



# EIGHTH QUARTERLY PROGRESS REPORT

October | November | December **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. PHCIP, a multi-sectoral, three-component project, 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 12 districts of 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. To qualify to become an Aaghosh beneficiary, 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 required. 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.

On December 7th, 2021, Spectrum VMLY&R entered into a partnership with the PHCIP team, taking on the role of Creative Communication Firm. Over the span of 25 months, our collaborative efforts have played a pivotal role in achieving the project's overarching objectives. The agency has consistently ensured that the committed deliverables are not only met but made a substantial impact. Throughout the preceding quarters, our joint efforts encompassed extensive diagnostic research, the development of comprehensive brand guidelines, and the creation of a detailed inception report that included comprehensive Public Information Campaigns. We have also actively contributed to the production of engaging print materials and impactful audio-visual content. This Eighth Quarterly Report provides a detailed overview of the ongoing creative and communication efforts, focusing specifically on the period from October to December 2023, showcasing how these initiatives continue to support and align with the mission and goals of PHCIP.

# 2. Introduction

Since assuming the role of PHCIP's creative and communication partner, Spectrum VMLY&R has been steadfast in its commitment to aligning strategies with the project's objectives and target beneficiary profiles. A primary focus has been placed on cultivating a cohesive brand image for PHCIP, ensuring visual consistency across all project materials, including style, colors, and fonts. This deliberate approach has significantly elevated brand recognition throughout various communication channels.

In addition to these initial tasks, our agency has successfully delivered a diverse array of creative and communication materials tailored to PHCIP and its three integral components - Aaghosh, Khud Mukhtar, and Bunyard. These materials encompassed the meticulous creation of brand guidelines, refining illustrations for Aaghosh and Khud Mukhtar, crafting the distinctive 'Bunyard' logo, suggesting and finalizing the third component's name, formulating taglines and positioning statements for each, and designing promotional materials such as posters, flyers, brochures, tri-fold flyers, and other Information, Education, and Communication (IEC) materials.



Each component received its unique color scheme and illustrations, preserving its individuality.

Furthermore, our team has been instrumental in establishing PHCIP's digital corporate identity by developing the project's website from scratch, encompassing structure, design, and content. We have also actively managed PHCIP's presence on social media platforms like Facebook and Twitter, utilizing these channels to raise awareness, educate the digital audience about the project's impactful work, and foster active engagement.

A significant update was made by the PHCIP team, elevating the cash benefit from Rs. 17,000 to Rs. 23,000 to better support Aaghosh beneficiaries and providing a Rs. 150,000 upgrades for Khud Mukhtar amidst challenging economic times. This enhancement was effectively communicated through IEC materials, contributing to the program's positive public perception and trust. Additionally, engaging IEC materials were crafted for the Bunyad campaign, incorporating impactful illustrations that heightened the campaign's visual appeal and audience engagement.

Notably in the last quarter, we have covered and produced multiple success stories for Aaghosh, Khud Mukhtar, and Bunyad, replacing beneficiary visuals with illustrations in all IEC materials for these components. Simultaneously, we have created various communication materials for PHCIP Corporate, effectively showcasing the breadth of project activities. Our ongoing efforts include populating content on social media platforms and the website, ensuring a continuous and dynamic portrayal of PHCIP's progress and impact.

As we approach the eighth quarter, the team is directing its attention to the following set of deliverables:

### 3. Activities Carried Out During the Reporting Period

In addition to the Diagnostic & Inception Report, the project encompassed a variety of creative communication deliverables. Spectrum VMLY&R continued to progress in the development of these anticipated deliverables during the eighth quarter. Below, you will find a list of the specific deliverables that were the focus during this period:

S.No.	Activities	Progress
3.1	Khud Mukhtar's Journey: Coverage of Assets Distribution and Success Stories	On-going
3.2	Finalization of Aaghosh IEC Materials: Shifting from Illustrations to Pictures, Spotlighting the Consumer Journey	Delivered
3.3	Corporate Efforts Related to Bunyad Campaign in schools affected by floods	Delivered
3.4	Designing PHCIP Corporate Fact Sheets and Other Collaterals	Delivered
3.5	PHCIP Social Media Posts	On-going
3.6	PHCIP Website	On-going

### 3.1 Khud Mukhtar's Journey: Coverage of Assets Distribution, Success Stories and Capturing Videos

In the previous quarter, the team directed its efforts towards Khud Mukhtar, with a primary focus on revamping Information, Education, and Communication (IEC) materials. The objective was to replace illustrations with beneficiary photographs sourced from the developed photo bank, while also incorporating informative messages about the program. The redesigned materials showcased success stories, underscoring how Khud Mukhtar empowers individuals, particularly those belonging to BISP families. Customized for specific regions such as "Rahim Yar Khan," these materials were strategically integrated into posters, flyers, leaflets, and brochures, positioned to effectively engage the target audience. During field visits, the team documented Phase 2 success stories, collaborating with the Creative team to produce impactful content shared on social media and the website.

