



SIXTH QUARTERLY PROGRESS REPORT

April | May | June **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 living in the target communities is eligible to be enrolled in ECCE.

Spectrum VMLY&R has been serving as the creative communication developer for PHCIP and its diverse components since December 7th, 2021. Throughout past quarters, the agency has diligently worked on multiple deliverables aligned with PHCIP's specific requirements. These deliverables encompassed a wide range of tasks such as research, development of brand guidelines, creation of print and audio-visual materials, and more. This Quarterly Report focuses on the progress made during the sixth quarter, spanning from April to June 2023, providing a comprehensive overview of the creative and communication designs delivered during this period.

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

Upon assuming the role of PHCIP's creative and communication partner, Spectrum VMLY&R's primary task was to develop a strategy that aligned with the project's objectives and beneficiary profiles. The agency placed emphasis on creating a cohesive brand image for PHCIP, ensuring that all deliverables shared common visual elements such as style, colors, and fonts. This approach aimed to promote brand awareness across various materials. Simultaneously, the agency took care to use simple language and illustrations that were easily understood by beneficiaries with limited visual literacy, ensuring effective communication.

In addition to the initial deliverables, the agency successfully delivered various creative and communication collaterals for PHCIP and its three components: Aaghosh, Khud Mukhtar, and Bunyard. These collaterals included designing and developing brand guidelines, refining illustrations for Aaghosh and Khud Mukhtar, creating the logo for 'Bunyard,' suggesting and finalizing the name for the third component, conceptualizing taglines and positioning statements for all three components, and designing posters, flyers, brochures, tri-fold flyers, and other IEC materials. Each component received distinctive color tones and illustrations.



Furthermore, the team established PHCIP's corporate identity in the digital realm by creating the project's website from scratch, encompassing structure, design, and content. The team also launched PHCIP's presence on social media platforms like Facebook and Twitter to raise awareness, educate the digital audience about PHCIP's work through its three components, and engage with the audience. During this period, the team produced success stories, work plans, health and hygiene awareness content, community letters, FAQs, and proposed branding designs for rickshaws and hoardings related to the Aaghosh and Khud Mukhtar programs.

Looking ahead to this quarter, the Team's focus was on the following deliverables:

3. Activities Carried Out During the Reporting Period

Apart from the Diagnostic & Inception Report, the Project included a range of creative communication deliverables. Spectrum VMLY&R carried on with the development of these expected deliverables during the sixth quarter. The specific deliverables worked on during this period are listed below.

S.No	Activities	Progress
3.1	Revised Aaghosh IEC Materials on Rs.23000	Delivered/Waiting for approval
3.2	Khud Mukhtar: Helpline Number 1221 Stickers for Public Locations	Delivered
3.3	Development of Bunyad Campaign	Delivered
3.4	PHCIP Social Media Posts	On going/ Delivered
3.5	PHCIP Website	On going/ Delivered

3.1 Revised Aaghosh IEC Materials on Rs.23000

In the sixth quarter, the PHCIP team proactively made a strategic decision, pending final approval, to increase the benefit amount from PKR 17,000 to PKR 23,000. The aim of this decision was to attract a larger number of beneficiaries because of changing

economic conditions and effectively engage the targeted audience in the Aaghosh program. This increment had a positive impact on the overall distribution of cash at every step of the program. Let's walk through the process.

To avail the benefits of the Aaghosh program, pregnant and lactating women need to register through their CNIC at any stage of pregnancy up to the lactation period. After registration, they become eligible for various cash incentives. The first cash incentive is provided during the first checkup, where the registered lady receives PKR 6000. This initial amount helps support their healthcare needs and ensure their well-being during pregnancy. Following the first checkup, for the subsequent three checkups, the lady receives PKR 1000 at each visit. This encourages regular checkups and ensures proper prenatal care. Upon the safe delivery of the child, the lady is entitled to receive PKR 5000, which provides financial support during the postnatal period. If the lady registers her child at the union council, she becomes eligible to receive PKR 1000 in cash. This encourages proper documentation and ensures the child's inclusion in the program. Furthermore, for the child's immunization up to the age of 2 years, there are a total of eight visits. For each of these visits, the lady receives PKR 1000, incentivizing timely immunization and proper healthcare for the child. To facilitate the distribution of cash incentives, recipients can collect the funds from nearby stores through approved cash agents using Alfa Pay and UBL Omni, which have been authorized by the Bank of Punjab.

