NINTH QUARTERLY PROGRESS REPORT

January | February | March **2024**

BUNYAD | **KHUD MUKHTAR** | **AAGHOSH**

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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-1: 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 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, 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.

Economic Inclusion (EI): An eligible beneficiary of the Labor Market Readiness (LMR) package is a married individual whose age is between 18 and 35, 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 Bunyad. These materials

encompassed the meticulous creation of brand guidelines, refining illustrations for Aaghosh and Khud Mukhtar, crafting the distinctive 'Bunyad' 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, the Spectrum 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.

As we approach the ninth quarter, the team is directing its attention to the set of deliverables outlined in section 3.

3. Activities Carried Out During the Reporting Period

Over the course of time, the work on the PHCIP project, in addition to the Diagnostic & Inception Report, encompassed a variety of creative communication deliverables. Spectrum VMLY&R has continued to make progress in the development and completion of these required deliverables during the ninth quarter. Listed below are the specific deliverables that were the focus during this period:

S. No.	Activities	Progress
3.1	A4 2-Side 4-Color Flyer for Aaghosh, Khud Mukhtar & Bunyad	Delivered
3.2	Khud Mukhtar – Revised IEC Material According to PC2	Delivered
3.3	PHCIP Corporate Fact Sheet Updated	Delivered
3.4	PHCIP Social Media Posts	On-going
3.5	PHCIP Website	On-going

3.1 A4 Two-Side Four-Color Flyers For Aaghosh, Khud Mukhtar & Bunyad

This quarter, the Spectrum team worked to redesign the individual component flyers (Aaghosh, Khud Mukhtar & Bunyad) for PHCIP. This initiative was borne from the need to present visiting Government officials and various stakeholders with official first-hand information on each of PHCIP's components. It became of vital importance to have on-hand a set of professional and sophisticated materials to present, while maintaining a synergized look and feel in sync with the PHCIP project. To this end, our team explored new dynamic template options to use across each of the component flyers. Each two-sided, four-color flyer, using the existing information, clearly outlines important facts pertinent to each component - Aaghosh, Khud Mukhtar, and Bunyad - presenting them in an easy-to-understand manner. This enhanced set of collaterals now helps PHCIP present stakeholders with official documents offering first-hand information, for a detailed overview and deeper understanding of each of the components.

Image 3: Aaghosh A4 Flyer. For further designs references see Annexure 5 images – I - VI

3.2 Khud Mukhtar – Revised IEC Material According to PC2

In the previous quarter, the Khud Mukhtar component strengthened its presence by extending its reach across even more districts. In lieu of this growth and development, our team was instructed to direct its efforts towards revisiting the Information, Education, and Communication (IEC) materials, redesigning the collaterals to give a fresh, dynamic new look. The objective was to replace illustrations with real-life beneficiary photographs sourced from the developed photo bank, using photography done in past field visits. Aiming to effectively engage the target audience, the redesigned IEC materials, featuring posters, flyers, standees and banners, now offer a clean and modern look & feel in line with Khud Mukhtar identity, playing on the corporate colors and exploring dynamic layouts to enhance visual interest. These redesigned IEC materials, using engaging photography, aim to highlight the tangible impact, positive outcome and effectiveness of the Khud Mukhtar program in improving the lives of beneficiaries, whom now have productive assets whereby to earn their livelihood.

Image 3: Khud Mukhtar Banner Design. For further design references see Annexure 5 images – VII - XVI

3.3 PHCIP Corporate Fact Sheet Updated

In the eighth quarter, the team 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 who benefited from the program and

assets availed, while Bunyad's highlighted statistics such as the number of teachers trained, ECCE (Early Childhood Care & Education) school transformations, and placement of age-appropriate 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. Branding materials aimed to reinforce a positive image and contributed to increased awareness and engagement across targeted regions in Punjab.

In the 9th quarter, the team worked towards updating the PHCIP Fact Sheet, which included the Aaghosh, Khud Mukhtar and Bunyad components. The figures for all three components were updated as at December 31, 2023, ensuring the availability of the latest numbers in this official document for stakeholders. Working to enhance aesthetic appeal and aid comprehension, the team worked on improving the illustrations in each component page, so as to give a clearer picture of each area in focus, and make it easier to understand in a single glance for the target audience. Each of the line art illustrations focus on different areas for each of the components, ensuring the relevant key information is highlighted. This updated Fact Sheet document presents to stakeholders in a single glance all the pertinent information up to date with the Project's progress.
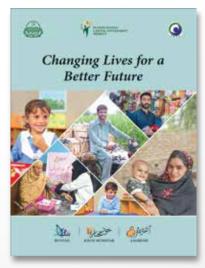

Image 3: Corporate Fact Sheet. For further design references see Annexure 5 images – XVII - XXI

3.4 Social Media Posts

From the Project initiation to date, our team has owned the responsibility of establishing and strengthening PHCIP's digital presence. Creating PHCIP's profiles across multiple key platforms, including Facebook, Twitter, and LinkedIn, our team has worked to create platform-specific targeted content according to pre-decided dates, required coverage and special occasions. Our primary objective has been to create awareness about PHCIP and its components, active work and latest developments, and engage the digital audience, providing comprehensive insights into the Project's initiatives and milestones.