During the Eighth quarter, the Khud Mukhtar initiative extended its reach to four districts, including Kott Addu. The team actively participated in recording three Asset Distribution activities in Rahim Yar Khan, Kott Addu, and Bahawalpur. To ensure widespread coverage and engagement, videos were released on Facebook and shared in the WhatsApp group of Assistant Directors across all 12 districts.

The team took the initiative to comprehensively cover the asset distribution events in Rahim Yar Khan, Kott Addu, and Bahawalpur. In parallel, they meticulously documented success



stories from 5-6 beneficiaries in different districts. This involved the entire process of shooting, editing, which were subsequently uploaded on various PHCIP social media channels. The video prominently features the commissioner, emphasizing the impactful role they played in the Project.

This holistic and detailed approach was strategically designed to showcase the tangible impact of the PHCIP program. By capturing and sharing real-life stories of individuals benefiting from asset distribution in these districts, the initiative aimed to highlight the positive outcomes and effectiveness of the program in improving the lives of the beneficiaries.



Image 1: PHCIP Khud Mukhtar Asset distribution. For further references see Annexure 5 images - I and II

### 3.2 Finalization and Dissemination of Aaghosh IEC Materials: Highlighting Conditional Cash Transfer of Rs. 23,000 through the Consumer Journey

In the previous quarter, the team developed impactful Information, Education, and Communication (IEC) materials for the Aaghosh Program, replacing illustrations with beneficiary photographs. The redesigned materials highlighted the consumer journey, emphasizing registration, safe childbirth benefits, child immunization, and birth certificate registration, all accessible through designated cash points. The Helpline number, 1221 was prominently featured for support. Various collaterals, including flyers, banners, and branding materials, were redesigned for client approval.

In the eighth quarter, the team focused its efforts on finalizing

the designs and sent them for printing of Information, Education, and Communication (IEC) materials. The primary objective of the Aaghosh public information campaign was to highlight the revised cash transfer conditions, increasing the amount from Rs. 17,000 to Rs. 23,000. All IEC materials were intricately designed to explain the updated cash out process and payment schedule, detailing the stages at which beneficiaries would receive funds.

Moreover, illustrations were replaced with authentic photographs of beneficiaries across various formats, including streamers, banners, brochures, press ads, flyers, stickers, and posters. These materials not only depicted the consumer journey, cash received at each stage, but also visually conveyed the positive impact on beneficiaries. Additionally, a comprehensive Aaghosh payment schedule was developed to empower beneficiaries to track their cash receipts and understand the sequential process. These initiatives were strategically implemented to enhance communication and provide beneficiaries with a clear comprehension of the program's benefits and procedures.

Subsequently, the team identified targeted locations for disseminating IEC materials in all 12 districts. The Dissemination Plan was formulated, considering crucial factors such as the transparent selection of the printer, for which bids were procured. The new IEC materials for the Aaghosh Public Information Campaign are now ready and in the distribution stage. Every collateral underwent meticulous examination at every stage, from design to printing and distribution, by the Communications Wing. The quantities of each item were thoughtfully determined to ensure comprehensive coverage across all districts. The developed IEC materials encompassed flyers, posters, banners, standees, and streamers are in the dissemination plan.



Image 2: Aaghosh Banner Design. For further format design references see Annexure 5 images - III, IV, V, VI, VII, VIII, IX, X, XI, XII, XIII, XIV, XV, XVI, XVII, XVIII, XIX, XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX and XXX





### 3.3 Corporate Efforts Related to Bunyad Campaign

In the last quarter, the team launched an impactful campaign utilizing visuals from visits to various districts. Information, Education, and Communication (IEC) materials like banners, standees, flip charts, and flyers were designed, visually connecting with the audience. Special focus was on promoting handwashing and hygiene among students through brochures. For Early Childhood Care and Education (ECCE) classes, the team created engaging collaterals including classroom banners. Digital backdrops were designed to encourage participation in three days of open house sessions, featuring Bunyad beneficiaries, aiming to inform parents and foster a positive learning environment for children up to 5 years old.

In the eighth quarter, a particular focus was on schools affected by floods. The initiatives encompassed providing essential materials and conducting training sessions for Area Education Officers (AEOs) on Monitoring and Environmental & Safeguard Compliance, specifically geared towards school renovation.

Among the materials developed were comprehensive Code of Conducts for social mobilizers and evaluation reports available in both English and Urdu for each region. The Bunyad Team actively organized seminars and open house sessions facilitating with backdrops and banners to effectively communicate and showcase the campaign's initiatives. A significant milestone during this quarter was the organization of a Knowledge Dissemination Workshop by PHCIP, attracting stakeholders such as Federal and Provincial Government officials, Curriculum Experts, and Education Officers from Project districts. The Communications Wing played a pivotal role in developing awareness materials and orchestrating the event, which was followed by an engaging and interactive session with technical experts and relevant stakeholders.

