

**GOVERNMENT OF THE PUNJAB  
PLANNING AND DEVELOPMENT BOARD  
(INFORMATION AND CULTURE SECTOR)**

**POSITION PAPER FOR PDWP**

**PROJECT PROFILE:**

1.	Project Title	Approval / Clearance of Project Vehicles for the Scheme titled "Construction of Information Complex, Rawalpindi"
2.	Location	Rawalpindi
3.	Sponsoring Agency	Information and Culture Department
4.	Executing Agency	Directorate General Public Relations, Punjab Communication & Works Department
5.	Maintenance & Operation	Directorate General Public Relations, Punjab
6.	Name of Relevant Department(s) / Stakeholder(s) Invited In Pre-PDWP	i. Information & Culture Department ii. Finance Department iii. PERI iv. DG M&E v. Urban Unit vi. Technical Section, P&D Board
7.	2 <sup>nd</sup> Revised Cost	<b>RKR. 145.498 million</b> (Capital: 112.529 million & Revenue: Rs. 32.969 M)
8.	Allocation 2024-25 at G.S 3555	PKR. 44.5 Million
9.	Funds released during 2024-25	PKR 44.5 million
10.	Funds utilized during 2024-25	PKR 11.5 million
11.	Expenditure (Cumulative)	PKR 62 Million
12.	Implementation Period	30 Jun 2025

**13. Background:**

The Divisional Information Office, Rawalpindi, is a key hub for public relations activities due to its proximity to the federal capital, home to major TV channels and newspapers. It also serves as the liaison office of the DGPR for the federal capital given that the Governor, Chief Minister, Ministers, Chief Secretary, and other senior officials frequently visit Islamabad for official purposes, this office plays a crucial role in managing their media coverage. Additionally, it oversees media coverage for Punjab government dignitaries in Khyber Pakhtunkhwa (KP). Azad Jammu & Kashmir (AJ&K), and Gilgit- Baltistan (GB).

The Murree hill station frequently hosts high-profile visits to assess tourist facilities and manage the steady stream of local and international visitors. The Divisional Information Office Rawalpindi oversees media coordination for these visits and conducts public awareness campaigns to improve the overall tourist experience.



The Electronic and digital / social media have become integral to modern communication. Over time, the DGPR has implemented periodic upgrades to enhance its capacity and service delivery. However, it continues to strive toward meeting the evolving challenges of electronic and digital media while aligning with international standards. Adopting a communication governance model is essential to counter narratives that may influence society. To support this effort, the Divisional Information Office Rawalpindi requires a dedicated infrastructure for media monitoring and content development. Consequently, this project was conceived. The subject scheme was initially approved by DDSC on 25<sup>th</sup> August, 2022 at a cost of Rs. 88.543 million. The Second revised PC-I was approved by DDSC on April 4, 2024 at a cost of Rs. 145.498 million due to frame structure, deeper foundation and plinth beam as site was low lying area.

#### **14. Objectives:**

- Provide permanent infrastructure for Divisional Information Office Rawalpindi.
- Provide aesthetic atmosphere for performing print, electronic, digital and social media activities.
- Ensure media coverage of the Chief Minister, Ministers and other dignitaries.
- Provide a proper place for organizing press conferences and media briefings.
- Disseminate information about initiatives / policies of the Government for benefit of people through websites and digital & social media platforms.
- Facilitate to implement Communication Governance Model.
- Project soft image of the Punjab.

#### **15. Overall Cost Summary**

		(Rs. In million)
Sr.	Description	Cost
1	Building ( <i>covered area</i> 11,911 sq. ft.)	112.259
2	Plant & Machinery	5.608
3	Furniture	5.739
4	I.T. Equipment	6.622
5	Transport	15.000
<b>Total</b>		<b>145.498</b>

#### **16. Purchase of Vehicles**

The Divisional Information Office Rawalpindi was established in the year 1989. The functions of this Office have been given above in the description part of the working paper. The sanctioned strength of this Office includes one Director Public Relations (BPS-19), three Deputy Director Public Relations (BPS-18) and six Information Officers (BPS-17) along with Non-Gazetted staff ranging from BPS-1 to BPS-16. Presently. This office is using the following three vehicles which have already completed their useful life.

*10/11/24*



**Existing Vehicles:**

Sr.	Make of Vehicle	Model	Registration Number	Qty	Mileage Covered
1	Suzuki Baleno Car	2004	LZE-9145	01	550,000
2	Suzuki Bolan Mini-Van	2005	LWB-53116	01	350,000
3	Toyota Hiace Van	1989	LHO-1880	01	630,000

The above-mentioned vehicles being old ones develop mechanically faults occasionally and do not meet the requirements of the increasing number of Public Relations activities and official engagements. Therefore, the approved scheme has the provision of the following vehicles.

