



**GOVERNMENT OF THE PUNJAB
PLANNING AND DEVELOPMENT BOARD
(Sector: Social Development)**

POSITION PAPER FOR PDWP

1.	Project Title	Approval of Pay Package For HR and purchase of vehicles for the scheme titled “Capacity Building of Human Right Cell”														
2.	Location	Lahore														
3.	Sponsoring Agency	Human Rights & Minorities Affairs Department														
4.	Executing Agency	Human Rights & Minorities Affairs Department														
5.	Operation & Maintenance	Human Rights & Minorities Affairs Department														
6.	Period of Implementation	Upto June, 2025														
7.	Source of Financing	Allocation Rs.125.000 million reflecting at GS.#3613 in ADP 2024-25														
8.	Cost	<div>(Rs. in million)</div> <table><tr><td></td><td>Approved Cost (DDSC: 19.07.2024)</td><td>Allocation 2024-25</td></tr><tr><td>Revenue</td><td>125.000</td><td>125.000</td></tr><tr><td>Capital</td><td>-</td><td>-</td></tr><tr><td>Total</td><td>125.000</td><td>125.000</td></tr></table>				Approved Cost (DDSC: 19.07.2024)	Allocation 2024-25	Revenue	125.000	125.000	Capital	-	-	Total	125.000	125.000
	Approved Cost (DDSC: 19.07.2024)	Allocation 2024-25														
Revenue	125.000	125.000														
Capital	-	-														
Total	125.000	125.000														
8.	Funds released by P&D	Rs.125.000 million														
9.	Utilization	-														

10. DESCRIPTION OF THE PROJECT:

Human Rights & Minorities Affairs Department was created in 2008. Since the inception of department there is a lack of basic amenities to fulfill the functions of the department as per Punjab Government Rules, 2011 i.e. visits of prisons, police stations, hospitals, brick kilns, factories etc. Capacity building training of officers of this department will be performed through this scheme to fill the missing gap that would help in achieving smooth functioning of work related to Human Rights awareness, sensitization and protection.

Keeping in view the need, a scheme was framed and approved by DDSC (19.07.2024) at a cost of Rs.125.000 million. Now, HR&MA Department has submitted position paper for the approval of the following:

1. Approval of Pay Package for project posts (03 No. posts)
2. Purchase of vehicles (06 No. vehicles and 04 No. Motorbikes)

11. PROJECT OBJECTIVE:

To build capacity of work force of HR&MA Department by provision of logistics and appropriate trainings to officers of HR&MA Department.

12. PROCEEDINGS OF PRE-PDWP:

HR&MA Department has submitted case for the approval of Pay Package for 03 project posts (03 different positions) and Purchase of Vehicles (06 vehicles and 04 Motorbikes). The case was deliberated in Pre-PDWP meeting held on 14-11-2024 under the Chairmanship of Member (SD), P&D Board with following recommendations:-

1. The demand of vehicles is linked to the number of posts required for the project. In the instant case HR&MA Department intends to hire 03 professionals (Social Media Admin, Expert Graphic Designer and Expert Video Content Specialist). The Department wants to purchase 02 vehicles (2800 CC each), 03 vehicles (1000 CC each), 01 vehicle (1350 CC) and 04 motor bikes under this scheme. This appears to be unjustified as the gestation period of the scheme is till June, 2025 (only 07 months remaining). The HR&MA Department may consider to hire the vehicles for 07 months, if needed.
2. HR&MA Department to ensure that pay package of 03 posts (Social Media Admin, Expert (Graphic Designer) and Expert (Video Content Specialist) is in line with P&D Board's Notification No.12(24)PO(COORD-II)P&D/2022 dated 14.07.2022 and No.12(24)PO(COORD-II)P&D/2024 dated 27.09.2024.
3. How the Department will attract the specialized Human Resource for this project (Social Media Admin, Expert (Graphic Designer) and Expert (Video Content Specialist) for small duration. Moreover, what would be the fate of this staff after the completion of the project?
4. The Department may indicate the missing gaps where training is required. Moreover, training details (Modules, Trainers and Training Need Assessments) may also be shared. Furthermore, performance of existing staff may be shared to ascertain the need for their capacity building.
5. HR&MA Department to address the above observations along with observations mentioned at para 5 of minutes and submit the same to P&D Board at the earliest.