The Team designed the IEC materials and revised the creative designs to effectively communicate these new developments and plans, various communication formats for Information, Education, and Communication (IEC) have been utilized. These include hoardings, posters, flyers, helpline stickers/branding, standees, banners, and streamers. The aim is to raise awareness and disseminate information about the Aaghosh program, its benefits, and the process of availing the cash incentives. In addition, specific pregnancy posters have been designed to educate pregnant women about the importance of prenatal care, regular checkups, safe delivery, and immunization. These posters serve as visual aids to ensure that pregnant women are well-informed and empowered to make informed decisions regarding their health and the health of their child.

This comprehensive approach aimed to enhance the engagement and participation of pregnant and lactating women in the Aaghosh program, ensuring better healthcare outcomes for both mother and child.



Image 1: Aaghosh Hoarding Design



Image 1.3: Aaghosh Poster Design



Image 1.1: Aaghosh Flyer Design (Front)



Image 1.4: Aaghosh Social Protection Helpline Design



Image 1.2: Aaghosh Flyer Design (Back)



Image 1.5: Aaghosh Standee Design. For further references see Annexure 5 image – I & II



Image 1.6: Aaghosh Banner Design For further references see Annexure 5 image – III,

Moving forward to the sixth quarter, the Team decided to adapt the Helpline number for Khud Mukhtar, specifically focusing on the creation of stickers. These stickers were designed with the intention of being placed strategically in different consumer interaction locations, such as public places, offices, and community centers.

The artwork featured on these stickers was carefully crafted to emphasize the importance of the social protection helpline 1221, as well as to provide information about the Khud Mukhtar program. The primary objective of these stickers was to raise awareness about the helpline number and encourage individuals to seek assistance or gather information regarding the Khud Mukhtar program. By incorporating the helpline number and program information into these stickers, the Team aimed to create a visual reminder and accessible resource for individuals to conveniently access the support and guidance they may require.



Image 1.7: Aaghosh Streamer Design For further references see Annexure 5 image – IV, V, VI, VII & VIII



Image 2: Helpline Number stickers for Khud Mukhtar For further references see Annexure 5 image – IX, X & XI

3.2 Khud Mukhtar: Helpline Number 1221 Stickers for Public Locations

In the past fifth quarter, the Team undertook the task of designing IEC materials for all three components. One significant aspect of this design process was the inclusion of the Social protection Helpline Number 1221 icon. The purpose of incorporating this icon was to ensure that individuals accessing these materials would have immediate access to the helpline number for any assistance or inquiries related to any components.

3.3 Development of Bunyad Campaign

During the sixth quarter, the Team focused on designing various Information, Education, and Communication (IEC) materials to promote the Bunyad Program. The development of these materials, including banners, flipcharts, stickers, an A4 guideline book, and book covers, serves two primary purposes. Firstly, they are intended for the Bunyad Public Information Campaign and shoot scheduled to take place in the seventh quarter. Secondly, these materials are designed to support the social mobilization



team in their efforts. The key messages highlighted on the banners and flipcharts were aimed at emphasizing the fundamentals of the Bunyad Program. These key messages were:

1. Introduction of Bunyad (ECCE): The banners and flipcharts introduced the Bunyad Program, providing an overview of its objectives and components. This helped create awareness among parents and promote enrollments.
2. Significance of Early Childhood Care & Education (ECCE): The materials emphasized the importance of early childhood care and education. They conveyed the message that investing in a child's early years has long-term benefits for their overall development and future success. Promoted “Khail hi Khail mai taleem bhi milay”
3. Enrollment in ECCE schools of PHCIP: The banners and flipcharts encouraged parents to enroll their children in the Early Childhood Care and Education (ECCE) schools established by the PHCIP. They highlighted the quality education and comprehensive support provided by these schools.
4. Child protection & safeguarding: The IEC materials also addressed the crucial aspect of child protection and safeguarding. They conveyed the message that the Bunyad Program prioritizes the safety and well-being of children, ensuring a nurturing and secure learning environment.
5. Gender equity in education: Promoting gender equity in education was another key message emphasized in the materials. They aimed to encourage equal access to education for both boys and girls, fostering an inclusive and empowering learning environment with a message of “beton kay sath betiyon ka bhi school mai dakhla, ap bhi karen ye atal faisla”
6. Clean & Green Initiatives: The IEC materials also highlighted the program's commitment to clean and green initiatives. They conveyed the message that the Bunyad Program not only focuses on education but also promotes environmental awareness and sustainability with a core message of “Bachon ko bhi agahi dilayen , darakht lagayen aur mahool ko saaf sutra banayen”

Additionally, the Team designed an A4 guideline book to provide comprehensive information and guidance about the Bunyad Program. This book covered various aspects, including program objectives, enrollment procedures, curriculum, child protection

guidelines, and key contact information. The purpose of this guideline book was to serve as a valuable resource for parents, educators, and other stakeholders involved in the program. Furthermore, book covers and stickers were designed to enhance the visual appeal of the program's materials and ensure consistent branding across different communication channels. Overall, the IEC materials designed during the sixth quarter effectively conveyed key messages to attract parents and encourage them to enroll their children in the Bunyad Program. These materials aimed to educate parents about the program's benefits, highlight its core principles, and provide practical guidance for their engagement and participation.



