

COMMUNICATION STRATEGY

Khyber Pakhtunkhwa Rural Economic Transformation Project

Planning & Development Department,
Government of Khyber Pakhtunkhwa

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List of Acronyms

AWPBs	Annual Work Plan & Budgets
BMPs	Business Mobilization Partners
CRM	Conflict Resolution Mechanism
GCC	Gulf Cooperation Council Countries
GDP	Gross Domestic Product
GoKP	Government of Khyber Pakhtunkhwa
GoP	Government of Pakistan
GRM	Grievances Redressal Mechanism
HHs	Households
IEC	Information, Education and Communication
IFAD	International Fund for Agriculture Development
KP-RETP	Khyber Pakhtunkhwa – Rural Economic Transformation Project
MDI	Multidimensional Poverty Index
KM	Knowledge Management
MOA	Memorandum of Agreement
M&E	Monitoring and Evaluation
NFA	Note for Approval
NGOs	Non-Governmental Organizations
NMDs	Newly Merged Districts
NFSCs	New Farm Services Centers
UNICEF	United Nations Children Emergency Fund
PC-I	Planning Commission Proforma-I
PEC	Project Executive Committee
PDR	Project Design Report
PFOs	Professional Farmers Organisations
PKR	Pakistan Rupees
RCUs	Regional Coordination Units
PCN	Project Concept Note
P&D	Planning & Development
PMU	Project Management Unit
PSC	Project Steering Committee
4 PS	Public-Private Producer Partnerships (4Ps)
SDGs	Sustainable Development Goals
SOPs	Standing Operating Procedures
TA	Technical Assistance
TEVTA	Technical Education & Vocational Training Authority

1. BACKGROUND

The Khyber Pakhtunkhwa-Economic Transformation Project (KP-RETP) has been designed to address the main drivers of rural poverty and food insecurity. The underlying causes include low productivity, wastages and low return from agriculture and unorganized smallholder farmers, poor marketing, youth and women unemployment as well as limited access to financial resources, causing in turn income losses, food insecurity and malnutrition. The project was approved by IFAD Executive Board on 30 December 2021. The total cost of the project is estimated at US\$ 178 million with IFAD loan of US\$ 84 million, EU grant co-financing of US\$ 16 million and GoKP and beneficiary contributions of US\$ 29 million and US\$ 49 million respectively. The EU grant is in the process of approval.

The overall goal of the project is to contribute to poverty reduction, food and nutrition security and strengthened resilience of rural households. The development objective is to sustainably increase incomes of rural households through climate-resilient, high-value agriculture and off-farm/non-farm employment opportunities. KP-RETP will be implemented in all 35 districts of KP province and will benefit around 785,000 households (4.35 million corresponding persons). KP-RETP targets: (i) smallholder farmers actively engaged in agriculture; (ii) households falling in 0-34 PSC; (iii) households experiencing food insecurity and malnourishment; and (iv) rural women and youth. Gender, youth, nutrition and climate change will be mainstreamed into all aspects of project implementation. The project will ensure participation of 50% youth and 25% women beneficiaries in all the project activities.

The objective of the project will be achieved through an integrated approach of agribusiness development, skills development and employment promotion through a participatory demand driven approach. The project components are mutually supporting and complementary to each other. The project components are:

1. Agribusiness Development (Professional Farmers Organizations, 4P Development, Farm Service Centres, Support to MOA),
2. Skills Development and Employment Promotion (Skills Development, start-up capital; Public-Private internship programme, support to TEVTA),
3. Project Management and Policy Support. The project is set to be nutrition and youth focused, and USD 13 million is earmarked for climate financing. The project is faced with start-up delays mainly due to the systemic issues of government approval processes and consequently delays in recruitment of PMU staff, procurement of equipment and vehicles and engagement of service providers for implementation of project components/activities.

2. ABOUT KP-RETP

The Provincial Government in partnership with the International Fund for Agriculture Development (IFAD) is implementing KP-Rural Economic Transformation Project (KP-RETP) throughout the province to address the

main causes of rural poverty and food insecurity i.e., low productivity, inefficient production system, weak linkages to supply chains, youth and women unemployment in rural areas, and limited access to economic services for small land holders.

The Rural Economic Transformation Project (RETP) is a flagship initiative of the Government of Khyber Pakhtunkhwa for the renaissance of the rural economy of the province. The total cost of the Project is PKR 30 265.75 million which includes financing of PKR 17 565.75 million (USD 100.1 million) IFAD loan (58%), PKR 4 712 million leveraged by provincial government (16%) and PKR 7 988 million contributed by beneficiaries/private sector (26%).

The sponsoring department is the Planning & Development (P&D) Department, Government of Khyber Pakhtunkhwa and the execution will be made through Coordination and Management by Planning and Development Department, Government of Khyber Pakhtunkhwa through a dedicated and autonomous Project Management Unit (PMU) at Peshawar and 5 Regional Management Units (RCUs). Moreover, implementation will be done through Relevant line departments including but not limited to Agriculture, Livestock and Cooperatives, Industries, Commerce and Technical Education, Zakat, Usher, Social Welfare, Special Education and Women Empowerment, Technical Education and Vocational Training Authority and Halal and Food Safety Authority.

The overall goal of the project is to contribute to poverty reduction, and food and nutrition security of rural households. The development objective is improved rural income and employment through high value agriculture and off-farm/non-farm related activities in a sustainable and climate resilient manner. The specific objectives are;

- a) Improve production and income of 700,000 small farmers through agribusiness development particularly for high value and niche crops tapping on the province comparative advantage and improved agriculture services. Agribusiness development will be pursued under the framework of Professional Farmers' Organizations (PFOs), Public-Private Producer Partnerships (4Ps) and improved delivery of economic services.
- b) Improved capacities of farmers and institutions to assess climate/environment risks; and plan and identify climate adaptation/mitigation measures concerning changing weather and climate conditions.
- c) Address the critical challenges of 110,000 job market integration through; (i) market orientated and experiential skills development; (ii) market readiness for self-employment (start-up capital); and (iii) integration of young graduates in job market.

The project will cover all 35 districts of the province and will be managed through a provincial project management unit (PMU) at provincial capital Peshawar. A fully autonomous PMU for KP-RETP along with five (5) Regional Coordination Units (RCUs) has been established within provincial capital Peshawar, Khyber Pakhtunkhwa. PMU will be responsible for all aspects including operations, finance, procurement, human resource, M&E related to the implantation of the project. PMU is administratively linked to P&D Department but accountable for its work and performance to Project Steering Committee (PSC).

3. RATIONALE

The Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) is a pivotal initiative aimed at addressing poverty and food insecurity in rural households through the promotion of high-value agriculture. Given the scale and complexity of the project, an effective communication strategy is essential for achieving its goals and ensuring its success. This rationale outlines the reasons for developing a comprehensive Project Communication Strategy for KP-RETP, emphasizing its critical role in stakeholder engagement, project visibility, and overall impact.

