GOVERNMENT OF THE PUNJAB
PLANNING AND DEVELOPMENT BOARD
(Information & Culture)

POSITION PAPER FOR PDWP

1.	**Name of Scheme**	**Approval / Clearance of Project Posts and vehicles for the scheme titled '** Establishment of Artificial Intelligence Powered Central Media Monitoring Unit at Directorate General Public Relations Headquarter and Digital Media Wing in the Divisional Information Offices in the Punjab'
2.	**Approved Cost**	Rs. 698.508 million by DDSC on 28.03.2025
3.	**Sponsoring Agency**	Information & Culture Department Government of the Punjab
4.	**Procuring Agency**	The procurement of AI-Powered IT Equipment / Software applications, General IT Equipment, Software & DGPR Portal, and Equipment & Machinery for the DGPR Head Office Lahore will be entrusted to the Punjab Information Technology Board (PITB) under Rule 64A ("Assignment") of the PPRA Rules, 2014, while the remaining procurement will be carried out by the DGPR Punjab.
5.	**Allocation in ADP 2024-25 at GS No. 3566**	Rs. 110.400 million
6.	**Implementation Period**	2 years (2024-26)

7. Brief Description:

The Social, digital, electronic and print media have played a significant role in media landscape, serving as crucial platforms for information dissemination, public discourse and shaping public opinion. Effective media monitoring allows us to stay updated in real time about public perceptions, sentiments and discussions surrounding government policies, actions, and issues. The Director General PR will establish an "Artificial Intelligence powered Central Media Monitoring Unit (AICMMU)" for social, digital, electronic and print media for a comprehensive monitoring system of thirty national, regional and international TV channels, FM Radio Channels, digital news websites, digital blogs / vlogs and social media applications including YouTube, Facebook, Instagram, Twitter/X, TikTok and Web channels. The CMMU will be equipped with AI powered tracking and reports generation systems. The integration of Artificial Intelligence software applications along with the deployment of supporting high-end

hardware, testing, commissioning, and training of monitoring staff will serve the purpose.

The AICMMU project will generate multiple types of end-reports using artificial intelligence software application in the domain of electronic, print, social & digital media.

Deliberations of last PDWP:

Project was considered by PDWP in its meetings held on 06.11.2024 and 25.11.2024 to discuss the proposal. During the meeting, the PDWP forum expressed concerns regarding the excessive staffing proposed under the project, particularly with respect to the provision of project staff at the divisional offices. It was observed that the Administrative Department already maintains a substantial field presence across various divisional / district offices, and therefore, the existing staff should be leveraged through targeted training and capacity building initiatives. The forum emphasized that the proposal should be revisited with a focus on establishing a more lean and efficient staff structure. Additionally, the Chair raised concerns about the qualification and experience criteria outlined in the proposal for the various posts. He observed that the current eligibility criteria set a relatively low benchmark, which could lead to the recruitment of staff with insufficient skills and expertise.

Decision:

After detailed discussion, the scheme was returned with the following observations:

1. Administrative Department to rationalize the project posts.
2. PITB and Urban Unit team may be consulted o provide in depth feedback regarding the eligibility criteria of the posts
3. Positions provided for the divisional offices may also be revisited.
4. Salary packages may be re-visited; competitive market rates may be offered.

Accordingly, the revised proposal was considered and subsequently approved by DDSC in its meeting held on 28.03.2025 at a cost of Rs 698.508 million. Revised proposal for human resource component is based on the project document / PC-1 prepared by the Ministry of Information and Broadcasting, Government of Pakistan. However, pay packages have been enhanced / improved to attract quality human resource. System architecture for AI Central Monitoring Unit (CMU) at Islamabad is designed for live monitoring and tracking of 100 plus national and regional TV channels whereas AI central monitoring unit at Lahore

is designed for monitoring of 30 plus TV channels. DG PR team also visited Broadcasting office Islamabad and UET Lahore to review the concept for monitoring and tracking of TV channels and repots generated by AI.

8. Objectives:

i. Establish infrastructure for digital and social media in DGPR and its Divisional Offices.

ii. Facilitate interaction across social, economic, cultural, religious and ideological boundaries.

iii. Promote social media through connectivity, education, awareness, sharing and community-building.

iv. Create better understanding of government efforts, policies and political will in the public.

v. Artificial Intelligence based monitoring of 30 national, regional and international channels.

vi. Artificial Intelligence based monitoring of all FM Radio channels,

vii. Artificial Intelligence based monitoring of all digital news websites, web channels, blogs and vlogs.

viii. Artificial Intelligence based monitoring of Social Media including Twitter/X and You Tube channels.

ix. Use of Artificial Intelligence (AI) to enable the system for automation of the monitoring and tracking, accuracy improvement and human efforts reduction for rapid response on various adverse/ controversial news items.

x. Up-gradation of Media Asset Management Platform enabling tagging and elastic & Context Based Search options and use of artificial intelligence frameworks for easy and fast access to retrieve data (videos, voice & Text) and processing of data/ information at hand for instant reports and projections

xi. Enhance storage capacity of media monitoring and tracking system over prolonged time period for upto two years.

xii. Ensure timely recovery of data and record maintenance.

xiii. Uplift the soft image of Punjab.