13. DETAILS OF HR COST:

As per PC-I						Rationalized/Proposed Posts after Pre-PDWP				
S #	Position Title	No. of Posts	PPS	Monthly Salary (PKR)	Total Salary (PKR)	New Position Title	No. of Posts	PPS	Monthly Salary (PKR)	Total Salary PKR for 6 months
1.	Social Media Admin	1	8	300,000	3,600,000	Social Media Admin	1	8 (218,750-358,750)	300,000	1,800,000
2.	Expert (Graphic Designer)	1	6	150,000	1,800,000	Expert (Graphic Designer)	1	6 (105,000-172,200)	140,000	840,000
3.	Expert (Video Content Specialist)	1	6	150,000	1,800,000	Expert (Video Content Specialist)	1	6 (105,000-172,200)	140,000	840,000
Total		03		600,000	7,200,000	Total	03		580,000	3,480,000
Total (in Million)				0.600	7.200	Total (in Million)			0.580	3.480

Qualification, Experience and Job Description

Name of Post	Age Limit	Qualification	Experience	Job Description
Social Media Admin PPS-8 (218,750 - 358,750)	25-35 years	Graduation, International Certification in Marketing, Leadership skills and expert in social media.	Experience of Marketing in Public & Private Institutions. (2-3 Years relevant job experience)	Content Creation and Management: <ul style="list-style-type: none"> Develop, curate, and publish engaging content (text, images, videos) for the department's official social media platforms. Ensure content aligns with the department's objectives, values, and messaging. Platform Management: <ul style="list-style-type: none"> Oversee the daily operations of all social media accounts, including Facebook, Twitter, Instagram, LinkedIn, and YouTube. Monitor platform analytics and audience engagement to optimize posts. Community Engagement: <ul style="list-style-type: none"> Respond to queries, comments, and messages from the public in a timely and professional manner. Address misinformation and promote accurate representation of the department's initiatives. Campaign Development: <ul style="list-style-type: none"> Plan and execute awareness campaigns to highlight key programs, events, and policies related to human rights and minorities' affairs.

				<ul style="list-style-type: none"> Collaborate with internal teams to promote inclusivity, tolerance, and minority rights. <p>Monitoring and Reporting:</p> <ul style="list-style-type: none"> Track and analyse social media performance metrics. Prepare monthly reports summarizing growth, engagement, and key insights. <p>Crisis Management:</p> <ul style="list-style-type: none"> Actively monitor public sentiment and escalate potential crises to senior management for resolution. <p>Collaboration:</p> <ul style="list-style-type: none"> Work with designers, content writers, and external agencies to create highquality visuals and materials. Coordinate with other government departments to amplify messaging and initiatives. <p>Policy Compliance:</p> <ul style="list-style-type: none"> Ensure all content adheres to government policies and ethical standards. Maintain a repository of content approvals and archives for auditing purposes.
<p>Expert (Graphic Designer)</p> <p>PPS-6 (105,000 – 172,200)</p>	25-30 years	Graduation in Graphic Designing, Mass Media, Visual Arts.	2-3 Years relevant job experience	<p>Creative Content Development:</p> <ul style="list-style-type: none"> Design visually appealing graphics, illustrations, infographics, and other visual content for the department's social media platforms. Develop creative concepts aligned with the department's objectives and messaging. <p>Social Media Optimization:</p> <ul style="list-style-type: none"> Create custom designs tailored for different social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn). Ensure designs are optimized for mobile and desktop viewing. <p>Campaign Support:</p> <ul style="list-style-type: none"> Collaborate with the social media team to develop creative assets for awareness campaigns, events, and policy promotions. Design banners, posters, and other promotional materials for online and offline use. <p>Brand Consistency:</p> <ul style="list-style-type: none"> Maintain a consistent visual identity across all social media platforms. Ensure designs adhere to the Government of Punjab's branding guidelines and ethical standards. <p>Video Editing (Optional):</p> <ul style="list-style-type: none"> Edit short videos, animations, or GIFs to enhance social media engagement.