This comprehensive approach aimed to not only provide essential materials for the Bunyad campaign but also to ensure effective training and knowledge dissemination. The active involvement of various stakeholders and the engagement of technical experts underscored the commitment to the success and impact of the Bunyad initiative in the education sector, especially in flood-affected schools.



Image 3: Bunyad Banner Design. For further format design references see Annexure 5 images – XXXI - LXI

### 3.4 Designing PHCIP Corporate Fact Sheets and Other Collaterals

In the seventh quarter, the team focused on designing impactful corporate materials to convey the essence of PHCIP, highlighting its core components, achievements, and positive impacts in targeted regions. They created a corporate booklet with attention-grabbing pages, showcasing the benefits, growth, and reach of Khud Mukhtar and Aaghosh programs. Infographic ads were developed to visually communicate the project's scope and tangible benefits. The central message, "Ab Badlay gi Zindagi" (Life Will Change Now), aimed to inspire and engage consumers, emphasizing the transformative impact of PHCIP.

In the eighth quarter, the team also designed fact sheets for PHCIP and its three components, highlighting achievements over the last two years. For Aaghosh, achievements included safe deliveries, child immunization, clinic visits, cash availed, and the upgradation of health centers. Khud Mukhtar's fact sheet focused on the number of people benefited from the program and assets availed, while Bunyad's highlighted statistics such as the number of teachers trained, ECCE (Early Childhood Care and Education) school transformations, and settlement of furniture.

The team sustained its commitment to enhancing PHCIP's visibility and outreach through the production and distribution of essential corporate materials. This comprehensive effort included standees, PSPA flyers, corporate diaries, and branding materials. Standees were strategically placed as promotional displays at key locations, while PSPA flyers conveyed key highlights of different programs operating in Punjab regions. Corporate diaries were designed to offer stakeholders valuable insights into PHCIP's initiatives, and branding materials, aimed to reinforce a positive image and contribute to increased awareness and engagement across targeted regions in Punjab.



Image 4: Fact sheet Design. For further design references see Annexure 5 images – LXII - LXIX

### 3.5 PHCIP Social Media Posts

Throughout the project's existence, our team has been responsible for managing and cultivating PHCIP's digital presence on key platforms such as Facebook, Twitter, and LinkedIn. Our primary objective has been to inform and engage the audience, providing comprehensive insights into the project's initiatives and milestones.

In the last quarter, our efforts were particularly concentrated on crafting compelling content and visually appealing designs for the launch of the Bunyad Program. This initiative aims to facilitate children under the age of 5 with access to quality education. We executed a targeted campaign to raise awareness about the Aaghosh Program, showcasing impactful beneficiary stories. A breastfeeding awareness campaign was also implemented on World Breastfeeding Day to underscore the crucial link between breastfeeding, child health, and maternal well-being. Simultaneously, we actively promoted PHCIP's overarching mission to enhance child health and early education, especially on World Population Day, emphasizing the importance of building happy and healthy families. Moreover, we strategically highlighted success stories from the Khud Mukhtar Program on all our social media channels, spotlighting the program's contributions to financial inclusion.

In the eighth quarter, our focus extended to developing

comprehensive content for the following:

1. **Bunyad Program**, particularly emphasizing its Open House initiatives in various Early Childhood Care and Education (ECCE) schools. Additionally, we celebrated World Student's Day to underscore the significance of education in shaping a brighter future.
2. **Aaghosh Program**, we elucidated the consumer journey related to the Aaghosh Program, elucidating the cash collection process.
3. **Celebrated Various Occasions:** Beyond the core components of PHCIP, our team capitalized on various occasions such as Iqbal Day, Quaid Day, and Rural Women's Day to reinforce key messages and engage with the audience, recognizing the potential of rural women, we dedicated efforts to empower them, aligning with PHCIP's broader vision.
4. **Broadcasted Documentaries of Aaghosh and Khud Mukhtar:** In the recent quarter, the team disseminated documentaries featuring success stories of Khud Mukhtar beneficiaries, highlighting the transformative impact of the PHCIP's initiative on individual lives.

This multifaceted approach aims to foster meaningful connections, awareness, and support for the overarching goals of PHCIP.