9. Summary of Cost Estimate:

Sr No.	Description	Estimated Cost in Million

1	IT Equipment for Artificial Intelligence Powered Central Media Monitoring Unit and Digital Media Wings					508.774
2	Software & DGPR Portal					23.619
3	Equipment & Machinery					39.515
4	Transport					21.000
5	Pay of Project Staff					105.600
	Total					**698.508**

A. Detail of Project Posts:

Sr	Proposed Post	Proposed Posts			PPS	Proposed pay package (per month)	Proposed Pay package (per annum) Million rupees
		Head Office	Ten (10) Divisional Information Offices	Total Posts			
(A) **Project Staff for Digital Media Wings at Divisional Offices In Punjab**							
1	Graphic Designer & Video Animator	-	10	10	08	180,000	21.600
2	Social Media Content Creator	-	10	10	08	180,000	21.600
3	Video Cameraman	-	10	10	07	130,000	15.600
Sub. Total (A)		**-**	**30**	**30**			**58.800**
(B) **Project Staff for Artificial Intelligence Central Media Monitoring Unit At DGPR Head Office Lahore**							
4	Data Scientist	1	-	1	10	500,000	6.000
5	Media Asset Manager	1	-	1	09	300,000	3.600
6	System Support Manager	1	-	1	09	300,000	3.600
7	Network Administrator	1	-	1	09	300,000	3.600
8	Data Base Administrator	1	-	1	09	300,000	3.600
9	Data Visualization Specialist	1	-	1	09	300,000	3.600
10	System / Devops Engineer	1	-	1	09	300,000	3.600
11	Full Stack Developer	1	-	1	09	350,000	4.200
12	AI Engineer	1	-	1	09	300,000	3.600
13	Quality Assurance Engineer	1	-	1	09	300,000	3.600
14	Advertisement Tracking Specialist	1	-	1	08	250,000	3.000
15	IT technician	2	-	2	07	200,000	4.800
Sub Total (B)		**13**	**-**	**13**			**46.800**

Total (A+B)	**13**	**30**	**43**	**105.600**

B. Approval / Clearance Of Vehicles:

Sr.	Item	Qty	Unit cost	Amount in million
1	Car 1300cc	1	4.837	4.837
2	Van 2800cc 17-seater	1	15.043	15.043
3	Documentation	-		1.120
TOTAL				**21.000**

C. Qualification, Experience and Job Description of Project Staff:

Sr. No.	Name of Post	Job Description	Qualification & Experience	Age / Gender / Domicile
(A) Project Staff For Digital Media Wings At Divisional Information Offices In Punjab				
1	Data Scientist (PPS-10)	• To develop AI-driven models for media monitoring, leveraging Natural Language Processing (NLP) and Machine Learning (ML) to analyze news, social media, and digital content. • To implement efficient web scraping techniques to extract and process data from multiple news and media sources while ensuring ethical and legal compliance. • To utilize Large Language Models (LLMs) to enhance text classification, sentiment analysis, entity recognition, and content summarization for better media insights. • To design and optimize data pipelines and Oracle databases, ensuring high availability, scalability, and real-time data processing for media monitoring. • To create interactive data visualizations and reports that provide stakeholders with actionable insights on media trends, sentiment analysis, and audience engagement.	• At least Master's Degree (18 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • Minimum 6 years of experience of developing AI-driven media monitoring models using NLP and ML for news and social media analysis. • Implemented web scraping techniques to extract and process data from diverse media sources. • Utilized LLMs for text classification, sentiment analysis, entity recognition, and summarization. • Designed scalable data pipelines and Oracle databases for real-time media analytics.	• 30 To 45 Years • Male, Female and Transgender • All Over Punjab
2	Media Asset Manager (PPS-9)	• To oversee the organization, storage, and accessibility of digital assets, ensuring compliance, security, and efficient workflows. • To ensure efficient naming, storage, and maintenance of digital assets, including usage rights, compliance, and copyright protection. • To manage and monitor access to	• At least Master's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • Minimum 4 years of system integration experience, with at least 1 year in a media monitoring company, and	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab

#	Position	Responsibilities	Qualifications / Experience	Eligibility
		digital assets, promoting optimal use, brand consistency, and adherence to security policies. • To track user interactions, adoption trends, and consumer engagement while overseeing metadata, taxonomy, and tagging processes. • To serve as a change manager for technology implementation, advocating for both users and the tools while mapping and managing workflows. • To oversee asset lifecycle maintenance, digital archiving, and security, while acting as an expert in Adobe Experience Manager and Digital Asset Management Systems.	expertise in broadcasting/media environments. • Hands-on experience with Media Asset Management (MAM), Digital Asset Management (DAM), and Content Management Systems, along with Windows Server (2012, 2019), Linux (SUSE SLED11), and virtualization technologies (Hyper-V, VMware vSphere, vCenter, HA, vSAN, vMotion, DRS, Load Balancing). • Strong expertise in networking, cyber security, and cloud technologies, including TCP/IP, DNS, DHCP, NAT/PAT, Firewall (Fortinet, CCNA, NSE 1, 2), and compliance with security standards like GDPR, as well as cloud platforms (AWS, Azure, Oracle). • Experience in backup, disaster recovery, and system maintenance, with proficiency in Veeam Backup & Replication, Veritas, Acronis, and DR procedures & best practices to ensure business continuity. • Technical support and troubleshooting skills.	
3	System Support Manager (PPS-9)	• To manage and monitor data center infrastructure, ensuring system stability, performance, and high availability. • To oversee incident management, troubleshooting, and disaster recovery planning to minimize downtime and maintain business continuity. • To enforce security policies, access controls, and compliance with industry regulations to protect critical data and infrastructure. • To lead and train system support teams, coordinate with vendors, and manage IT assets, procurement, and budgeting. • To implement automation, optimize workflows, and improve operational efficiency for scalable data center management.	• At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • Minimum 4 years of experience in IT infrastructure, system administration, or data center operations, with 3-5 years in a managerial or leadership role. • Expertise in Windows/Linux server environments, virtualization technologies (VMware, Hyper-V), and enterprise storage systems for efficient infrastructure management. • Hands-on experience in incident management, disaster recovery, and backup solutions, ensuring system resilience, minimal downtime, and data protection. • Strong knowledge of	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab

			networking protocols, firewall configurations, security best practices, and compliance standards such as ISO 27001, NIST, and GDPR.	
			• Proven experience in vendor management, procurement, and budgeting, ensuring cost-effective IT infrastructure investments and optimized service delivery.	
			• Relevant certifications such as VMware VCP, ITIL, CISSP, Fortinet NSE, Veeam VMCE, AWS, Azure, and Oracle Cloud are preferred to validate expertise in network administration, system management, security, and cloud technologies.	
4	Network Administrator (PPS-9)	• To install, configure, and maintain network infrastructure, including routers, switches, firewalls, and wireless systems, ensuring optimal performance and security. • To monitor network operations, troubleshoot connectivity issues, and implement solutions to minimize downtime and enhance reliability. • To enforce network security policies, manage access controls, and ensure compliance with industry standards and best practices. • To perform regular network maintenance, updates, and backups while planning for scalability and future upgrades. • To collaborate with IT teams, vendors, and service providers to optimize network performance and resolve technical issues efficiently.	• At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • Minimum 4 years of experience in network administration, troubleshooting, and maintenance of LAN, WAN, and enterprise network environments. • Expertise in configuring and managing routers, switches, firewalls, and VPNs, with hands-on experience in Cisco, Fortinet, and other network security appliances. • Strong understanding of network protocols (TCP/IP, BGP, OSPF, VLAN, DNS, DHCP) and security best practices, ensuring compliance with industry standards. • Experience in network performance monitoring, troubleshooting complex connectivity issues, and implementing redundancy solutions for high availability. • Preferred certifications include CCNA, CCNP, MCSA, MCSE, Fortinet NSE, and other relevant networking and security certifications to validate expertise.	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab

