: Banner Designs of Bunyad with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XXVII: Standee Designs of Bunyad with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XXVIII: Poster Designs of Bunyad with PHCIP Helpline Number 1221 icon reference to activity 3.2



Image XXIX: Tri folder Designs of Bunyad (Front and back) with PHCIP Helpline Number 1221 icon reference to activity 3.2



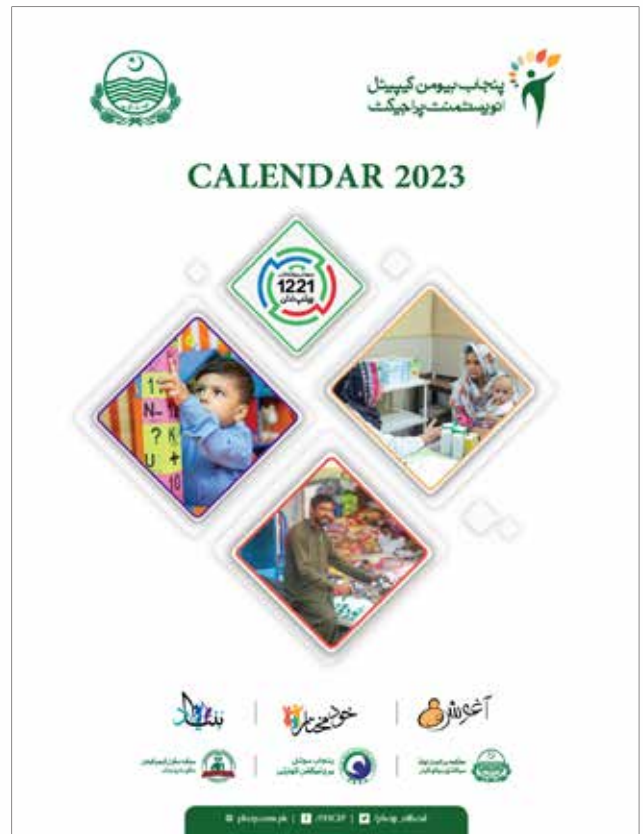
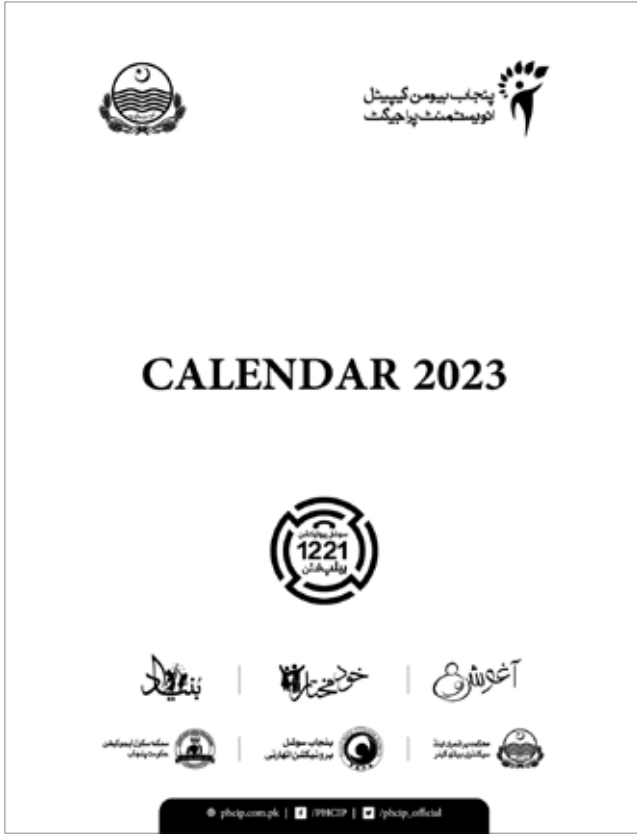