Image 5: Social media post and Thumbnail designs. For further design references see Annexure 5 images – LXX - XCII



### 3.6 PHCIP Website

Throughout the project's tenure, our team has consistently updated the PHCIP website, documenting our journey, achievements, and dedicated efforts. In the eighth quarter, we focused on enhancing the website's visual appeal and providing comprehensive information. Key activities included designing web sliders to showcase various aspects of the project:

1. **Environmental and Safeguard Team:** Illustrates PHCIP's commitment to environmental responsibility and safeguards. Highlights the dedicated team working to ensure ethical and sustainable project practices. Emphasizes the project's adherence to environmental standards.
2. **Field Operations Team:** Showcases the critical role of the Field Operations Team in executing on-the-ground project activities. Illustrates their hands-on approach to implementing project initiatives. Reflects the team's contribution to reaching communities effectively.
3. **Financial Management Team:** Communicates the significance of the Financial Management Team in overseeing project budgets and expenditures. Demonstrates the team's expertise in financial planning and accountability. Highlights their role in ensuring efficient resource allocation.
4. **Grievance Redressal Mechanism Team:** Conveys the importance of the Grievance Redressal Mechanism Team in addressing concerns and feedback. Illustrates the mechanisms in place for stakeholders to voice grievances. Emphasizes the team's commitment to transparent and accountable project operations.

5. **IT Infrastructure Team:** Showcases the IT Infrastructure Team's role in maintaining robust technological support for project operations. Highlights their contribution to ensuring seamless communication and data management. Illustrates the team's efforts in leveraging technology for project efficiency.
6. **Procurement Team:** Communicates the vital role of the Procurement Team in sourcing materials and services. Highlights their adherence to transparent and ethical procurement practices. Illustrates their contribution to effective project execution through strategic sourcing.

These web sliders aim to provide stakeholders with a visual and informative overview of the specialized teams within PHCIP, showcasing their integral roles in project success. This initiative aimed to offer a broader perspective on PHCIP's multifaceted approach and highlight the contributions of each specialized team.



Image 6: Website Banner Designs. For further references see Annexure 5 images - XCIII - CXIX





## 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	Submitted



## 5. Appendix

With reference to above mentioned deliverables.



Images I and II: PHCIP Khud Mukhtar Asset distribution reference to activity 3.1



**آغوش**

حکومت پنجاب کی سہولت سے فائدہ اٹھائیں  
قریبی یونین کونسل سے اپنے بچے کا  
پیدائشی سرٹیفکیٹ بنوائیں

مزید معلومات، رہنمائی یا شکایت کے لیے رابطہ کریں  
1221

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**آغوش**

آغوش پروگرام سے منسلک خواتین اپنی رقم  
Alfa Pay اور Omni, Kognect  
سے بغیر کسی کٹوتی کے وصول کریں

مزید معلومات، رہنمائی یا شکایت کے لیے رابطہ کریں  
1221

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**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی مائیں کو **23,000** روپے تک کی مرحلہ وار ادائیگی

1. حاملہ خواتین کو پہلی دفعہ بنیادی دیکھیں مراکز میں رجسٹریشن پر **2000** روپے
2. دوران حمل 6 مہینے کے دوران میں **6000** روپے (ہر ماہ 1500 روپے)
3. برآمدی مراکز سے بچے کی پیدائش ہونے پر **4000** روپے
4. 2 سال سے کم عمر بچوں کے طبی معائنے اور علاجی اخراجات کو **6000** روپے (ہر ماہ 2000 روپے)
5. تمام خواتین کو **5000** روپے
6. ہر ماہ اپنی رقم **Omni** یا **Alfa Pay** سے بغیر کسی کٹوتی کے وصول کریں

دوران رجسٹریشن لیڈی ہیلتھ ویزر (LHV) کے ذریعے اپنا درست اور زیر استعمال موبائل نمبر درج کروانا نہ بھولیں، ورنہ آپ کیش ایجنٹ سے اپنی رقم حاصل نہیں کر سکیں گی۔

مزید معلومات، رہنمائی یا شکایت کے لیے رابطہ کریں  
1221

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Images III, IV, and V: Aagosh Banner designs reference to activity 3.2





Images VI and VII: Aghosh Brochure design (Front and Back) reference to activity 3.2



Image VIII: Aghosh Poster design reference to activity 3.2



Image IX: Aghosh Supplement full page design reference to activity 3.2





**آغوش**

صحت کی بہترین سہولتوں کی فراہمی

**23,000** روپے تک کی مرحلہ وار ادائیگی کے ساتھ

تکامل پذیر ماہانہ ادائیگی اور 2 سال سے کم عمر بچوں کی ماہانہ کے لیے

5000 6000 4000 6000 2000

1221

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماہانہ کو

**23,000** روپے تک کی مرحلہ وار ادائیگی

6000 2000 6000 4000 5000

1221

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماہانہ کو

**23,000** روپے تک کی مرحلہ وار ادائیگی

6000 2000 6000 4000 5000

1221

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماہانہ کو

**23,000** روپے تک کی مرحلہ وار ادائیگی

2000 6000 4000 6000 5000

1221

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماہانہ کو **23,000** روپے تک کی مرحلہ وار ادائیگی