Knowledge Management for KP-RETP

The Knowledge Management (KM) strategy for the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) is designed to enhance the sharing, retention, and accessibility of critical information and innovations. This approach will empower stakeholders, foster informed decision-making, and drive sustainable outcomes in high-value agriculture and rural economic development.

Objectives of Knowledge Management for RETP-KP

Enhanced Knowledge Sharing and Accessibility

KM will prioritize structured dissemination of best practices, successful models, and innovative techniques in agriculture and agribusiness. Knowledge will be shared through digital repositories, workshops, and interactive platforms, making it accessible to farmers, agribusinesses, government agencies, and development partners alike.

Building a Learning System

The project will engage communities, especially women and youth, through capacity-building initiatives and community-led knowledge exchange. It will leverage local knowledge, enabling participants to apply adaptive techniques suited to their unique contexts. Success stories and case studies will also be documented to inspire replication across various regions.

Digital and Real-Time Knowledge Interaction

KP-RETP will employ knowledge platforms, mobile apps, and collaborative forums for real-time updates, data exchange, and feedback loops, ensuring ongoing and responsive engagement with stakeholders. These digital tools will support cross-regional dialogue, peer-to-peer learning, and an inclusive feedback mechanism for adapting project activities dynamically.

Stakeholder-Driven Knowledge Creation

A focus will be on empowering Professional Farmer Organizations (PFOs), Farm Service Centres (FSCs), and 4P partnerships with the latest market insights, climate-resilient practices, and production methods. KM initiatives will capture insights from field experiences and incorporate them into training and resources for the continuous improvement of project interventions.

Monitoring and Learning for Continuous Improvement

KM will play a critical role in monitoring project impacts, especially concerning youth, gender, and nutrition dimensions. A data-driven learning process will be established, integrating findings from ongoing project evaluations, beneficiary feedback, and third-party assessments. This iterative approach will allow the project to refine strategies and amplify successful practices for broader application.

Sustainability and Policy Influence

Knowledge generated through KP-RETP will inform policy recommendations, aiming to shape the regulatory environment in favor of smallholder farmers and agribusiness stakeholders. It will contribute to reform efforts, such as the Farmer Services Centre Act and the Cooperatives Act, ensuring that project successes have a lasting policy impact.

Implementing Knowledge Management in KP-RETP

A dedicated officer within the Project Management Unit (PMU) will oversee the KM activities, working closely with line departments, agribusinesses, and community groups. The KM structure will include establishing a knowledge-sharing protocol, managing digital and physical knowledge repositories, organizing regular workshops and seminars, and engaging beneficiaries through user-friendly knowledge platforms. The emphasis will be on creating an inclusive, equitable system where rural smallholders, particularly women and youth, have access to valuable resources that improve productivity, resilience, and economic inclusion.

Through an effective KM system, KP-RETP aims to ensure that knowledge generated within the project is not only retained but also continuously applied to catalyze transformation in the agriculture sector of Khyber Pakhtunkhwa.

Breakdown highlighting the difference between **communication** and **knowledge management (KM)** within the context of the **Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)**:

Table 1: Communication vs. Knowledge Management (KM)

Aspect	Communication	Knowledge Management (KM)
Purpose	To inform, engage, and influence external and internal stakeholders about the project's objectives, progress, and achievements.	To capture, create, share, and apply project knowledge systematically for learning, adaptability, and sustainable development.
Primary Focus	Visibility and awareness to promote project goals and demonstrate impact to the public, government, and donors.	Internal learning and decision support to enhance project effectiveness, facilitate informed decisions, and retain institutional knowledge.
Audience	External stakeholders (public, media, donors, government, beneficiaries) and internal stakeholders for visibility and engagement.	Primarily internal project teams, implementing partners, and relevant stakeholders who need practical insights for project improvement.
Activities	Media campaigns, stakeholder meetings, public events, newsletters, and updates on project milestones and achievements.	Knowledge-sharing workshops, best practice documentation, lessons learned sessions, capacity-building resources, and repositories for long-term reference.

Key Outputs	Project briefs, newsletters, social media posts, case studies, reports, and promotional materials.	Training materials, project manuals, best practice guides, success stories, data repositories, and decision-support tools.
Measures of Success	Awareness metrics such as media reach, social media engagement, stakeholder feedback, and event participation.	Knowledge impact metrics such as usage of shared insights, lessons retained, effectiveness in knowledge application, and adaptive project strategies.
Benefit to Project	Increased public support, visibility, and stakeholder engagement to secure ongoing project backing.	Enhanced learning culture, adaptive project practices, and institutional memory that contribute to sustainable project success.

Practical Example for KP-RETP

- **Communication** would focus on publicizing KP-RETP work on improving food security and poverty alleviation through high-value agriculture, targeting widespread awareness among the public and stakeholders.
- **KM**, by contrast, would involve gathering insights from each district’s experiences, recording best practices in agribusiness and climate resilience, and sharing these findings with other regions for the replica and to inform future strategies.

Key Distinctions

- **Communication** is outward-facing, aiming for **visibility and engagement** to build support and awareness of the project’s impacts.
- **Knowledge Management** is primarily **inward-facing**, aimed at **creating, sharing, and applying knowledge** to improve project outcomes, document valuable lessons, and enhance the team’s capabilities.

Guidance on managing knowledge beyond communication: By addressing both **communication and KM** distinctly, the RETP-KP can ensure that while public support and visibility are maintained through communication, KM efforts will empower the team with practical insights, institutional knowledge, and adaptive strategies that outlast individual project cycles and support sustained economic growth and resilience across Khyber Pakhtunkhwa.

Addressing the Need for Effective Communication:

Facilitating Stakeholder Engagement

The KP-RETP is designed to benefit approximately 785,000 households across all 35 districts of Khyber Pakhtunkhwa. The project success relies heavily on the active participation and support of a diverse range of stakeholders, including local communities, government agencies, NGOs, and private sector partners. An effective communication strategy will:

- **Enhance Awareness and Understanding:** Clearly articulate the project goals, objectives, and benefits to all stakeholders, ensuring they understand their roles and how they contribute to the project success.

- **Foster Collaboration:** Promote dialogue and collaboration among stakeholders by providing timely and accurate information, thereby facilitating coordinated efforts and maximizing the impact of complementary initiatives like the IFAD-financed National Poverty Graduation Programme (NPGP).