| 5 | Database Administrator (PPS-9) | • To design, install, configure, and maintain database systems, ensuring optimal performance, security, and availability.
 • To monitor database health, troubleshoot performance issues, and implement tuning strategies to enhance efficiency and reliability.
 • To manage data backup, recovery, and disaster recovery planning, ensuring data integrity and business continuity.
 • To enforce security policies, manage user access controls, and ensure compliance with industry standards and regulations.
 • To collaborate with developers, system administrators, and stakeholders to optimize database architecture and support business needs. | • At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university.
 • Minimum 4 years of experience in database administration, installation, configuration, and maintenance of relational database management systems (RDBMS) like MySQL, PostgreSQL, SQL Server, and Oracle.
 • Hands-on experience in database performance tuning, query optimization, and troubleshooting, ensuring efficient data retrieval and system responsiveness.
 • Expertise in backup and recovery strategies, disaster recovery planning, and high availability configurations to ensure data integrity and business continuity.
 • Strong knowledge of database security best practices, user access controls, encryption, and compliance with standards like GDPR and ISO 27001.
 • Experience in database migration, replication, and cloud-based database solutions on platforms such as AWS RDS, Azure SQL, and Oracle Cloud.
 • Relevant certifications such as Microsoft Certified: Azure Database Administrator Associate, Oracle Database Administrator Certified Associate (OCA), AWS Certified Database – Specialty, and CompTIA Data+ are preferred to validate expertise. | • 25 To 40 Years
 • Male, Female and Transgender
 • All Over Punjab |
| 6 | Data Visualization Specialist (PPS-9) | • To design and develop interactive, web-based data visualizations using tools like Tableau, Power BI, D3.js, or similar technologies.
 • To collaborate with data analysts and stakeholders to identify visualization requirements and create effective dashboards.
 • To develop and maintain data visualization standards, guidelines, | • At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university.
 • Minimum 4 years of experience in data visualization.
 • Proficiency in data visualization | • 25 To 40 Years
 • Male, Female and Transgender
 • All Over Punjab |

			tools (Tableau, Power BI, D3.js, etc.).
		• and best practices. • To work with large datasets to create data visualizations, reports, and presentations. • To conduct data analysis and provide insights. • To stay up-to-date with emerging trends and technologies in data visualization.	• Strong understanding of data analysis, statistics, and data modeling. • Experience with data warehousing and ETL processes. • Familiarity with machine learning algorithms. • Certification in data visualization or related field. • Data visualization tools (Tableau, Power BI, D3.js) • Data analysis and statistics • Data modeling and warehousing • Programming languages (Python, R, SQL) • Communication, presentation, and visualization best practices.	
7	System / Devops Engineer (PPS-9)	• Designing, implementing, and maintaining CI/CD pipelines to automate software delivery processes. • Deploying and managing containerized applications using Docker and Kubernetes. • Collaborating with development and operations teams to streamline deployment and release processes. • Monitoring system performance and implementing improvements to enhance reliability and scalability. • Ensuring security best practices are followed in all aspects of infrastructure and application deployment. • Providing technical support and troubleshooting assistance to resolve issues in a timely manner.	• At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • A minimum of 4 years of experience in a reputable industry or organization. • Proficiency in Linux/Unix system administration and shell scripting. • Experience with virtualization technologies including setup, configuration, and maintenance. • Knowledge of storage management principles and hands-on experience with NAS, SAN, and OBS (Object-Based Storage) solutions. • Familiarity with DevOps practices and CI/CD pipelines. • Basic understanding and practical experience with containerization and orchestration tools, particularly Docker and Kubernetes. • Familiarity with cloud platforms such as AWS, Azure, or GCP. • Basic understanding of GPU computing and AI infrastructure, with experience	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab

			in relevant technologies preferred. • Knowledge of Software Development Life Cycle (SDLC) principles and processes. • Additional Skills (Preferred but not required): • Experience with monitoring tools for infrastructure and applications. • Understanding of networking concepts and technologies. • Knowledge of automation tools such as Ansible, Puppet, or Chef. Strong problem-solving skills and ability to troubleshoot complex issues.	
8	Full Stack Developer (PPS-9)	• Development of web applications • Utilize PHP platforms like Laravel or Code Igniter to design, develop, and maintain robust functionalities of web applications. • Implement responsive and user-friendly interfaces using HTML, CSS, and JavaScript, while leveraging frameworks like Angular or React to enhance user experience and streamline development processes. • Apply knowledge of various programming languages, including Python, to address diverse development needs and challenges	• At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • A minimum of 4 years of hands-on experience as Full Stack Developer • Professional experience in PHP platforms like Laravel, Code Igniter etc. • Experience with front-end technologies such as HTML, CSS, and JavaScript • Experience with a front-end UI framework, using React and Angular • Knowledge of different programming languages like Python using Django framework will be preferred. Strong database knowledge in MySQL and PostgreSQL	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab
9	AI Engineer (PPS-9)	• Designing AI-driven solutions to address real-world challenges. • Develop, implement, and optimize machine learning models, including supervised and unsupervised learning algorithms, to extract useful insights from structured and unstructured data. • Implement advanced natural language processing techniques, such as sentiment analysis, named entity recognition, and topic modeling, to analyze text data from various sources.	• At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • At least 4 years hands on experience in Artificial Intelligence • Strong skills in designing, implementing, and optimizing different machine learning models. • Expertise in advanced NLP	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab

#	Position	Job Description	Eligibility Criteria	Age/Gender/Domicile
		• Leverage pre-trained large language models (LLMs), such as GPT-3 and BERT, to enhance our data analysis capabilities, including text generation, summarization etc. • Optimize AI models for performance and scalability	techniques like sentiment analysis, named entity recognition, and topic modeling, with a focus on text data analysis. • Experience leveraging pre-trained models like GPT-3 and BERT for tasks such as text generation, summarization, and comprehension.	
10	Quality Assurance Engineer (PPS-9)	• Develop and implement test plans, strategies, and test cases for software projects. • Execute manual and automated tests, report defects, and ensure thorough test coverage. • Conduct regression, performance, security, and usability testing as needed. • Collaborate with cross-functional teams to validate software deliverables and ensure alignment with requirements. • Continuously improve QA processes, tools, and methodologies to enhance efficiency and effectiveness. • Document QA artifacts and provide training and support to team members.	• At least Bachelor's Degree (16 years of education) in Computer Science / Software Engineering / Information Technology from HEC recognized university. • A minimum of 4 years' hands on experience as a Software Quality Assurance Engineer in a reputed Industry. • Strong understanding of software testing principles and methodologies. • Proficiency in manual and automated testing techniques and tools (e.g., Selenium, JUnit). • Knowledge of regression testing, performance testing, security testing, and usability testing. • Ability to create detailed test plans, test cases, and test documentation. • Familiarity with Agile development methodologies and continuous integration/ continuous deployment (CI/CD) pipelines.	• 25 To 40 Years • Male, Female and Transgender • All Over Punjab
11	Advertisement Tracking Specialist (PPS-8)	• Responsible for monitoring, recording, and analyzing government advertisements on electronic and digital/ social media. • Maintain an organized database of these advertisements for comprehensive analysis. • Prepare reports and presentations summarizing the findings for missing spots across channels.	• At least Bachelor's Degree (14 years of education) in Media Studies, Communications, Marketing, or a related field from HEC recognized university. • Minimum 3 years of relevant experience to mmonitor, record, and analyze advertisements broadcast electronic and digital / social media. • Maintained a well-organized database to support comprehensive ad performance analysis. • Conducted detailed	• 25 To 35 Years • Male, Female and Transgender • All Over Punjab

			evaluations to identify missing advertisement spots across various channels. • Prepared clear, data-driven reports and presentations to communicate findings effectively.	
12	IT Technician (PPS-7)	• Assist IT supervisors in all IT-related tasks and electrical department activities. • Responsibilities include troubleshooting hardware and software issues, providing technical support to employees, assisting with network administration, maintaining IT inventory, and supporting the implementation of IT projects.	• At least Intermediate (12 years of education) from BISE with certifications in CCNA, MCSE, or related fields. • Minimum 2 years of relevant experience. • Provided technical support for hardware, software, and network troubleshooting to ensure smooth IT operations. • Installed, configured, and maintained computer systems, printers, and other IT equipment. Assisted in setting up and maintaining LAN/WAN networks, ensuring stable connectivity.	• 21 To 30 Years • Male, Female and Transgender • All Over Punjab
**(B) Project Staff For Artificial Intelligence Central Media Monitoring Unit At DGPR Head Office Lahore**
13	Graphic Designer & Video Animator (PPS-8)	• To create visually appealing graphics, illustrations, and motion designs for digital and print media, ensuring brand consistency and high-quality output. • To design and animate engaging videos, including explainer videos, promotional content, and social media animations, using tools like Adobe After Effects and Premiere Pro. • To collaborate with marketing and content teams to develop creative concepts, storyboards, and visual assets that enhance brand communication. • To edit and enhance video content by applying effects, transitions, and sound design, ensuring professional and polished final products. • To stay updated with design trends, animation techniques, and industry best practices to continuously improve creative output and maintain innovation.	• At least Bachelor's Degree (14 years of education) in Fine Arts, Graphic Design, Visual Arts, Multimedia Arts, Animation & Visual Effects, or a related field from HEC recognized university. • Minimum 3 years of experience in graphic design and video animation, creating high-quality visuals for digital, print, and multimedia platforms. • Proficiency in Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) and other industry-standard tools for motion graphics and video editing. • Hands-on experience in 2D and 3D animation, character rigging, motion graphics, kinetic typography, and visual effects (VFX) for engaging content creation. • Strong understanding of storyboarding, color theory, typography, and branding,	• 25 To 35 Years • Male, Female and Transgender • All Over Punjab

