



**Project Management Unit**  
**Khyber Pakhtunkhwa Rural Economic Transformation Project**  
**P&D Department, Government of Khyber Pakhtunkhwa**

Civil Secretariate Peshawar

☎ 091-9217956-57, ✉ [info@kpretp.gov.pk](mailto:info@kpretp.gov.pk)



**Knowledge Management (KM) Dissemination Plan**  
**Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)**  
**Purpose**

This Knowledge Management (KM) Dissemination Plan outlines how knowledge products generated under KP-RETP will be shared with relevant stakeholders. The objective is to ensure that project experiences, lessons learned and success stories are effectively communicated to policy makers, development partners, implementing partners and beneficiaries.

The plan also facilitates knowledge sharing with partners including the International Fund for Agricultural Development (IFAD) to promote transparency, learning and replication of successful practices.

<b>KM Products Dissemination Matrix</b>				
<b>KM Product</b>	<b>Target Audience</b>	<b>Key Dissemination Channels</b>	<b>Frequency</b>	<b>Responsibility</b>
<b>Newsletter</b>	Government authorities, IFAD, EU, development partners, stakeholders, PFCO members, beneficiaries	PMU KP-RETP website, official Facebook page, email circulation, WhatsApp groups, printed copies during meetings/workshops, postal sharing with key departments	Quarterly / Periodic	KM & Communications Unit (PMU), RCUs
<b>Videos (Project Highlights / Documentaries)</b>	Government stakeholders, development partners, general public, beneficiaries, media	Facebook page, YouTube, project website, WhatsApp sharing, screening during workshops, review meetings and conferences	Periodic	KM & Communications Unit
<b>Case Studies &amp; Success Stories</b>	Policy makers, development partners, project teams, private sector, PFCOs, beneficiaries	Project website, newsletters, social media posts, WhatsApp groups, stakeholder meetings, knowledge sharing events	Periodic	KM Unit, RCUs, BMPs
<b>Brochures &amp; IEC Material</b>	Government officials, development partners, investors, trainees, PFCO	Distribution during trainings, workshops, exhibitions, stakeholder meetings and field visits by RCU/BMPs; digital version shared	As required	KM & Communications Unit



**Project Management Unit**  
**Khyber Pakhtunkhwa Rural Economic Transformation Project**  
**P&D Department, Government of Khyber Pakhtunkhwa**



Civil Secretariate Peshawar

☎ 091-9217956-57, ✉ [info@kpretp.gov.pk](mailto:info@kpretp.gov.pk)

	members, general public	through website and WhatsApp		
<b>Project Documents (Reports, Guidelines, Manuals)</b>	Project staff, RCU, BMPs, development partners	Uploaded and archived in the <b>KP-RETP Website Library</b> for easy access and reference; links shared with staff and partners through email and WhatsApp groups	As required	KM Unit / PMU

### **Role of Regional Dissemination Network**

#### **Regional Coordination Units (RCUs)**

RCUs will support dissemination at the regional level through:

- WhatsApp groups
- Coordination with Business Mobilization Partners (BMPs)
- Sharing with Professional Farmer's Cooperative Organizations (PFCOs)
- Distribution during field meetings, trainings and community mobilization activities

#### **BMPs and PFCOs**

BMPs and PFCOs will facilitate to dissemination by sharing printed and digital materials with farmer groups, trainees and community members.

#### **Expected Outcomes**

Implementation of this dissemination plan will:

- Enhance visibility of project achievements
- Promote knowledge sharing among stakeholders
- Support evidence-based policy engagement
- Encourage replication of successful rural development interventions