Section on Digital Knowledge Platforms for KP-RETP: Enhancing Information Sharing and Real Time Collaboration

To meet the KP Rural Economic Transformation Project's (KP-RETP) objectives of fostering sustainable economic growth and high-value agriculture across Khyber Pakhtunkhwa, a robust **Digital Knowledge Platform** will serve as a centralized hub for knowledge sharing and real-time collaboration. This platform will connect government bodies, Professional Farmer Organizations (PFOs), Business Mobilization Partners, Farm Services Centers (FSCs), farmers, NGOs, and other relevant stakeholders.

Objectives of the Digital Knowledge Platform

- **Centralize Knowledge and Resources:** Create a comprehensive online repository for documents, training materials, project guidelines, best practices, and other resources, ensuring easy access for all stakeholders.
- **Facilitate Real-Time Collaboration:** Enable stakeholders to exchange information, provide feedback, and collaborate on project activities efficiently.
- **Improve Decision-Making:** Provide stakeholders with up-to-date insights and data to support informed decision-making and improve the overall effectiveness of project activities.
- **Encourage Innovation and Knowledge Sharing:** Promote innovative approaches by allowing stakeholders to share experiences, lessons learned, and success stories, creating a culture of continuous improvement.
- **Support Inclusive Participation:** Ensure the platform is accessible and user-friendly, enabling active participation from stakeholders at all levels, including women, youth, and marginalized communities.

Key Components of the Digital Knowledge Platform

1. Knowledge Storehouse:

- **Resources Hub** containing manuals, reports, policies, guidelines, and training modules that can be accessed by different stakeholders.
- **Best Practice and Success Stories Database** to highlight effective practices in agribusiness development, climate resilience, and gender empowerment.

2. Real-Time Collaboration Tools:

- **Interactive Forums and Discussion Boards** for open communication, feedback, and dialogue on key project topics and activities.
- **Group Chats and Instant Messaging** to enable quick coordination and communication among field teams, PFOs, FSCs, and other partners.
- **WhatsApp groups, Zoom & MS teams Meetings**

3. Data and Insights Dashboard:

- **Project Monitoring and Evaluation (M&E) Metrics** accessible in real-time, providing insight into project progress across districts.

- **Data Analytics and Visualization Tools** for stakeholders to assess performance, trends, and potential areas for improvement.
4. **Event and Training Management:**
- **Event Calendar** to announce upcoming training sessions, workshops, and stakeholder meetings.
 - **Virtual Training Modules** to equip stakeholders with knowledge and skills in agribusiness, climate resilience, and other project areas, available anytime and in accessible formats.
5. **Mobile Accessibility and Offline Access:**
- **Mobile-Friendly Interface** to ensure usability for stakeholders who may access the platform on mobile devices.
 - **Offline Access and Syncing Options** so that stakeholders in remote locations can use the platform and sync data when connectivity is available.

Benefits of the Digital Knowledge Platform

- **Enhanced Stakeholder Collaboration and Coordination:** By bringing together stakeholders on a single platform, real-time updates, discussions, and document sharing become streamlined, reducing delays and improving alignment across project activities.
- **Increased Knowledge Retention and Transfer:** A centralized repository ensures that knowledge and lessons are preserved and accessible to all, supporting continuous learning and adaptability.
- **Improved Accessibility and Inclusivity:** The platform's mobile-friendly, offline-capable design ensures that even those in remote or underserved regions can participate and benefit from shared knowledge.
- **Data-Driven Decision Making:** By providing timely data and analytics, stakeholders can make informed decisions, track progress, and adjust strategies as needed.

Implementation and Maintenance of the Digital Knowledge Platform

- **User Onboarding and Training:** Conduct introductory sessions and user training for stakeholders to maximize platform utilization.
- **Regular Content Updates and Moderation:** Ensure that information is current and relevant, with designated moderators overseeing the accuracy of shared resources and discussions.
- **Feedback Mechanism for Continuous Improvement:** Collect feedback from platform users to refine features and address any usability or accessibility issues.
- **Data Security and Privacy Measures:** Implement strong data protection policies to safeguard stakeholder information and maintain trust in the platform.

By implementing a Digital Knowledge Platform, KP-RETP can create a dynamic ecosystem for knowledge sharing and collaboration, empowering all stakeholders to contribute to and benefit from the project's mission of rural economic transformation and resilience.

Ensuring Project Visibility:

Given the project broad geographic scope and significant potential impact, maintaining high visibility is crucial for:

- **Building Public Support:** Generate and sustain public interest and support through transparent and engaging communication. Highlighting successes and progress will build confidence in the project efficacy and encourage community buy-in.
- **Attracting Additional Resources:** Leverage communication to showcase the project achievements and potential, attracting further investments and support from donors, partners, and private sector entities.

Supporting Project Objectives:

Promoting High-Value Agriculture and Rural Economic Development

The project focus on high-value agriculture requires effective communication to:

- **Disseminate Best Practices:** To implement a structured Knowledge Management (KM) system comprising centralized knowledge repositories, interactive workshops and training modules, and a digital platform for real-time collaboration—ensuring stakeholders have continuous access to innovative techniques, market insights, and peer-shared success stories that drive sustainable agricultural transformation.
- **Facilitate Knowledge Transfer:** To build a continuous learning ecosystem by enabling cross-project knowledge exchange and formalized knowledge sharing. This approach will equip farmers and stakeholders with the skills and insights needed to implement effective agricultural methods, promoting rural economic transformation through collaborative platforms, workshops, and regional forums.

Enhancing Economic and Social Empowerment:

Empowering women and youth is a core objective of KP-RETP. A targeted communication strategy will:

- **Highlight Opportunities:** Inform women and youth about available vocational training, job placement programs, and economic opportunities, thereby increasing their participation and engagement.
- **Showcase Impact Stories:** Share stories of individuals who have benefited from the project to inspire and motivate others, demonstrating the tangible benefits of the project interventions.

Aligning with Governance and Institutional Arrangements:

The project involves multiple governance layers and institutional arrangements, including the Economic Affairs Division (EAD), the Provincial Planning and Development Department (P&DD), and the Project Steering Committee (PSC). Effective communication is essential for:

- **Coordinating Efforts:** Facilitate smooth coordination and information flow between federal and provincial entities, ensuring that all parties are aligned with the project objectives and activities.
- **Supporting Policy Reforms:** Provide policy support by communicating the need for and progress of policy reforms, helping to garner support and facilitate necessary adjustments.

Ensuring Transparency and Accountability:

Transparency and accountability are fundamental to the success of the KP-RETP. The communication strategy will:

- **Provide Regular Updates:** Ensure that stakeholders are regularly updated on project progress, challenges, and achievements, fostering trust and accountability.

- **Address Concerns:** Establish structured feedback channels to improve implementation and integrate stakeholder insights into Knowledge Management systems, fostering continuous improvement and informed decision-making.