In the ninth quarter, our focus extended to developing comprehensive content for the following:

1. Celebrating Special Occasions: Marking special occasions in the calendar year, our team develops content for each across multiple platforms. This past quarter, our team developed content for occasions such as Women's Day (8 March), Pakistan Day (23 March), World Education Day (24 January), and Eid-ul-Fitr (11 April). These notable days were important in creating shared positive sentiment and enhancing relatability and shared connection between PHCIP and the digital audience, generating interest and increasing interaction.

2. **PHCIP LinkedIn Posts:** In this last quarter, a series of posts were developed and shared to facilitate PHCIP in leveraging LinkedIn as a platform to create awareness among a more professional audience, including existing and potential stakeholders. These posts included corporate coverage of the PHCIP project, as well as individual component posts including Aaghosh, Khud Mukhtar and Bunyad, touching on their features, elucidating key facts and highlighting benefits to beneficiaries.

3. **New Aaghosh Success Story YouTube Thumbnails:** For the Aaghosh program, focused on improving mother & child healthcare, several success stories of beneficiaries (filmed in previous quarters) were finalized and shared with the PHCIP team for approval. For the six new success stories, thumbnails have been designed with the name and picture of each beneficiary, and mentioning their relevant district.

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

3.5 Website

Documenting PHCIP's journey, committed efforts and milestones across the Project tenure, our team has consistently and dedicatedly worked to update the PHCIP website to elevate its profile. In the ninth quarter, our team focused on enhancing the website's visual appeal and aided comprehensive understanding of the website information by enhancing the layout and section break-up. This was done across all components to create synergy and provide a holistic overview to website visitors.

The PHCIP project component pages were redesigned to create synergy in terms of layout, information and official materials, ease of access and enhance understanding for website visitors.

1. **PHCIP Aaghosh Component Website Page:** The Aaghosh program is committed to the betterment of mother & child health. To give viewers a comprehensive understanding of this component, its efforts, its qualifiers for beneficiary eligibility, Conditional Cash Transfer Program, its milestones and success stories, have been provided in a detailed section-by-section layout to enhance the viewer experience. This is helpful for visitors, stakeholders, and existing and potential beneficiaries. The banners for the Aaghosh landing page header and Success stories have been redesigned and included. To further enhance viewer understanding, the Aaghosh IEC materials have also been uploaded.

2. **PHCIP Khud Mukhtar Component Website Page:** Highlighting the Khud Mukhtar component's efforts to enhance economic inclusion through productive assets given to beneficiaries, the Khud Mukhtar page offers a detailed overview of the component. To give visitors a comprehensive understanding of this component, information is provided in a detailed systematic layout to enhance the experience for visitors, stakeholders, and existing and potential beneficiaries. In synergy with the other components, banners for Khud Mukhtar header and success stories have been redesigned and included. To further enhance viewer understanding, the Khud Mukhtar IEC materials have also been uploaded.

3. **PHCIP Bunyad Component Website Page:** Maintaining synergy with the other components in terms of the layout and structure, the Bunyad component website page touches its focus on early childhood care and education. Breaking down information into separate headers provides a comprehensive breakdown and holistic overview of the component, explaining its approach, the ECCE Policy in Punjab, and the component's aim. Accompanied by engaging visuals, this approach enhances the experience for visitors, stakeholders, and existing and potential beneficiaries. Banners for Bunyad header and success stories have been redesigned and included. To further enhance viewer understanding, the Bunyad IEC materials have also been uploaded.

It has been decided to increase the use of audio-visual content on the PHCIP website; this includes the TVC and documentary. Adding to this, all recently developed and approved material will also be posted on website in the respective sections.

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

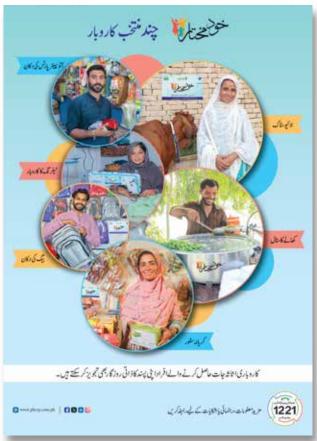With reference to above mentioned deliverables.