Image XXX: PHCIP Calendar Envelope & Cover Design reference to activity 3.6

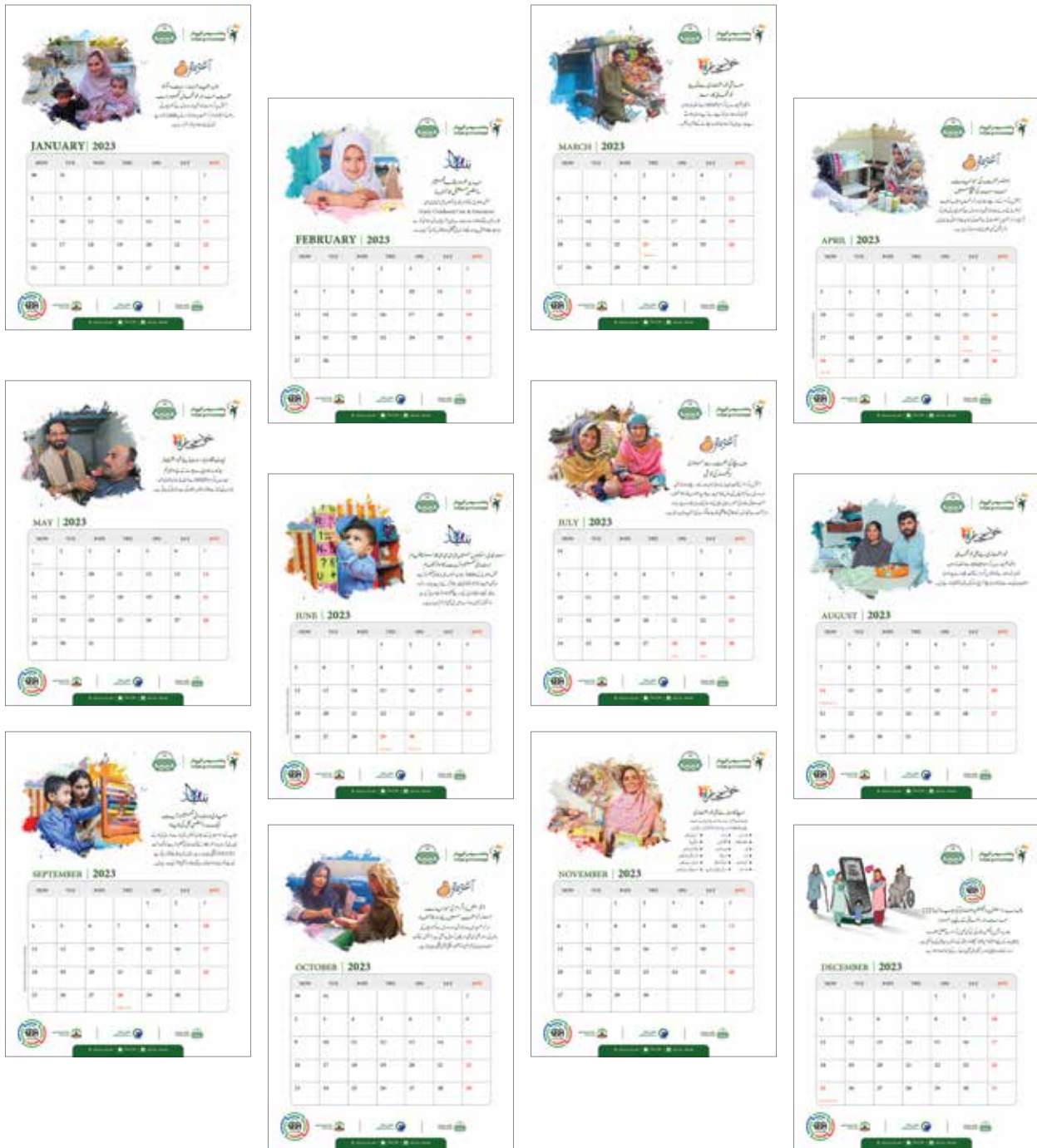


Image XXXII: PHCIP Calendar 2023 Design reference to activity 3.6



Image XXXIV: PHCIP Social media posts of Success stories of Aaghosh reference to activity 3.7



Image XXXVII: PHCIP Social media posts of Aaghosh Ramadan reference to activity 3.7



Image XXXVI: PHCIP Social media posts of Success stories of Khud Mukhtar reference to activity 3.7



Image XXXV: PHCIP Social media posts of ECCE Classroom of Bunyad reference to activity 3.7



Image XXXIII: PHCIP Facebook and Twitter cover reference to activity 3.7




آغوش

آگوش پروگرام کے تحت لسانی اور ہنر کارہہ پر مبنی کاموں کی سہولتوں کی مدد سے، مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔




آغوش

مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



آغوش

پیداوار کے عمل اور عملیاتی کاموں کی مدد سے، مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



آغوش

مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



آغوش

مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



آغوش

مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



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مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



آغوش

مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔



آغوش

مہنگے قیمتوں پر خریدے گئے سامان کو فروخت کر کے، خاندانوں کو مدد ملتی ہے۔

Image XXXIX: PHCIP Website Home page Banners of Aagosh and Khud Mukhtar reference to activity 3.8

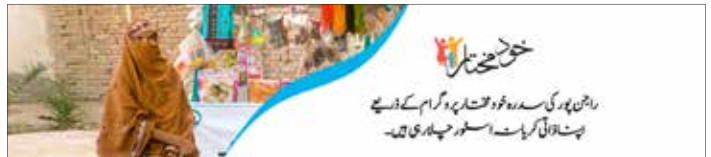


Image XXXIX: PHCIP Website Home page Banners of Aaghosh and Khud Mukhtar reference to activity 3.8




Image XL: PHCIP Website Sliders of PHCIP, Aagoshh, Khud Mukhtar and Bunyad reference to activity 3.8



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