Informing people about our activities gives us additional momentum and opens up new avenues for collaborating to multiply our impact; effective communication also makes it easier to replicate our successes. Creating an effective communication strategy for the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) is essential to portray that the project goals are met efficiently and effectively. The communication strategy should address both internal stakeholders (project staff, government departments, and partnering organizations) and external stakeholders (farmers, local communities, media, and the general public).

4. KP-RETP Contribution to the achievement of the Sustainable Development Goals (SDGs)

The Program will contribute towards the achievement of at least six SDGs including Poverty (SDG 1), Zero Hunger (SDG 2), Gender Equality (SDG 5), decent work and Economic Growth (SDG 8), Reduced Inequalities (SDG 10) and Climate Action (SDG 13).



5. COMMUNICATION STRATEGY OBJECTIVES

The communication strategy for the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) is a vital component for conveying the project successes and achievements. The strategy aims to facilitate the effective dissemination of information, engage stakeholders, and support the project objectives through a clear and targeted communication approach. The communication strategy will educate the public and stakeholders about the project objectives, components, and potential impact on poverty reduction and economic empowerment. Foster strong community involvement and participation to ensure the project is community-driven, sustainable and is striving to facilitate collaboration which promotes seamless

interaction between various stakeholders, including KP-RETP, the government departments, farmers, and private sectors.

- Ensure clear and accurate communication with the community about KP-RETP by coordinating effectively with GoKP and IFAD.
- Leverage digital tools, social media, and multimedia platforms to increase the reach of communication efforts, ensuring that project messages are accessible to rural, urban, and international stakeholders.
- Promote a positive image of KP-RETP by improving responsiveness through effective internal and external communication and as feedback for the management for taking timely and informed decisions, & to keep staff informed about procedural and administrative updates, leading to a unified workforce.
- Enable structured dissemination of agricultural techniques, market insights, and success stories via repositories, workshops, and digital platforms, ensuring stakeholders access essential knowledge to enhance practices and scale innovation.
- Engage all stakeholders, including marginalized groups, women, and youth, with equitable access to tailored knowledge resources, fostering inclusive participation in high-value agriculture.
- Strengthen digital interaction through knowledge platforms, mobile apps, and forums, providing real-time updates and collaborative spaces for broad stakeholder engagement across regions.
- Drive behavioral change and skill development with guidance on sustainable practices and market opportunities, empowering stakeholders to adopt innovative methods confidently.

The objectives of the KP-RETP Communication Strategy are designed to ensure that the project is effectively communicated to all stakeholders, fostering engagement, transparency, and support. By increasing awareness, encouraging participation, promoting transparency, showcasing achievements, supporting collaboration, and promoting sustainable practices.

6. CRISIS COMMUNICATION STRATEGY

Crisis Communication Strategy:

In order to maintain transparency, trust, and project continuity during times of crisis—such as natural disasters, implementation delays, or other unexpected challenges—the KP-RETP will implement a proactive crisis communication strategy. This approach will ensure that all stakeholders, including farmers, partner organizations, government bodies, and donors, receive timely, accurate, and coordinated information during critical periods.

Key Components of the Crisis Communication Plan:

Crisis Response Team (CRT):

A dedicated Crisis Response Team will be established, including representatives from communication, project management, and field operations. The CRT will oversee all crisis-related communications, ensuring consistency, accuracy, and alignment with the project's objectives.

Risk Assessment and Preparedness:

The CRT will conduct regular risk assessments to identify potential crises, such as floods, pest outbreaks, or logistical setbacks. This preparedness will allow the team to create specific communication protocols and messages for different scenarios.

Communication Protocols and Rapid Response Channels:

Clear communication protocols will be developed to facilitate rapid dissemination of information to all stakeholders. These will include:

- **Pre-drafted Messages:** Pre-approved templates for various crisis scenarios (e.g., natural disasters, delays) to enable quick and consistent messaging.
- **Dedicated Crisis Channels:** Utilization of SMS alerts, digital platforms, and social media for rapid updates to field-level staff, farmers, and other stakeholders.
- **Multi-Channel Approach:** Messages will be distributed via diverse channels—email, social media, local radio, and community networks—to ensure information reaches all audiences, even in remote areas.

Stakeholder Engagement and Transparency:

During crises, maintaining transparency will be crucial. The project will:

- Regularly update stakeholders on the situation, planned actions, and expected timelines.
- Ensure open lines for feedback and queries to address concerns in real time.
- Report on how crisis response measures impact project objectives and timelines to sustain trust and project credibility.

Post-Crisis Evaluation and Knowledge Integration:

After each crisis, an evaluation will be conducted to assess the response's effectiveness and gather insights. Lessons learned will be integrated into the KM system to enhance future crisis readiness and refine the communication strategy, ensuring continuous improvement.

Through this crisis communication strategy, KP-RETP aims to protect stakeholder relationships, minimize disruption, and reinforce the project's commitment to resilience and transparency.

7. TARGET AUDIENCES

Identifying and understanding the key audiences for the project both internal and external is essential for adapting communication strategies to meet their needs and expectations. This section outlines the primary audiences for KP-RETP, detailing their roles, interests, and communication needs.

Internal Audiences:

The implementing partners, project staff, management units, government officials, and partner organizations are considered as the internal audiences.

External Audiences:

Farmers and local entrepreneurs: Small farmers, agribusinesses, and prospective entrepreneurs.

Community members: Including youth, women, and vulnerable groups in rural areas.

Media: Local and national media outlets.

Donors/financiers and international bodies: IFAD and other potential international supporters.



**Target
Audiences**

Figure 1: Target Audiences

Understanding the diverse internal and external audiences for the Khyber Pakhtunkhwa Rural Economic Transformation Project is crucial for shaping a communication strategy that addresses the specific needs and interests of each group. By adapting communication efforts to these audiences, KP-RETP can enhance stakeholder engagement, ensure effective information dissemination, and ultimately contribute to the project success in transforming rural economies and improving livelihoods.

8. KEY MESSAGES

The communication strategy for KP-RETP will revolve around several key messages that encapsulate the project goals, objectives, methodologies and impacts clearly and effectively. These messages will be adapted to resonate with different audiences, ensuring clear and effective communication across various platforms.

Project Impact: Emphasize how KP-RETP will improve livelihoods, reduce poverty, and enhance food and nutrition security.

Participation Opportunities: Outline how individuals and groups can get involved or benefit from the project.

Environmental Sustainability: Highlight efforts on climate resilience and sustainable farming practices.

Economic Growth: Focus on job creation, skills development, and economic opportunities provided by the project.

Success Stories and Progress: Regular updates on the project milestones, success stories, and lessons learned.