			• ensuring visually compelling and brand-consistent designs. • Experience in video editing, post-production techniques, and sound synchronization, optimizing animations for social media, advertisements, and corporate presentations. • Preferred certifications such as Adobe Certified Professional in Video Design, Autodesk Maya or Blender Certification, and Motion Graphics Certifications (MoGraph or Udemy-based courses) to validate expertise in animation and design.	
14	Social Media Content Creator (PPS-8)	• To develop and create engaging, high-quality content (text, images, videos, and graphics) tailored for various social media platforms. • To plan and execute social media campaigns, ensuring brand consistency, audience engagement, and growth across platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, and TikTok. • To monitor social media trends, analytics, and audience behavior, optimizing content strategies based on performance insights. • To collaborate with designers, marketers, and video editors to produce compelling multimedia content aligned with brand objectives. • To manage social media scheduling, posting, and community engagement while staying updated on industry trends and platform algorithm changes.	• At least Bachelor's Degree (14 years of education) in Media Studies, Digital Marketing, Communication, Journalism, Graphic Design, or a related field from HEC recognized university. • Minimum 3 years of experience in social media content creation, digital marketing, or brand management, with a strong portfolio of creative work. • Proficiency in content creation tools such as Adobe Photoshop, Canva, Premiere Pro, After Effects, and social media management platforms like Hootsuite, Buffer, or Meta Business Suite. • Hands-on experience in writing, designing, and editing multimedia content (videos, images, and text) for social media platforms like Facebook, Instagram, TikTok, Twitter, LinkedIn, and YouTube. • Strong understanding of social media algorithms, analytics, SEO, and engagement strategies to optimize content performance and reach target audiences effectively. • Experience in social media advertising, influencer collaborations, and community management, ensuring brand visibility and engagement. • Preferred certifications such as Meta Certified Digital Marketing Associate, Google	• 25 To 35 Years • Male, Female and Transgender • All Over Punjab

			Digital Marketing Certification, HubSpot Content Marketing Certification, and Adobe Creative Suite Certifications or other related certifications to validate expertise in social media and content creation.	
15	Video Cameraman (PPS-7)	• Operates video cameras and related equipment to record high-quality footage for news, documentaries, events, or productions. • Sets up, adjusts, and maintains camera equipment, lenses, lighting, and other accessories to ensure optimal video quality. • Works closely with Graphic Designer & Video Animator to achieve desired shots, angles, and storytelling requirements. • Assist in reviewing, selecting, and editing footage to ensure seamless visual storytelling and broadcast-quality content.	• A least Intermediate (12 years of education) having Diploma or Certification in film production, media studies or a related field. • Minimum 2 years of experience in operating professional video cameras for live events, news coverage, and studio productions. • Managed camera setup, lighting, and audio equipment to ensure high-quality video output. • Collaborated with production teams to capture creative and engaging footage. • Edited raw footage and assisted in post-production tasks to enhance video quality.	• 21 To 30 Years • Male, Female and Transgender • All Over Punjab

D. Sanctioned posts in Digital Media Wing in DGPR Head Office, Lahore

Sr. No.	Name of Post	Approved Posts
1	General Manager	1
2	Digital Media Consultant	1
3	Manager Complaints	1
4	Digital Media Content Manager	1
5	Transmission Manager	2
6	Senior Research Analyst	1
7	Video Editor / Animator	2
8	Graphic Designer	2
9	Research Analyst	2
10	Creative Content Writer (Urdu / English)	2
11	Moderators	4
12	Research Assistant	2
13	Cameraman	2
Sanctioned Staff Strength (SNE):		**23**

10. Technical appraisal:

A Pre-PDWP meeting was held on 14.04.2025 under the Chairmanship of Member (SD), P&D Board to discuss the revised proposal for approval / clearance of project posts and vehicle for ADP scheme titled "Establishment of Artificial Intelligence Powered Central Media Monitoring Unit at Directorate General Public Relations Headquarter and Digital Media Wing in the Divisional Information Offices in the Punjab" reflected at GS No. 3566 of ADP 2024-25.The meeting was attended by the Representatives of I&C, DGpR, Urban Unit, and PERI.

Sr. Chief (S&T) briefed the forum regarding the background of the scheme and informed that the scheme was considered by PDWP in its meetings held on 06.1.2024 and25.11.2024 to discuss the proposal submitted by the Administrative Department. The scheme was deferred by PDWP subject to rationalization of project staff especially for divisional offices, Further, PITB and Urban Unit team was to be consulted to provide in depth feedback regarding the eligibility criteria of the posts. The scheme was initially approved at a cost of Rs. 700 million by DDSC in its meeting held on 12.09.2024. Now, the revised scheme was approved at a cost of Rs. 698.508 million by DDSC in its meeting held on 28.03.2025. Discussing the rationale for provision of staff at divisional offices, Director (Development/IT), DGPR added that the three (3) posts considered for the 10 divisional headquarters are imperative for the monitoring of social media wing. Representative from PERI added that department has mentioned bachelor and master degrees as qualification requirements for the different posts. In order to clarify, department might add number of years i.e 16 years for bachelor degree and 18 years for master degree in qualification column of the posts mentioned. The representative from Urban Unit highlighted that qualification and experience for the Graphic Designer should be improved/ enhanced for high quality resource. So, in order to hire better resource, experience requirements for Graphic designer may be enhanced from 3 years to 5 years. Similarly, experience for Video animator might also be enhanced/ revisited. Senior Chief (S&T) added that experience and qualification for Data Scientist should be more than the other required posts being the team lead. The Chair asserted that the Administrative Department may work out precisely the relevant qualifications and experience of HR as per the observations of PDWP meeting.