1. حاملہ خواتین کو ہفت روزہ فیوڈی ویکلی مراکز صحت میں نیشنل ایف ایچ 2000 روپے (برباد 1500 روپے)

2. دوران حمل کے طبی مراکز میں سرکاری مراکز صحت کے لیے کی پیش آف ہونے پر 6000 روپے (برباد 1500 روپے)

3. دوران رجسٹریشن ایف ایچ (LHV) کے ذریعے اپنا درست اور زیر استعمال موبائل نمبر درج کروانا تھمبولین، ورت آپ کیش ایجنٹ سے اپنی رقم حاصل نہیں کر پائیں گی۔

4. 2 سال سے کم عمر بچوں کے طبی مراکز اور صحتی ٹیکے لگوانے پر 6000 روپے (برباد 2000 روپے)

5. تمام (NADRA) سے بچے کا سب قہر دار کرنا اور اس کے لیے 5000 روپے

برآمداتی رقم (Omni & Mee Pay) سے بطور کسی کوئی رقم وصول کریں


1221

Images X, XI, XII, XIII, and XIV: Aaghosh Press ad designs (sizes: 27x4, 15x8, and 20x2) reference to activity 3.2



**آغوش**

حاملہ خواتین پہلی دفعہ بنیادی اور دہائی مراکز صحت میں رجسٹریشن پر روپے حاصل کریں **2000**



1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

حاملہ خواتین 4 طبی معائینوں پر روپے حاصل کریں **6000** (ہر ماہ 1500 روپے)




1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

سرکاری مرکز صحت میں بچے کی پیدائش ہونے پر روپے حاصل کریں **4000**



1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

2 سال سے کم عمر بچوں کے طبی معائینوں اور حفاظتی ٹیکے لگوانے پر روپے حاصل کریں **6000** (ہر ماہ 2000 روپے)



1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

بچے کا نادرا (NADRA) ب فارم بنوا کر اندراج کروانے پر روپے حاصل کریں **5000**



1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

ہر ماہ اپنی رقم Kconnect یا Alfa Pay سے بغیر کسی کٹوتی کے وصول کریں



1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماؤں کو **23,000** روپے تک کی مرحلہ وار ادائیگی



1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماؤں کو **23,000** روپے تک کی مرحلہ وار ادائیگی



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ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

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ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں

1221  
ہر ماہی رقم  
Omni یا Alfa Pay  
سے بغیر کسی کٹوتی کے وصول کریں


Images XV, XVI, XVII, XVIII, XIX, XX, XXI and XXII: Aaghosh Streamer designs (2x5) reference to activity 3.2





**آغوش**

حاملہ خواتین پہلی دفعہ بنیادی اور دیکھی مراکز صحت میں رجسٹریشن پر روپے حاصل کریں **2000**



1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

حاملہ خواتین 4 طبی معائنتوں پر روپے حاصل کریں **6000** (ہر بار 1500 روپے)




1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

سرکاری مرکز صحت میں بچے کی پیدائش ہونے پر روپے حاصل کریں **4000**




1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

2 سال سے کم عمر بچوں کے طبی معائنتوں اور خاتمی ٹیکے لگوانے پر روپے حاصل کریں **6000** (ہر بار 2000 روپے)



1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

بچے کا نادر (NADRA) سب فارم بنوا کر اندراج کروانے پر روپے حاصل کریں **5000**



1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

ہر بار اپنی رقم Konekt یا Alfa Pay سے بغیر کسی کوئی کے وصول کریں



1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماؤں کو **23,000** روپے تک کی مرحلہ وار ادائیگی



1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

**آغوش**

حاملہ خواتین اور 2 سال سے کم عمر بچوں کی ماؤں کو **23,000** روپے تک کی مرحلہ وار ادائیگی

- 1. حاملہ خواتین پہلی دفعہ بنیادی اور دیکھی مراکز صحت میں رجسٹریشن پر روپے حاصل کریں **2000**
- 2. حاملہ خواتین 4 طبی معائنتوں پر روپے حاصل کریں **6000** (ہر بار 1500 روپے)
- 3. سرکاری مرکز صحت میں بچے کی پیدائش ہونے پر روپے حاصل کریں **4000**
- 4. 2 سال سے کم عمر بچوں کے طبی معائنتوں اور خاتمی ٹیکے لگوانے پر روپے حاصل کریں **6000** (ہر بار 2000 روپے)
- 5. بچے کا نادر (NADRA) سب فارم بنوا کر اندراج کروانے پر روپے حاصل کریں **5000**
- 6. ہر بار اپنی رقم Konekt یا Alfa Pay سے بغیر کسی کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