**Proposed Vehicles:**

Sr.	Make of Vehicle	Quantity	Cost (Rs. In million)
1	Car 1300 CC	1	5.000
2	Car 1000 CC	1	4.000
3	Van 1000 CC	1	3.100
4	Car 660 CC	1	2.700
Total including documentation & registration			15.000

**Distribution of Vehicles:**

Sr.	Post	Quantity	Vehicle
1	Director Public Relations Rawalpindi (BPS-19)	1	Car 1300 CC
2	Senior Deputy Director Public Relations Rawalpindi (BPS-18)	1	Car 1000 CC
3	Deputy Director Public Relations Rawalpindi (BPS-18)	1	Car 660 CC
4	Official Utility Van for Information Office Rawalpindi	1	Van 1000 CC

**17. Technical Appraisal:**

A Pre-PDWP meeting was held on 06.02.2025 under the Chairmanship of Member (PSD), P&D Board to discuss the provision of vehicles for subject scheme. The meeting was attended by the representatives of the Economic Appraisal Section P&D, Finance Department, Urban Unit, PERI and DGM&E. Sr. Chief (S&T) informed to forum that use of brand name i.e Toyota, Suzuki, Changan van is not appropriate as per PPRA rules. Specifications shall be generic for healthy competition and engine capacity may be incorporated in cost estimate. Representative of Administrative Department was agreed to incorporate engine capacity in cost estimate. Member (PSD), P&D asked about the distribution of new vehicles. Representative of Directorate General Public Relations explained that new vehicles will be provided to the Director PR, Senior Deputy Director and Deputy Director Public Relations

whereas van will be utilized for general / utility services. Discussing the necessity for provision of new vehicles, the administrative department explained that existing vehicles have completed useful life and replacement is essentially required to cut frequent maintenance cost.

Sr. No	Observations	Replies by Administrative Department	Decisions by Pre-PDWP																								
Comments of P&D																											
1.	Use of brand name i.e. Toyota Yaris GLI MT 1.3, Suzuki Cultus VXR, Changan Karvaan Base Model 1.0, Suzuki Alto VXR is not appropriate as per PPRA rules. Specifications shall be generic to attract healthy competition. Sponsors to revisit and incorporate engine capacity.	<p>The details regarding the engine capacity of the project vehicles in cubic centimeters (cc) are as under:</p> <table><tr><th>Sr.</th><th>Make of Vehicle</th><th>Qty.</th><th>Total Cost (in Million)</th></tr><tr><td>1</td><td>Car 1300cc</td><td>01</td><td>5.000</td></tr><tr><td>2</td><td>Car 1000cc</td><td>01</td><td>4.000</td></tr><tr><td>3</td><td>Van 1000cc</td><td>01</td><td>3.100</td></tr><tr><td>4</td><td>Car 660cc</td><td>01</td><td>2.700</td></tr><tr><td colspan="3">Total including documentation :</td><td>15.000</td></tr></table>	Sr.	Make of Vehicle	Qty.	Total Cost (in Million)	1	Car 1300cc	01	5.000	2	Car 1000cc	01	4.000	3	Van 1000cc	01	3.100	4	Car 660cc	01	2.700	Total including documentation :			15.000	Resolved
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2.	The distribution of the vehicles as per the designated post may be provided.	<p>The allocation of vehicles according to the designated posts is outlined below:</p> <table><tr><th>Sr.</th><th>Post Title with Grade</th><th>Vehicle</th><th>Qty</th></tr><tr><td>1</td><td>Director Public Relations Rawalpindi (BPS-19)</td><td>Car 1300cc</td><td>1</td></tr><tr><td>2</td><td>Senior Deputy Director Public Relations Rawalpindi (BPS-18)</td><td>Car 1000cc</td><td>1</td></tr><tr><td>3</td><td>Deputy Director Public Relations Rawalpindi (BPS-18)</td><td>Car 660cc</td><td>1</td></tr><tr><td>4</td><td>Official Utility Van for Information Office Rawalpindi</td><td>Van 1000cc</td><td>1</td></tr></table>	Sr.	Post Title with Grade	Vehicle	Qty	1	Director Public Relations Rawalpindi (BPS-19)	Car 1300cc	1	2	Senior Deputy Director Public Relations Rawalpindi (BPS-18)	Car 1000cc	1	3	Deputy Director Public Relations Rawalpindi (BPS-18)	Car 660cc	1	4	Official Utility Van for Information Office Rawalpindi	Van 1000cc	1	Submitted for PDWP decision				
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3.	Sanctioned strength and vacant posts at Director General Rawalpindi office may be shared.	<p>The sanctioned strength and vacant positions at the Divisional Information Office, Rawalpindi, are detailed below.</p> <table><tr><th>Sr.</th><th>Post Position</th><th>Sanctioned Strength</th><th>Filled Positions</th><th>Vacant Positions</th></tr><tr><td>1</td><td>Gazetted Posts (BPS-16 &amp; Above)</td><td>15</td><td>11</td><td>04</td></tr><tr><td>2</td><td>Non-Gazetted Posts (BPS-15 &amp; Below)</td><td>41</td><td>23</td><td>18</td></tr><tr><td colspan="2">Total</td><td>56</td><td>34</td><td>22</td></tr></table>	Sr.	Post Position	Sanctioned Strength	Filled Positions	Vacant Positions	1	Gazetted Posts (BPS-16 & Above)	15	11	04	2	Non-Gazetted Posts (BPS-15 & Below)	41	23	18	Total		56	34	22	Noted				
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4.	Physical progress of civil works may be shared.	<p>The physical progress of civil work is provided below:</p> <p>a. Total project cost is PKR 145.498 million (capital PKR 112.529 million + Revenue PKR 32.969 million).</p>	Noted																								

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		<ul style="list-style-type: none"><li>b. 60% of civil works amounting to PKR 62.187 million has been completed.</li><li>c. Slab / Ceiling on under construction building have been laid down.</li><li>d. The installation of floor tiling, false ceilings, windows, doors, railings, and other finishing works is in progress.</li><li>e. The case for the allocation of additional funds (capital) amounting to PKR 50.924 million has been submitted by the Information &amp; Culture Department</li><li>f. The completion date of the scheme titled "Construction of information Complex Rawalpindi (DGPR)" is 30th June 2025.</li></ul>	
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**18. Recommendation:**

Position Paper for clearance of project vehicles is submitted for consideration by the PDWP.