Table 2: Key Messages

S.No	Broader Area/Stages of Messages	Messages	Rationale
1	Goal and Impact	<i>KP-RETP is dedicated to transforming rural communities in Khyber Pakhtunkhwa by reducing poverty and enhancing food and nutrition security through sustainable and high-value agriculture.</i>	This message emphasizes the overarching goal of the project—poverty reduction and food and nutrition security. It highlights the project commitment to improving the quality of life for rural households and addresses the fundamental issues of poverty, food insecurity and malnutrition.
2	Economic Empowerment	<i>We are committed to boosting rural income and creating employment opportunities through innovative high-value agricultural practices and market-oriented farming.</i>	This message underscores the project focus on economic up-scaling. It communicates how KP-RETP aims to enhance income levels and employment prospects through strategic agricultural interventions, thereby driving economic growth in rural areas.
3	Social Empowerment	<i>KP-RETP places a strong emphasis on empowering women and youth, providing them with the tools and opportunities needed to thrive through vocational training, enterprise development, and financial literacy.</i>	Highlighting the social empowerment aspect of the project, this message reflects KP-RETP dedication to gender equality and youth engagement. It conveys the project efforts to address social disparities and create inclusive opportunities for these key groups.
4	Sustainable Development	<i>Our approach integrates sustainable and climate-resilient agricultural practices to ensure long-term environmental and economic benefits for rural communities.</i>	This message reinforces the project commitment to sustainability. It communicates the importance of adopting climate-resilient practices to protect natural resources and ensure the longevity of agricultural benefits.
5	Collaboration and Synergy	<i>KP-RETP works in synergy with existing programs like the IFAD-financed National Poverty Graduation Programme (NPGP) to maximize impact and create effective complementarity in rural development efforts.</i>	Emphasizing collaboration and synergy, this message highlights how KP-RETP aligns with and enhances existing programs. It underscores the project commitment to leveraging partnerships for greater effectiveness and impact.
6	Governance and Oversight	<i>With strong governance and oversight from the Project Steering Committee and coordination</i>	This message reassures stakeholders of the project robust governance structure. It emphasizes the role of oversight and

		<i>between federal and provincial agencies, KP-RETP ensures effective implementation and accountability.</i>	coordination in ensuring the project success and maintaining transparency and accountability.
7	Community Engagement	<i>KP-RETP actively engages with local communities to ensure that interventions are tailored to their needs and that they have a voice in shaping the project outcomes.</i>	Highlighting community engagement, this message conveys the importance of local involvement and input. It reflects the project commitment to participatory approaches and responsiveness to community needs.
8	Comprehensive Support	<i>Through a phased approach, KP-RETP provides comprehensive support to approximately 785,000 households, including economic graduation programs, vocational training, nutrition sensitive agricultural skill building and access to climate resilience training.</i>	This message details the scope of the project and the extensive support provided to beneficiaries. It helps to clarify the broad range of interventions and the project targeted approach in addressing various aspects of rural development.

By addressing economic and social empowerment, sustainability, comprehensive support, collaboration, governance, and community engagement, these messages will ensure that all stakeholders understand the project scope, benefits, and commitment to transformative change in rural Khyber Pakhtunkhwa.

9. COMMUNICATION CHANNELS

The communication strategy within KR-RETP is non-formal and target oriented. Most of the communication is through electronic means i.e. E-mails, while some may be through telephone, mobile etc., keeping in view the nature and context. Within a regional office the communication goes in both ways, oral or written whichever is speedy and timely. The key communication channels are as under;



Figure 2: Communication Tools

Communication Channels		
<p>Internal channels</p> <ul style="list-style-type: none"> • Meetings • workshops • Field visits • Community meetings • Verbal communication • opinion makers (community representatives religious representatives and numberdar) 	<p>Information, Education and Communication products</p> <ul style="list-style-type: none"> • Periodic Reports • Fact sheets • Brochures • Leaflets • Newsletters • Banners/posters • Case studies • Flyers 	<p>Mass Media</p> <ul style="list-style-type: none"> • Radio shows • Press release • Media briefings • Advertisements and announcements • Fact sheets • Web page • Social media • Local FM Radio Shows

10. Communication Framework

This chapter highlights the outcome and key strategic interventions identified to enable innovative and effective communication, ensure visibility, and enhanced strategic partnership for the project.

Outcome:

Strategic partnerships and effective communication enhanced

Strategic Interventions:

In order to ensure the achievement of the goal and the outcome of this Communication Strategy, the following broad strategic interventions will be pursued.

▪ **Media engagement increased:**

Foster, manage and sustain partnership with the local media channels (print, broadcast) through relevant programs (workshops & meetings) and news stories as a tool to implement some components of the project (for example, sharing key nutrition messages based on various aspects of the project) and also to ensure wider reach of the project progress and impact. Media trips and visits to the project sites, and interactions with the local communities and project implementing partners will also be organized. The PMU will also make use of its social media channels to upload appropriate content for raising awareness and garnering support from various stakeholders and partners. Support advocacy efforts through providing evidence of programme impact gathered through the M&E system. Develop various “documentaries” / case studies, etc., at the beginning, and till end of the Programme to document the change and share it with wider stakeholders and communities, airing KP-RETP achievements with the public.

▪ **Project ownership improved:**

The PMU will adopt effective and appropriate communications systems and processes such as coordination meetings (*See Annexure A: Organizing effective and Inclusive meetings*), workshops and trainings to enable increased understanding of the project deliverables and requirements. Such enhanced understanding will strengthen strategic partnerships and improve ownership of the project by all the stakeholders and partners.

▪ **Institutional and Human Resource (HR) capacity enhanced:**

Digital transformation is a reality and the need of the hour, especially in the field of marketing and communications. Also, other skills such as report writing, storytelling etc. are essential tools for the communications team for effective and efficient storytelling and messaging. The PMU will engage a Project Communication Officer with a rich expertise in Communication and Visibility, while the BMPs to be engaged will possess extensive experience in community mobilization at grassroots level. The PMU will capitalize on these assets. The communications team will take care of the media engagement and management activities, crisis communication, audio visuals, graphics, project communications and branding.

▪ **Appropriate and effective communication products, systems and processes developed:**

The PMU will develop a website dedicated to the project activities and its outreach. All project information including data and lessons learned will also be shared through the website. Impactful communication materials and products will be developed to reach audiences at all levels. These initiatives will help PMU to effectively communicate and garner stakeholder and community support for policy advocacy, Institutional strengthening, political will and commitment.