Images I and II: PHCIP Aaghosh A4 Flyer reference
to activity 3.1

Images III and IV: PHCIP Khud Mukhtar A4 Flyer reference to activity 3.1

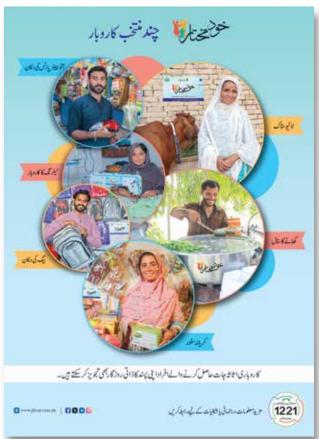Images V and VI: PHCIP Bunyad A4 Flyer reference
to activity 3.1

Images VII and VIII: PHCIP Khud Mukhtar Purchase Flyer
reference to activity 3.2

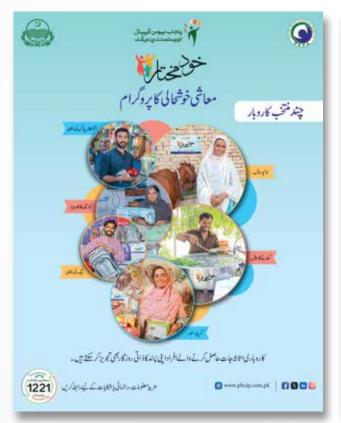Images IX and X: PHCIP Khud Mukhtar A4 Flyer reference
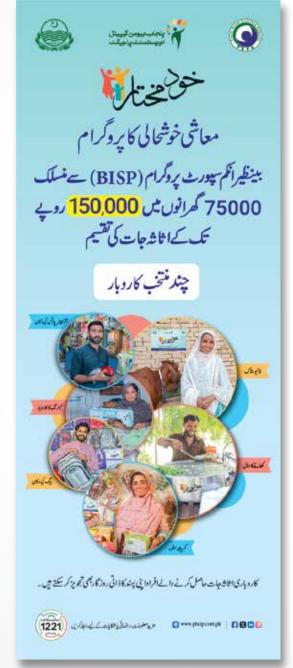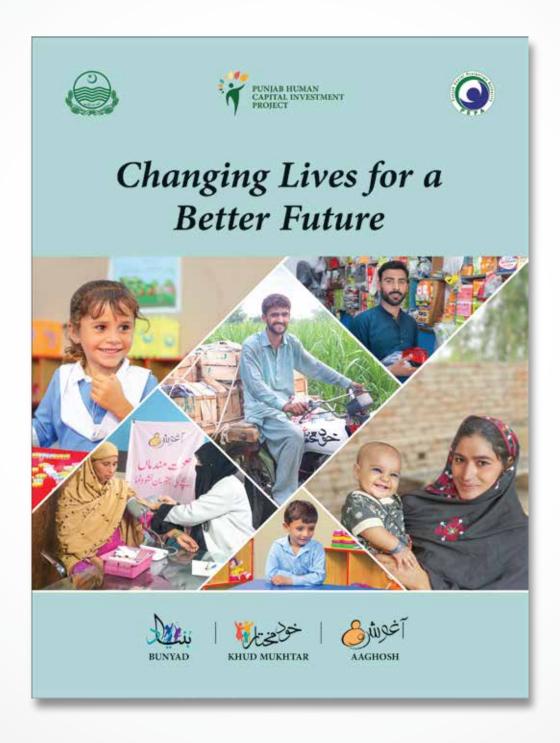to activity 3.2

Images XI and XII: PHCIP Khud Mukhtar Banner reference
to activity 3.2

Images XIII and XIV: PHCIP Khud Mukhtar Poster reference
to activity 3.2

Images XV and XVI: PHCIP Khud Mukhtar Standee
reference to activity 3.2

Image XVII: PHCIP Corporate Fact Sheet Cover reference to activity 3.3

Image XVIII: PHCIP Project Fact Sheet reference
to activity 3.3

Image XIX: PHCIP Aaghosh Fact Sheet reference
to activity 3.3

Image XX: PHCIP Khud Mukhtar Fact Sheet reference
to activity 3.3

Image XXI: PHCIP Bunyad Fact Sheet reference to activity 3.3

Images XXII, XXIII, XXIV, and XXV: PHCIP Social Media
Posts design reference to activity 3.4

Images XXVI, XXVII, XXVIII, XXIX, XXX and XXXI:Aaghosh
Youtube Thumbnail designs reference to activity 3.4

Images XXXII, XXXIII, XXXIV, XXXV, XXXVI and XXXVII:
Project LinkedIn Post designs reference to activity 3.4

Images XXXVIII, XXXIX, XXXX, XXXXI, and XXXXII: PHCIP Website
Banner designs reference to activity 3.5

Images XXXXII, XXXXIII and XXXXIV: PHCIP Website Page
Aaghosh, Khud Mukhtar and Bunyad designs reference to activity 3.5

Grievance Redressal

Social Protection

Labour Market Readiness

Human Development

Punjab

Social Mobilization

Community Engagement

Life Cycle Approach

Health & Nutrition

Socio Economic Registry

Early Childhood Education

Resilience

Decision Making

Quality Health Services

Improving Lives of Margalized Community

Skill Development

Social Welfare

Human Capital Investment

Poverty Alleviation

Integrated Management Information System

Economic & Social Inclusion

Conditional Cash Grant

Unified Beneficiary Database

Productive Assets Distribution

Capacity Enhancement

Risk Mitigation

Environment & Social Safeguard

Behavioral Change Communication