1221  
برہانہ رقم  
Omni Alfa Pay  
سے بھجری کوئی کے وصول کریں

Images XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, and XXX: Aagosh Standee designs (2x5) reference to activity 3.2



Images XXXI, XXXII, XXXIII, XXXIV, XXXV, XXXVI, XXXVII, XXXVIII, XXXIX, and XL: Bunyad Banner designs (3x6) reference to activity 3.3

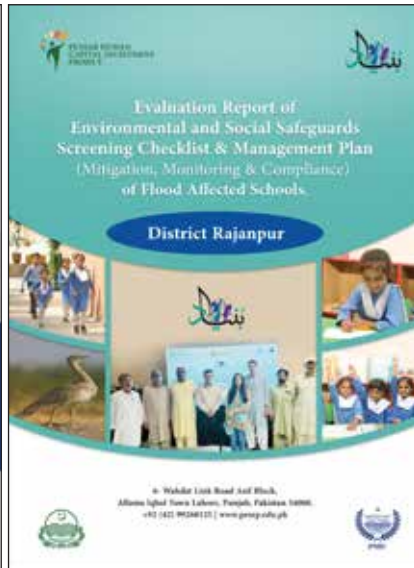
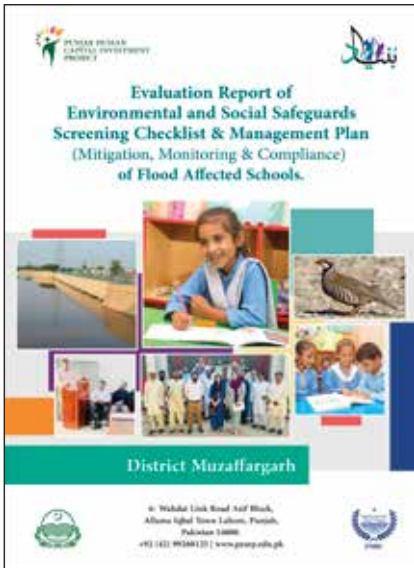
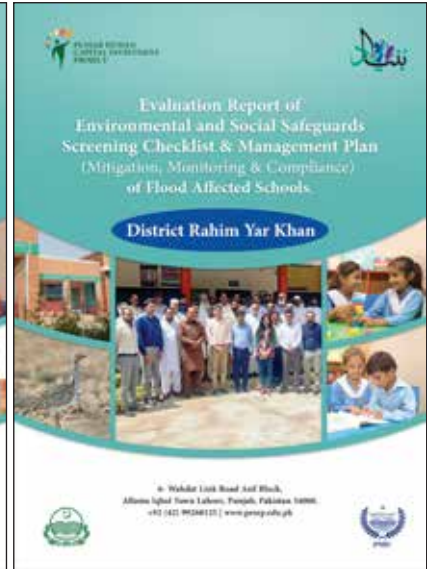
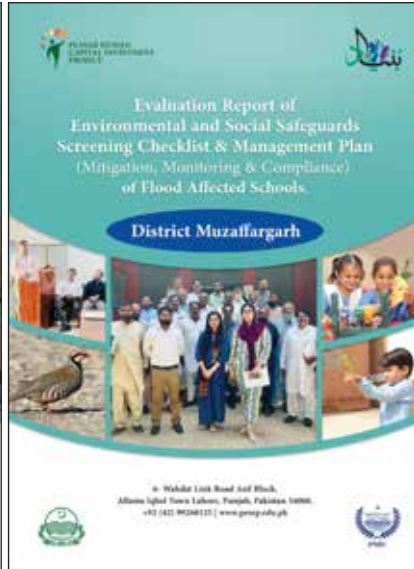
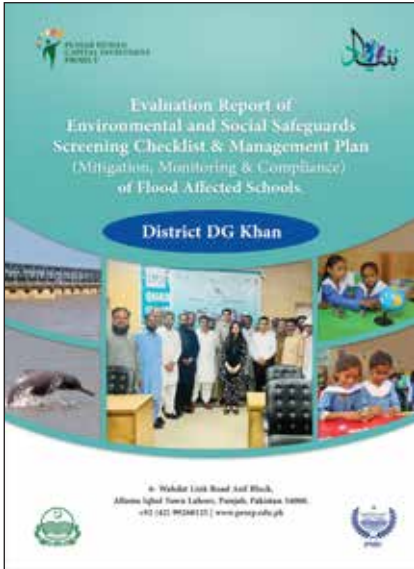




Images XLI, XLII, XLIII, and XLIV: Bunyad Digital backdrop designs (20x10) reference to activity 3.3



Images XLV, XLVI, and XLVII: Bunyad Code of Conduct and gender mainstreaming designs reference to activity 3.3



Images XLVIII, XLIX, L, LI, LII, and LIII: Bunyad zilla cover page designs reference to activity 3.3







Image LIX: Bunyad Backdrop design (20x10) reference to activity 3.3



Image LX: Bunyad Flood Renovation Banner Design (12x6) reference to activity 3.3





### Changing Lives for a Better Future

Under the Punjab Human Capital Investment Project (PHCIP), the programs for Health, Primary Education, Social and Economic Development, have been initiated and are running in 12 selected districts of Punjab, i.e. Bahawalpur, Multan, Faisalabad, Rawalpindi, Gujranwala, Lahore, Ferozpur, Sahiwal, Jalandhar, Ludhiana, Amritsar, and Patiala.