Sr. No.	Observations	Replies	Decisions of Pre-PDWP
1	PDWP in its meetings held on	In accordance with the decisions made	Submitted for PDWP

	6.11.2025 & 25.1L.2024 decided to revisit posts for divisional offices. Necessity for provision of 30 posts (3 project posts / division) for divisional offices may be justified.	during the PDWP meetings held on 6th November 2025 and 25th January 2024 regarding the reassessment of staffing requirements for divisional offices, the Directorate General Public Relations (DGPR), Punjab has proposed the provision of 30 project-based posts across its 10 Divisional Information Offices—allocating 3 posts per division. The proposed positions include: 1. Graphics Designer & Video Animator 2. Social Media Content Creator 3. Video Cameraman These posts are critical for the establishment of Digital Media Wings at the divisional level. The primary objective of this initiative is to enhance the DGPR's capability in managing and monitoring digital platforms effectively. The proposed staff will support timely creation, dissemination, and monitoring of social media content, enabling the government to ensure accurate public communication and receive real-time feedback. This move aligns with the growing need to strengthen digital outreach and engagement at the grassroots level, thereby ensuring a more responsive and proactive public information mechanism in line with modern communication practices.	decision.
2	3-5 years of experience provided for AI team to be justified.	The requirement of 3–5 years of practical experience for hiring the AI Team in the project is both appropriate and justified. This level of experience ensures that candidates possess a solid foundation in core AI concepts, tools, and techniques, along with proven hands-on expertise. Professionals within this range typically bring exposure to real-world applications of AI, including machine learning, data analysis, natural language processing, and model deployment. They are well-versed in handling project-specific challenges, optimizing algorithms, and ensuring ethical AI practices. Moreover, they are adaptable to evolving technologies and can contribute	Noted.

		effectively from the outset without extensive training. This balance of experience also supports cost-efficiency, avoiding the high premiums required for senior-level experts. It allows for a dynamic, innovative team capable of scaling solutions. Such professionals are ideal for delivering AI-driven outcomes within defined timelines and project scopes. Therefore, the 3–5 year experience criterion aligns with the project's technical and operational needs.	
3	Required qualification for Data Scientist and Media Asset Manager are same. However, experience required for team lead / Data scientist is 4 years whereas five years provided for Media Asset Manager. Similarly, proposed pay packages are to be justified with required experience.	Although the required academic qualifications for both the Data Scientist and Media Asset Manager are similar—typically a Master's degree in a relevant discipline—the nature of their roles, required skill sets, and industry demand justify the differences in experience and compensation. The Data Scientist role is highly technical and demands expertise in areas like machine learning, artificial intelligence, big data analytics, and statistical modeling. These competencies are not only rare but also critical to data-driven decision-making, innovation, and organizational growth. On the other hand, the Media Asset Manager role, while essential, focuses more on the organization, storage, retrieval, and maintenance of digital media content using Digital Asset Management (DAM) systems. The role is more process-oriented and operational in nature. However, the required experience for both posts has been amended.	Noted.
4	Organogram of the central monitoring unit to be provided to define the chain of command.	Organogram is submitted as desired.	Noted.
5	Similarly, required experience for AI Engineer is 5 years whereas 3 years for Quality Assurance Engineer. However, required qualification for both	Although both the AI Engineer and Quality Assurance (QA) Engineer positions require the same academic qualifications—typically a degree in Computer Science, Software Engineering, or a related field—the nature,	Noted.