Image 3: Bunyad Banner Design For further references see Annexure 5 image – XII, XIII, XIV, XV & XVI



Image 3.1: Bunyad Flipchart Design For further references see Annexure 5 image – XVII, XVIII, XIX, XX, XXI & XXII



Image 3.2: Bunyad Banner on Renovation of schools



Image 3.3: Bunyad Book cover Design further references see Annexure 5 image – XXIII, XXIV & XXV



Image 3.4: Bunyad A4 Guideline Design further references see Annexure 5 image – XXVI



Image 3.5: Bunyad classrooms furniture Sticker Design further references see Annexure 5 image – XXVII & XXVIII

3.4 PHCIP Social Media Posts

Previously in the first quarter, the Team initiated the formation of PHCIP's presence on digital platforms - Facebook and Twitter. Over subsequent quarters, the Team consistently enriched these platforms with tailored informational content, aiming to raise awareness, educate, and engage the audience effectively about PHCIP and its three components. Leveraging various occasions, the Team strategically connected with the target audience on these platforms.

During the sixth quarter, the Team focused on designing posts for the Khud Mukhtar Program, emphasizing the offered package to residents in the targeted districts. These posts were shared once a week on social media platforms. Additionally, the Team crafted content for Aaghosh, highlighting the benefits available in the Rs. 23000 packages, and for Bunyad, to promote awareness of free admission and reinforce key messages. Weekly posts were published to bolster awareness.

Furthermore, the Team created occasion-centric posts, such as Labor Day, to maintain an engaging and relevant online presence.



Image 4: PHCIP Social media post design related Bunyad Program, for further references see Annexure 5 images – XXIX, XXX, XXXI, XXXII, XXXIII & XXXIV

3.5 PHCIP Website

During the sixth quarter, the team focused on designing web banners for the various programs and activities under PHCIP.



These web banners were created to convey an outline message of each program and activity and raise awareness about the efforts being made. The key aspects of these web banners are:

1. **Bunyard:** The web banner for the Bunyard program aimed to capture the essence of ECCE provided by PHCIP. It highlighted the significance of early childhood education in the Bunyard program and showcased the positive impact it has on their development and future success.
2. **Aaghosh:** The web banner for Aaghosh focused on educating the audience around “Healthy families and happy homes”. It conveyed the message that Aaghosh provides support during pregnancy, delivery, and child immunization and promote healthy and happy family concept.
3. **Khud Mukhtar:** The web banner for Khud Mukhtar aimed to promote self-empowerment. It highlighted the opportunities provided by the program to develop skills, start small businesses, and become self-reliant. The banner aimed to inspire and motivate people to take charge of their economic well-being.
4. **Helpline 1221:** The web banner for the Helpline 1221 served as a reminder of the available support and assistance. It showcased the helpline as a reliable resource

for individuals seeking information, guidance, or help related to the PHCIP programs. The banner aimed to encourage users to reach out to the helpline for any queries or concerns.

Overall, the design of these web banners has real life images covered during the on-site shoots focused on capturing the essence of each program and activity, creating awareness, and promoting their respective messages. The goal was to attract the attention of website visitors, provide them with a snapshot of the program’s benefits, and encourage their engagement and participation. The web banners added visual appeal and gives an authenticity in communicating the efforts of PHCIP.



Image 5: PHCIP Website Banner, for further references see Annexure 5 images – XXXV to XLVI

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	Approval Awaited
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 Website	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/ Approval Awaited



5. Appendix

With reference to above mentioned deliverables.