**12 Selected Districts of Punjab**

#### On-Going Programs and Initiatives

- AAGHOSHI**  
An Affordable Cash Transfer Program of up to **PKR 23,000** for Pregnant Women and Mothers of Children Under 7 Years of Age.
- KHUD MUKHTAR**  
An Economic Empowerment Program, Providing Financial Loans to **75,000** Households to Start Their Own Businesses.
- BUNYAD**  
International Standard Early Childhood Education, Training and Care Program in Government Schools.

Establishment of a Federal Public Service Commission and an American Social Science Registry for the Identification of Outstanding Faculty Across Punjab to Facilitate Short-term Senior-level and Academic Faculty.

10-PL at Multan, New Scheme Town, Multan; Health Center, Lahore; Pakistan **1221** Helpline; For More Information - Visit Website: [www.hcip.gov.pk](http://www.hcip.gov.pk)

### Healthy Mother, Healthy Baby

Updating the commitment to Healthy Mother, Healthy Baby, the Aaghoshi Program has been launched to provide better health facilities to BSC Basic Health Units and Rural Health Units in 43 blocks of 12 selected districts of Punjab. With each passing day, the number of women benefiting from the Aaghoshi Program is increasing.

**In a Period of 2 Years, 50% of Targets Were Achieved\***

Total Number of Free Medical Examinations	Free Pills	Children Vaccinations	Number of Women Who Received Financial Assistance	Financial Assistance Provided to Women Under the Aaghoshi Program
676,084	65,940	142,253	334,157	PKR 808,000,000*

**The Amount Offered to Beneficiaries Under the Aaghoshi Program Has Been Increased from PKR 17,000 to PKR 23,000 by the Government of Punjab.**

- Free Free Folic Acid Tablets for Pregnant Women in Primary and Rural Health Centers: **PKR 2,000**
- Free 1,000 mg Iron Check-Up for Pregnant Women: **PKR 6,000**
- Free Delivery of Health Health Centers: **PKR 4,000**
- Free 200 mg Iron Check-Up for Pregnant Women: **PKR 6,000**
- Free Registration of Children Under the Age of 2 in the Health Centers: **PKR 5,000**

**Initiatives Continuously in Place for the Improvement of Health Centers**

- Appointments of Health Health Centers: **166**
- Provision of Incentives to Health Health Centers: **195**
- Initiation of 1221 Helpline: **775**

### Make Your Business Sustainable

The Khud Mukhtar Program, thousands of enterprising and skilled people have been provided production assets to start their businesses. All selected men and women are successfully running their own businesses and improving their economic well-being. The amount for the provision of assets has been more than doubled, and the age requirement for successful applicants has been between 18 - 28 years who are beneficiaries of the Business Income Support Program, has been increased to 18 - 30 years.

#### The Successful Progression of the Khud Mukhtar Program

- The Number of Businesses Linking Support Under the Khud Mukhtar Program: **37,570\***
- The Increase in the Value of the Production Asset Provided: **PKR 150,000**

### Early Childhood Care & Education Foundation for a Brighter Future

The ECCCE Government has been initiated under the Bunyad program in 3,400 Government schools of all 12 selected districts of Punjab, to improve the quality of primary education for children. The program of introducing this modern system, in line with international standards, is for the Early Childhood Care & Education of children. Admissions in schools are open for children aged 3 to 5 years in the first phase. Thousands of children have been enrolled in the ECCCE class.

#### Salient Features of the Bunyad Program

- 3,400 ECCCE Class, Age-appropriate Furniture and Loans for the ECCCE Kit have been Provided.
- Enrollment of 275,000 Children in ECCCE Class.
- An Advisory Committee and Complete Management System has been set up through the Education Helpline (942-111-11-0222) and Social Protection Helpline 1221.
- More Than 13,000 Teachers, 3,400 Head Teachers, 900 Assistant Education Officers and 8,000 In-school Counselors have been provided for ECCCE Training & Management with Training.