Table 3: Communication Framework

Audience	Key Messages	Communication Channels/platforms	Communication Material/Publications
IFAD	Program progress, updates, achievements, challenges, issues,	Meetings/ workshops Briefing/consultation sessions. Seminars, Field visits, Joint monitoring, evaluation, research, Telephone calls, Emails, Social and digital media (WhatsApp Groups, etc.)	Presentation, Visit Reports, Meeting minutes, workshop report, MoU Partnership agreements, PC1, PDR, Annual reports, impact studies, Audio-Visuals
Government departments	Program progress, updates, achievements, challenges, issues,	Meetings/ workshops · Briefing/consultation sessions · Seminars Field visits, Joint monitoring, evaluation, research, Telephone calls, Emails, , Social and digital media (WhatsApp Groups, etc.)	Flyers, leaflets, brochures, posters, mass media radio shows, Audio-Visuals announcements from community centers, Terms of partnerships, Resolutions from communities, training material.
Communities, beneficiaries, PFOs members, Youth Groups, Farmers	KP-RETP aims at reducing poverty, food insecurity and malnutrition through different activities under three components of the program	Direct contact, community meetings, briefing sessions, seminars, awareness raising campaigns, dialogues with communities, telephone, , Social and digital media (WhatsApp Groups, etc.)	Flyers, leaflets, brochures, posters, mass media radio shows, announcements from community centers, Terms of partnerships, Resolutions from communities, training material.
Mass media	KP-RETP IFAD funded program in KP and its aims and objectives. Programs achievements and progress, announcements and advertisements. Best practices and approaches of organization thus need to be projected and shared with wider media for outreach into general audience	Communicate through KM section of KP-RETP	Press releases, fact sheets, brochures, media briefing & seminars, Audio-Visuals

KP-RETP Staff (PMU/RCUs)	Roles and responsibilities of staff in achieving the objectives of the project. The achievements/progress of the project and challenges faced by staff along with the possible solutions to overcome the issues	PMU/RCU meetings, orientation workshops, planning and review meetings, telephone calls, intranet, WhatsApp, skype, emailing, field visits	Reports, NFR, memos, circulars, notices, periodic reports, E-bulletin newsletters, Annual reports, case studies, website content, factsheets
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11. Social, Environmental, and Climate Assessment Procedures (SECAP) and Integration with Communication Strategy

The Social, Environmental, and Climate Assessment Procedures (SECAP) focus on assessing the impacts of a project on local communities, stakeholders, and the environment. Social assessments involve engaging with stakeholders to understand social impacts, while environmental assessments emphasize the project environmental footprint and mitigation measures. Climate assessments focus on the project contributions to climate change mitigation and adaptation. Key considerations include social inclusion, community health, stakeholder involvement, resource use, waste management, habitat preservation, and mitigation and adaptation strategies. The SECAP findings and recommendations will be integrated into the project strategy, with each sub-project screened through SECAP procedures. An Environmental and Social Management Framework will be established, with Environmental and Social Management Plans (ESMPs) implemented to address environmental and social challenges. Stakeholders will be informed and updated on SECAP outcomes to ensure sustainability, transparency, and accountability.

Integration with Communication Strategy:

The SECAP strategy involves integrating updates and achievements into regular project communication channels, such as newsletters, community meetings, and digital platforms. Raising awareness among stakeholders about the importance of SECAP and encouraging active participation in its implementation, moreover, establishing feedback mechanisms to solicit input from stakeholders on SECAP implementation and effectiveness.

12: ROLE OF COMMUNICATION STRATEGY IN GENDER MAINSTREAMING

Gender mainstreaming is integrated into all activities carried out by KP-RETP through three main key components. The program will ensure that all public relations efforts use gender-sensitive language and avoid reinforcing gender stereotypes in images and photographs. Additionally, staff will receive training on gender sensitization, reflecting the program commitment to gender mainstreaming as a cross-cutting theme. It is also essential to display and distribute guidelines on gender-sensitive language to all personnel involved in the program.

The Gender Integration Communication Strategy aims to raise awareness about the importance of women's participation in rural economic development. It encourages active inclusion of women and marginalized groups in project activities, including agribusiness development, skills training, and employment

opportunities. Success stories showcase women's involvement and leadership, and the capacity of project staff and stakeholders is built to address gender issues effectively. The strategy targets rural women, women-headed households, young women, beneficiaries, local government officials, community leaders, and other stakeholders involved in agribusiness, employment, and skills development.

Key messages include empowerment through participation, equality and opportunity, success stories, support for women entrepreneurs, and gender-sensitive implementation. Communication channels include community meetings, media campaigns, social media, project materials, and partnerships with local NGOs. The implementation plan includes awareness campaigns, gender sensitivity training for staff, and community engagement activities targeting women.

13: Health Safety and Precautions

The communication strategy has been designed in a manner to support accomplishments to raise awareness about health, safety, and precautions in all project activities. Key messages include promoting personal hygiene, safe food handling, improved family feeding, disease prevention, workplace safety, emergency preparedness, child and youth safety, climate adaptation, environmental safety, mental health and well-being, and communication channels.

Safety protocols include workplace safety, emergency preparedness, child and youth safety, climate adaptation, environmental safety, stress management, community support, and communication channels. Workplace safety involves implementing safety guidelines for agribusiness and off-farm activities, while emergency preparedness involves developing and disseminating emergency response plans for common risks. Child and youth safety protocols ensure the safety of children and youth involved in the project.

Communication channels include training sessions, written materials, and media campaigns. These efforts aim to increase reach and impact by promoting a safe and healthy environment in all project activities. KP-RETP will ensure that all the implementation partners are taking care of local laws related to labour and that labour rights, safety protocols are in place.

14. KP-RETP Visibility Strategy

In all messages and branding KP-RETP will be presented as a catalyst, facilitator and role of a social guide providing methods and tools that identified communities will use and its role as working on demand creation at the community level. A Communication Officer stationed at PMU will vet all communication products produced at district office level and every tier of official hierarchy. KP-RETP, Government of KP and IFAD logos will be highlighted on all the memos, report titles, banners, agreements, MoUs, certificates and sign boards etc. The list of other products where branding and visibility is needed is provided in the list below:

Display Panel and Banners: The project sites should have a sign board, banner or poster of the activities being undertaken in the village. This should include the names of IFAD, Government of Pakistan, and KP-

RETP along with the logo and the project details including the estimated cost and the duration of the project. KP-RETP will also display panels and textile and plastic banners to promote the IFAD funded program at any event, at training venues, seminars, workshops, office reception, community meetings and press conferences.

Press releases: The release should incorporate the KP-RETP logo and mention that financing was provided by the IFAD and mention the amount of funding in the local currency. If a press conference is planned, the press release should include the name of a KP-RETP representative who will be present at the press conference, if appropriate. The release should be dated at the top and should also indicate when the information may be released. A newsworthy press release should contain: A title, a strong leading paragraph, brief background, factsheet, main body of the story and contact details to answer queries.

