

Annex 3: Distribution plan for IEC material

Distribution of IEC/ Branding Material for Aaghosh Campaign-1 - Muzaffargarh													
Sr	Spots	Nos.	Unit/ Spot	Banners		Streamers		Standeeds		Leaflets		Posters	
				Qty	Total	Qty	Total	Qty	Total	Qty	Total	Qty	Total
1	Health	67	4	4	67	-	-	8	134	1,600	64,600	8	134
	CEO Health Offices	1	1	1	1	-	-	2	2	200	200	2	2
	IRMNCH & NP Offices	1	1	1	1	-	-	2	2	200	200	2	2
	PHFMC Offices	1	1	1	1	-	-	2	2	200	200	2	2
	Health Facilities	64	1	1	64	-	-	2	128	1,000	64,000	2	128
2	Education	9	23	5	63	-	-	-	-	250	3,150	10	126
	CEO Education	1	1	1	1	-	-	-	-	50	50	2	2
	DD Colleges	1	1	1	1	-	-	-	-	50	50	2	2
	DD Monitoring	1	1	1	1	-	-	-	-	50	50	2	2
	Govt. Girls Schools	3	10	1	30	-	-	-	-	50	1,500	2	60
	Govt. Girls Colleges	3	10	1	30	-	-	-	-	50	1,500	2	60
3	District Administration	4	2	6	10	-	-	4	8	800	1,400	4	8
	District Administration Offices	1	1	4	4	-	-	2	2	500	500	2	2
	AcS Offices (Tehsils)	3	1	2	6	-	-	2	6	300	900	2	6
4	District Local Govt.	5	2	4	10	-	-	-	-	500	1,250	4	10
	District Local Govt. Offices	1	1	2	2	-	-	-	-	250	250	2	2
	TMA's (Tehsils)	4	1	2	8	-	-	-	-	250	1,000	2	8
5	District Police & Local Courts	10	4	4	10	-	-	-	-	400	1,000	8	20
	DPO offices	1	1	1	1	-	-	-	-	100	100	2	2
	Police Stations (Tehsils)	4	1	1	4	-	-	-	-	100	400	2	8
	District Courts	1	1	1	1	-	-	-	-	100	100	2	2
	Tehsil Courts	4	1	1	4	-	-	-	-	100	400	2	8
6	Other Govt. Offices	9	4	4	9	30	90	-	-	300	500	8	16
	District Population	1	1	1	1	-	-	-	-	100	100	2	2
	NADRA	4	1	1	4	-	-	-	-	-	-	-	-
	BISP Tehsil	3	1	1	3	30	90	-	-	100	300	4	12
	District Social Welfare Department	1	1	1	1	-	-	-	-	100	100	2	2
7	Tehsil level places	6	23	7	273	46	2,070	-	-	-	-	50	2,040
	Public Places/round abouts/roads	3	15	5	225	-	-	-	-	-	-	40	1,800
	Bus Stands	3	8	2	48	46	2,070	-	-	-	-	10	240
8	Union Councils (111)	78	4	4	312	-	-	-	-	-	-	20	1,560
9	Extra	18	18	1	18	-	-	-	-	-	-	-	-
Total		66	-	772	-	2,160	-	142	-	71,900	-	3,914	