		complexity, and specialization of their roles vary significantly. The AI Engineer role demands advanced technical knowledge in machine learning, deep learning, natural language processing, and model deployment, often requiring proficiency in Python, TensorFlow, PyTorch, and data engineering frameworks. These skills are not only complex but also in high demand and short supply in the job market. Conversely, the QA Engineer role, while crucial for ensuring software quality, primarily focuses on software testing, bug tracking, and validation processes. The skills involved—such as test case writing, automated testing tools, and quality documentation—are important but more widely available and less specialized than those required for AI engineering. Hence, the lower experience requirement of 3 years is justified. To ensure fairness and market competitiveness, it is recommended that the AI Engineer's compensation be revised upward to reflect the role's higher expertise and value to the organization. However, the required experience for both posts has been amended.	
posts is same. Pay packages are not aligned with required experience and qualification.		
6	Arrangement made for Technical Assistance and project staff training in operation phase may be explained.	During the operational phase of the project, technical assistance and staff training will be systematically arranged to ensure smooth execution and sustainability. This will be carried out in close collaboration with the Punjab Information Technology Board (PITB), leveraging their dedicated training wing (https://training.pitb.gov.pk). The PITB Training Program offers structured modules on IT systems, software tools, and project-specific workflows that will be customized to meet the needs of the project staff. Additionally, the office of the Additional Director General (IT Project Management), PITB, will oversee and facilitate the training programs, ensuring that they are aligned with the project's technical requirements and operational goals. This partnership will ensure that all technical staff and relevant	Technical assistance / trainings for project staff in operation phase may be arranged to ensure smooth execution of AI equipment / software.

		personnel are fully equipped with the necessary skills and ongoing support needed for successful system management and troubleshooting post-deployment.	
7	Proposed pay package of Rs. 130,000/ month for video cameraman may be justified.	The proposed pay package of Rs. 130,000 per month for the position of Video Cameraman is justified based on the technical expertise, field demands, and operational responsibilities associated with the role. A professional video cameraman is expected to possess hands-on experience with advanced camera equipment, lighting setups, and post-production tools, along with a strong creative eye to ensure high-quality visual content. The job often requires irregular working hours, travel for field coverage, and the ability to work in challenging environments, particularly during live events, outdoor shoots, and high-pressure news or media assignments. Moreover, in today's media landscape, high-definition video content is critical for digital and broadcast platforms, demanding precision, aesthetic sense, and up-to-date knowledge of equipment and filming techniques. The Rs. 130,000 salary aligns with market rates for skilled technical media staff and ensures the recruitment and retention of qualified professionals who can meet modern production standards. It also reflects the value of the role in supporting visual communication, documentation, and promotional content creation for the organization.	Noted.
8	How many channels will be monitored through AI software?	The AI software will be deployed to monitor a total of 30 TV news channels, ensuring comprehensive and real-time coverage of electronic media content. These channels include both national and regional broadcasters, encompassing a wide range of news, current affairs, and public interest programming. The AI-powered monitoring system will automatically capture, analyze, and archive audio-visual content from these channels using advanced techniques such as speech-to-text conversion, keyword	Noted.

		recognition, facial and logo detection, and sentiment analysis.	
		By monitoring 30 channels simultaneously, the system will provide timely insights into media trends, coverage of government initiatives, public narratives, and potential misinformation. It will significantly enhance the efficiency and accuracy of media monitoring operations compared to traditional manual methods. This will enable the organization to respond promptly to emerging issues, track media impact, and generate data-driven reports for decision-making and strategic communication. The selection of 30 channels ensures broad-spectrum media visibility while maintaining system scalability for future expansion if required.	
9	Required experience for post of the Advertisement Tracking Specialist may be shared to justify proposed pay package of Rs. 250,000/ month.	Required three years experience of Advertising Tracking Specialist include: ▪ Monitored, recorded, and analyzed government advertisements broadcast electronic and digital / social media. ▪ Maintained a well-organized database to support comprehensive ad performance analysis. Conducted detailed evaluations to identify missing advertisement spots across various channels. Prepared clear, data-driven reports and presentations to communicate findings effectively. Justification of Pay Package: The proposed pay package of Rs. 250,000 per month for the position of Advertisement Tracking Specialist is justified based on the specialized nature and experience required for the role. The position demands extensive hands-on experience in monitoring, recording, and analyzing government advertisements broadcast across electronic and digital/social media platforms. This requires not only technical proficiency with media tracking tools and data management systems but also a keen	Noted.

| | | understanding of media schedules, content placement strategies, and platform-specific ad dynamics.

In addition, the role involves maintaining a well-organized, structured database to ensure accurate tracking and enable comprehensive performance evaluation of government advertisements. The specialist must conduct detailed assessments to identify any missing or un-broadcast ad spots, which directly affects financial accountability and campaign effectiveness. Preparing data-driven reports and presentations for senior officials also requires strong analytical and communication skills. The combination of media expertise, data handling capabilities, and accountability in high-stakes government campaigns fully supports the justification for the proposed salary. This package ensures that a qualified and experienced professional is attracted and retained for this critical and detail-oriented role. | |
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11. Recommendations:

Position Paper for the Pay Package of 43 project posts (13 posts for head office and 30 posts for divisional offices) and two (02) vehicles are submitted consideration / decision of PDWP.