Image I & II: Aghoshh Artwork adapted into Standee Design reference to activity 3.1



Image III: Aghoshh Artwork adapted into Banner Design reference to activity 3.1



آغوش

مرکز صحت سے محفوظ زچگی کے بعد نچا مہمول ہونے پر 5000 روپے وصول کریں

برہارقم منتیہ کردہ کیش پیمنٹس
Omni یا Alfa Pay سے وصول کریں۔

آغوش

خواتین کے لیے 23,000 روپے تک کی مالی معاونت

برہارقم منتیہ کردہ کیش پیمنٹس
Omni یا Alfa Pay سے وصول کریں۔

آغوش

یونین کونسل سے پیدائش کا سرٹیفکیٹ حاصل کر کے قریبی مرکز صحت میں جا کر اندراج کروانے کے لیے 1000 روپے وصول کریں

برہارقم منتیہ کردہ کیش پیمنٹس
Omni یا Alfa Pay سے وصول کریں۔

آغوش

دو دوہ جانے والی ماہیں کو اپنے 2 سال تک کی عمر کے بچوں کو مرکز صحت سے حفاظتی ٹیکے لگوانے پر مرطدار 8000 روپے دیے جائیں گے

برہارقم منتیہ کردہ کیش پیمنٹس
Omni یا Alfa Pay سے وصول کریں۔

آغوش

حاملہ خواتین کو دوران حمل مرکز صحت سے 4 طبی معائنے کرانے پر مرطدار 9000 روپے دیے جائیں گے

برہارقم منتیہ کردہ کیش پیمنٹس
Omni یا Alfa Pay سے وصول کریں۔

Image IV, V, VI, VII & VIII: Series of messages related to Aaghosh program adapted into Streamer Design reference to activity 3.1

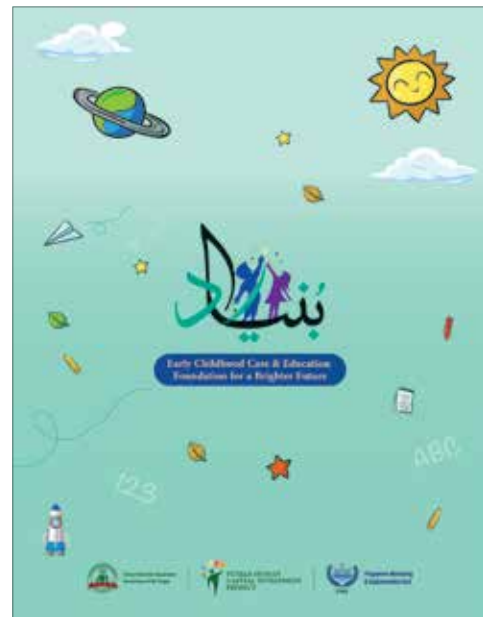
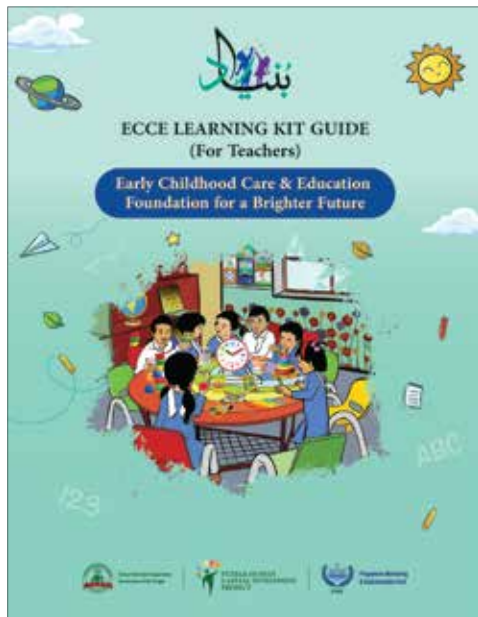


Image XXIII, XXIV & XXV: Bunyad Book cover Design adapted in Urdu and English for reference to activity 3.3



Image XXIX: PHCIP Social media posts of Khud Mukhtar for reference to activity 3.4



Image XXX: PHCIP Social media posts of Aaghosh for reference to activity 3.4



Image XXXI: PHCIP Social media posts of Aaghosh for reference to activity 3.4



Image XXXII: PHCIP Social media posts of Khud Mukhtar on Labor's day for reference to activity 3.4



Image XXXIII: PHCIP Social media posts on Eid ul Adha for reference to activity 3.4



Image XXXIV: PHCIP Social media posts of Aaghosh on Health day for reference to activity 3.4



Image XXXV & XXXVI: PHCIP Website -web banners of Aaghosh for reference to activity 3.5



Image XXXVII & XXXVIII: PHCIP Website -web banners of Bunyad for reference to activity 3.5



Image XXXIX & XL: PHCIP Website -web banners of Helpline 1221 for reference to activity 3.5



Image XLI & XLII: PHCIP Website -web banners of Helpline 1221 for reference to activity 3.5



Image XLIII & XLIV: PHCIP Website -web banners designs and adapts of corporate for reference to activity 3.5



Image XLV & XLVI : PHCIP Website -web banners designs and adapts of Khud Mukhtar for reference to activity 3.5



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