Guidelines for Writing an Effective Press Release:

A press release, news statement, media notice, etc. is a written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy. The use of press release is common in the field of communication and public relations. Typically, the aim is to attract favourable media attention towards your project. Usually, they are mailed, faxed or emailed to assignment editors at newspaper offices, radio stations, televisions networks, etc. A press release has to be a written statement to the media which announces a range of news items including scheduled official events, launch of project services, and other activities of the project. It is a fundamental tool of communication and public relations work and can benefit anyone who is willing to use the proper format and technique.

Press release checklist:

Always check the following:

- Is the press release an accurate reflection of the event/news? If not, make necessary changes.
- Have you consulted any individuals or organisations with an interest?
- Can you confirm that by issuing this release, there will be no ethical or confidentiality issues with the text and photos?
- Be prepared to speak to the press if contacted.

The releasing process: Once a press release has been finalized and approved, the responsible office/ officer within KP-RETP will distribute it appropriately. All released created by the Project should be posted on its website, and also sent to the relevant media. There are a number of ways of sending a release to journalists including through personal contacts, external support and subscription to online distribution portals.

Embargoing a release: Sometimes we choose to embargo a press release, meaning we issue the information to the media with a date and time restriction. They, therefore receive the release before they are allowed to publish a story. This is normally reserved for stories we expect to garner a lot of media attention, allowing journalists sufficient time to prepare and follow-up on the story.

The Press Release template/format is annexed at Annexure C.

Press Conferences: In any press conference, a banner with logos of KP-RETP, Government of Pakistan and IFAD are mandatory.

Field Visits: Group visits by mission, Government officials and journalists to project sites may offer additional visibility opportunities. Such visits should be well-timed and focus on tangible achievements. And all such visit must be routed through the office of the Project Director and PMU/RCU.

IEC Materials: Leaflets can provide basic factual information while brochures can be used to provide detailed information indicating the context. However, Newsletters are characterized by their period of publications to inform about the progress the programs. The newsletters need to update audiences on the progress of irrigation channels, FMRs, trainings and Value chain activities among others. IEC materials should be customized for each targeted audience. The IEC material shall focus only on the programmatic aspect and not on the administrative and financial aspects. The text of IEC material shall be short and should include culturally appropriate pictorial description. The IEC materials should incorporate the basic visibility elements including KP-RETP, Government of Pakistan, IFAD and KP-RETP partners' logo (where appropriate), the disclaimer of the funding agency, project details, and contact details.

Promotional Items: Promotional items will be distributed to support information and communication activities. The promotional items like shirts, caps, and stationery items will be distributed and displayed by the focal person of the project sites including the members of PFOs, Youth selected for trainings, Youth groups, KP-RETP staff and IFAD partners. The promotional items will clearly mention KP-RETP and will include the logos of KP-RETP and IFAD. Moreover, promotional items like calendars, stationery items incorporating key messages of the program will be distributed among key stakeholders including the government departments and elected representatives.

Photographs: Photographs showing the progress of all actions including the pre and post situation should be taken where appropriate to illustrate the progress of actions. For any publication photos which depict the results and impacts of an action will be chosen that matches the information in the publication. For photo filing, the name of the person taking the photo, the date when the photo was taken, the location of the photograph and the action being depicted in the photo will be mentioned for each photograph, and if applicable IFAD data protection guidelines/protocols will be ensured.

Communication Identity Guidelines:






Introduction: A clear and consistent visual identity is fundamental to maintaining a strong image for the Khyber Pakhtunkhwa Rural Economic Transformation Project, Government of Khyber Pakhtunkhwa. Through consistent use of our communication identity elements, we strive to create a unified look for all forms of communication practices and products. Constant application of our logos, typefaces, colours and designs will strengthen a positive image of the Project and also connect us with our values of integrity, innovation and initiative.

All print and electronic communication should be clearly identified as originating from the Khyber Pakhtunkhwa Rural Economic Transformation Project through the use of the logo and wordmark. The logo and wordmark must be used according to these authorized guidelines and cannot be redrawn, proportioned, embellished or modified in any way. All offices working under the project across Khyber Pakhtunkhwa are required to take guidance from these standards in an effort to contribute towards the implementation of

the project communication strategy.

The Logos



	CMYK	RGB	
Green	100 - 0 - 100 - 50	0 - 107 - 62	
Golden	0 - 20 - 60 - 20	210 - 174 - 109	
Cyan	15 - 0 - 0 - 0	212 - 239 - 252	
Black	0 - 0 - 0 - 100	55 - 52 - 53	
Gray	0 - 0 - 0 - 50	150 - 152 - 154	

Colour reference:

The EU Logo



EUROPEAN UNION

The Logo of Donor (IFAD)



Typeface for the KP-RETP

KP-RETP Name

Khyber Pakhtunkhwa Rural Economic Transformation Project

Colour reference:

	CMYK	RGB
Black	0 - 0 - 0 - 100	55 - 52 - 53

Font: Arial Bold

Typeface for the Project slogan

FROM SOIL TO SUCCESS

Colour reference:

	CMYK	RGB
Light Green	60 - 0 - 100 - 0	118 - 192 - 78

Font: Arial Regular

Logo with the Project, the Project name and slogan and the KP Government logo

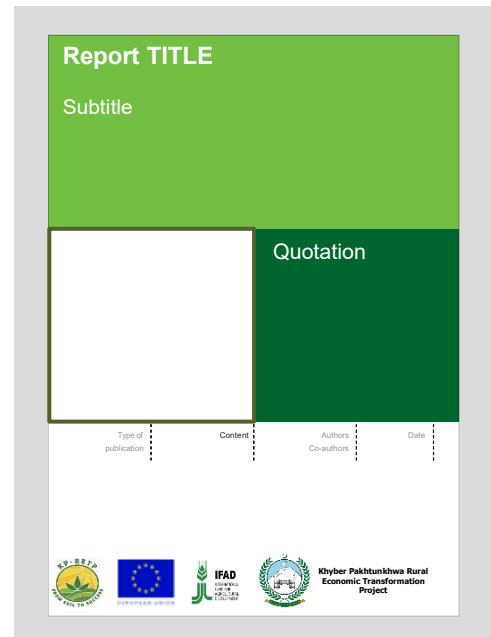


Khyber Pakhtunkhwa Rural Economic Transformation Project
FROM SOIL TO SUCCESS
Government of Khyber Pakhtunkhwa