				<ul style="list-style-type: none"> • Add captions, subtitles, and effects to videos as needed. <p>Collaboration and Feedback:</p> <ul style="list-style-type: none"> • Work closely with content writers, social media administrators, and other team members to align visuals with written content. • Incorporate feedback from stakeholders to refine and improve designs. <p>Trend Analysis:</p> <ul style="list-style-type: none"> • Stay updated on the latest design trends, tools, and social media algorithms to create innovative content. • Suggest new ideas for visually engaging social media strategies. <p>File Management:</p> <ul style="list-style-type: none"> • Maintain an organized archive of design files for easy retrieval and future use.
<p>Expert (Video Content Specialist)</p> <p>PPS-6 (105,000 – 172,200)</p>	25-30 years	Graduation or Diploma in Film and TV, Mass Media, Visual Arts.	2-3 Years relevant job experience.	<p>Video Editing:</p> <ul style="list-style-type: none"> • Edit raw video footage into high-quality content suitable for social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube. • Incorporate music, graphics, subtitles, and effects to enhance video content. <p>Animation Development:</p> <ul style="list-style-type: none"> • Create custom animations, motion graphics, and explainer videos to communicate complex ideas effectively. • Design short animated sequences, GIFs, and transitions for social media campaigns. <p>Content Strategy Support:</p> <ul style="list-style-type: none"> • Collaborate with the social media and content teams to develop engaging video content for awareness campaigns, events, and initiatives. • Contribute to brainstorming sessions for creative video ideas and storytelling strategies. <p>Brand Alignment:</p> <ul style="list-style-type: none"> • Ensure all video and animation content aligns with the department's messaging, branding, and visual identity guidelines. • Maintain consistency in design and tone across all projects. <p>Post-Production Management:</p> <ul style="list-style-type: none"> • Perform color grading, audio synchronization, and final polishing to produce professional-quality videos. • Maintain an organized archive of project files for future use and reference. <p>Trend Awareness:</p> <ul style="list-style-type: none"> • Stay updated on social media trends, video editing techniques, and animation tools to produce cutting-edge content.

				<ul style="list-style-type: none"> Experiment with new styles and formats to increase audience engagement. <p>Performance Analysis:</p> <ul style="list-style-type: none"> Analyze the performance of video content on social media platforms and suggest improvements to enhance reach and engagement. <p>Collaboration:</p> <ul style="list-style-type: none"> Work closely with graphic designers, content writers, and social media administrators to integrate multimedia content into broader campaigns.
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14. **SUMMARY OF VEHICLES:**

Sr. #	Description	No. of Vehicles	Unit Cost (PKR)	Total Cost (PKR)
1	Vehicle 2800 CC	02	19,993,000	39,986,000
2	Vehicle 1350 CC	01	4,479,000	4,479,000
3	Vehicle 1000 CC	03	4,546,000	13,638,000
4	Motorbikes 70 CC	04	157,900	631,600
Total		10	--	58,734,600
Total in million		--	--	58.734

15. **RECOMMENDATIONS:**

The case is placed before the PDWP for consideration with following recommendations:

1. The demand of vehicles is linked to the number of posts required for the project. In the instant case HR&MA Department intends to hire 03 professionals (Social Media Admin, Expert Graphic Designer and Expert Video Content Specialist). The Department wants to purchase 02 vehicles (2800 CC each), 03 vehicles (1000 CC each), 01 vehicle (1350 CC) and 04 motor bikes under this scheme. This appears to be unjustified as the gestation period of the scheme is till June, 2025 (only 05 months remaining). The HR&MA Department may consider to hire the vehicles for 05 months, if needed.
2. Proposed remuneration against posts needs to be rationalized in light of P&D Board's Notification No.12(24)PO(COORD-II) P&D/2022 dated 14-07-2022..
3. Qualification of each post needs to be reviewed. Minimum qualification may be 16 years. HR&MA Department may also revisit nomenclature of posts.
4. Training details (Modules, Trainers and Training Need Assessments) and Performance Evaluation Report of existing staff may be shared.