Images LXI, LXII, LXIII, and LXIV: PHCIP (Aaghoshi, Khud Mukhtar and Bunyad) English Factsheet designs reference to activity 3.4



### اب بدلے کی زندگی

پنجاب میں 12 صوبے ہیں جن میں سے ہر صوبے کی اپنی اپنی خصوصیات ہیں۔ ہر صوبے کی اپنی اپنی ترقی کے لیے اپنی اپنی حکمت عملی ہے۔

12 صوبے

پنجاب میں 12 صوبے ہیں جن میں سے ہر صوبے کی اپنی اپنی خصوصیات ہیں۔ ہر صوبے کی اپنی اپنی ترقی کے لیے اپنی اپنی حکمت عملی ہے۔

پنجاب میں 12 صوبے ہیں جن میں سے ہر صوبے کی اپنی اپنی خصوصیات ہیں۔ ہر صوبے کی اپنی اپنی ترقی کے لیے اپنی اپنی حکمت عملی ہے۔

پنجاب میں 12 صوبے ہیں جن میں سے ہر صوبے کی اپنی اپنی خصوصیات ہیں۔ ہر صوبے کی اپنی اپنی ترقی کے لیے اپنی اپنی حکمت عملی ہے۔

### آغوش

صحت مند ماں، بچے کی بہترین نشوونما

صحت مند ماں، بچے کی بہترین نشوونما

صحت مند ماں، بچے کی بہترین نشوونما

صحت مند ماں، بچے کی بہترین نشوونما

صحت مند ماں، بچے کی بہترین نشوونما

### خوشحالی

اپنا کاروبار بنانے خود مختار

خوشحالی

خوشحالی

خوشحالی

خوشحالی

### بنیاد

معیاری ابتدائی تعلیم وترہیت... ایک روشن کل کی بنیاد

بنیاد

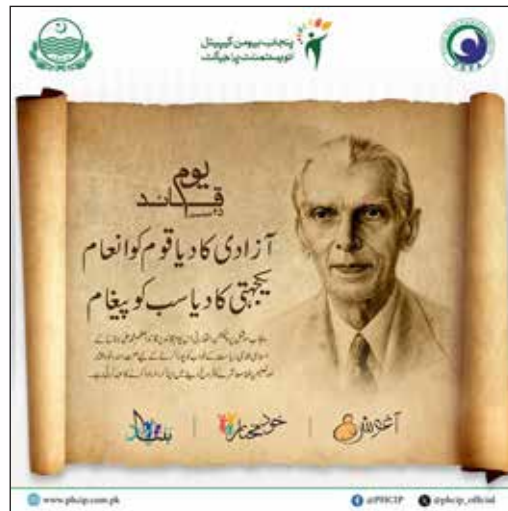
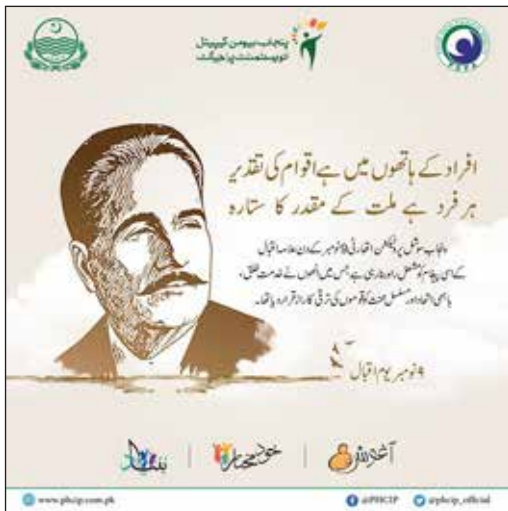
بنیاد

بنیاد

بنیاد

Images LXV, LXVI, LXVII, and LXVIII: PHCIP (Aaghosh, Khud Mukhtar and Bunyad) Urdu Factsheet designs reference to activity 3.4





Images LXIX, LXX, LXXI, and LXXII: PHCIP Social media Posts design reference to activity 3.5



Images LXXIII, LXXIV, LXXV, LXXVI, LXXVII, LXXVIII, LXXIX, LXXX, and LXXXI: Aagoshh YouTube Thumbnail designs reference to activity 3.5





Images LXXXII, LXXXIII, LXXXIV, LXXXV, LXXXVI, LXXXVII, LXXXVIII, LXXXIX, LXXX, and XC: Khud Mukhtar YouTube Thumbnail designs reference to activity 3.5



Images XCI, XCII, and XCIII: Bunyad YouTube Thumbnail designs reference to activity 3.5





Images XCIV, XCV, XCVI, XCVII, XCVIII, XCIX, C, CI, and CII: PHCIP Web sider designs reference to activity 3.6





Images CIII, CIV, CV, CVI, CVII, CVIII, CIX, CX, CXI, CXII, CXIII, CXIV, CXV, CXVI, CXVII, CXVIII, and CXIX: PHCIP inside Web banner designs reference to activity 3.6





78-79, D-Block, New Muslim Town, Wahdat Road, Lahore, Pakistan.

+92-042-99232359-60 [phcip.com.pk](http://phcip.com.pk)

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