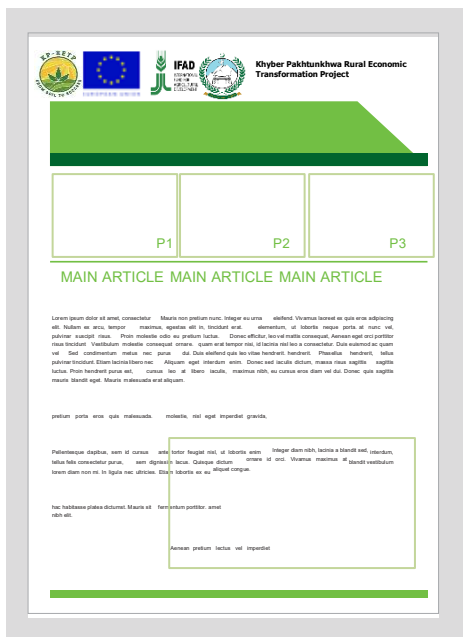
The publications

Report title must always keep the bottom third white

Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom left



A4 Publication
PORTRAIT 210 X 297

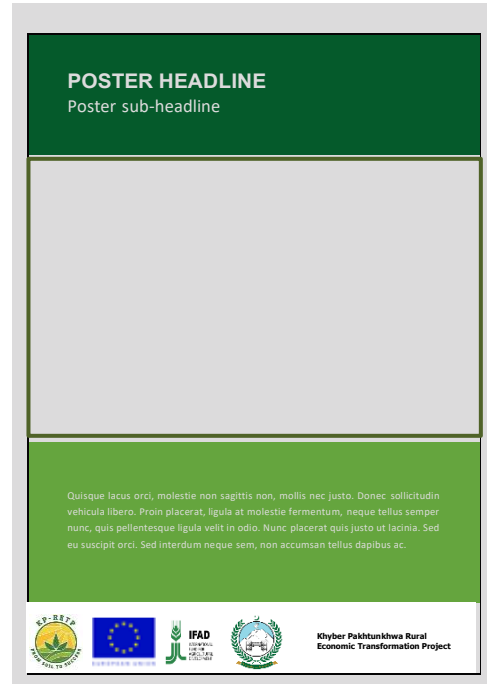


A4 NEWSLETTER
PORTRAIT
210 X 297

Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the top left

The Posters (Landscape & Portrait)

Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom left



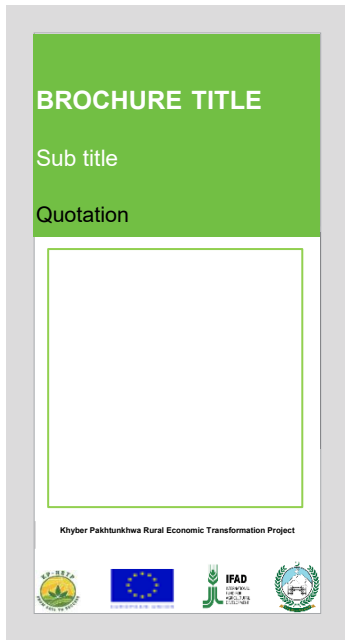
**A2 POSTER
PORTRAIT
420 X 594**



**A2 POSTER
LANDSCAPE
420 X 594**

Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom right

The Brochure & Flyer




Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom left

A4 BROHCURE
PORTRAIT 2 FOLD
210 X 297


Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom left



A4 FLYER
PORTRAIT
210 X 297



Khyber Pakhtunkhwa Rural Economic Transformation Project
FROM SOIL TO SUCCESS
Government of Khyber Pakhtunkhwa



REQUEST FOR PROPOSAL (RFP)

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ex arcu, tempor at nunc vel, pulvinar suscipit risus. Aenean eget orci porttitor risus tincidunt consectetur.

S.No	ADP No	Name of work	Estimated cost	Type of services required
1.	123	Quisque lacus orci, molestie non sagittis non, mollis nec	ABC	Mauris non pretium nunc. Integer eu urna maximus, egestas elit in, tincidunt erat Proin molestie odio eu

2. Quisque lacus orci, molestie non sagittis non, mollis nec justo. Donec sollicitudin vehicula libero. Proin placerat, ligula at molestie fermentum, neque tellus semper nunc, quis pellentesque ligula velit in odio. Nunc placerat quis justo ut lacinia.
3. Mauris non pretium nunc. Integer eu urna maximus, egestas elit in, tincidunt erat. Proin molestie odio eu pretium luctus. Vestibulum molestie consequat ornare. Sed condimentum metus nec purus pulvinar tincidunt. Etiam lacinia libero nec sagittis luctus.
4. Integer diam nibh, lacinia a blandit sed, ornare id orci. Vivamus maximus blandit turpis, egestas condimentum erat placerat ut.
5. Nunc feugiat, libero at luctus fringilla, urna metus pulvinar dolor, sit amet mattis sapien erat eu quam.

(PROJECT DIRECTOR)
 Khyber Pakhtunkhwa Rural Economic Transformation Project
 Government of Khyber Pakhtunkhwa

Logo of the Project and its name and slogan must appear at the top

Logo of the KP Government must appear at the top left

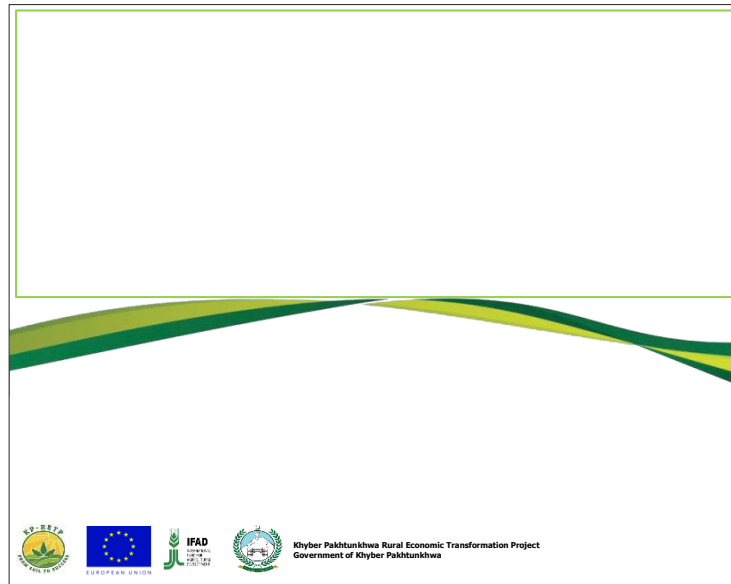
**PROCUREMENT
NOTICE**

PORTRAIT

Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom left



QUARTER PAGE ADVERTISEMENT
PORTRAIT



HALF PAGE ADVERTISEMENT
Landscape

Project name, slogan and logos of the project, EU, IFAD and GoKP must appear at the bottom left



**The Khyber Pakhtunkhwa Rural Economic Transformation Project , Planning & Development
Department, Government of Khyber Pakhtunkhwa**

WELCOME YOU TO

**Three Days Training Workshop on the, “Guiding Manual for the
Implementation in Newly Merged Districts” for the Officials & Staff of
Agriculture & Livestock Department from Khyber, Mohmand, Kurum,
Orakzai & Bajour Merged Districts of Khyber Pakhtunkhwa**

Venue: Pearl Continental Hotel, Islamabad

Date: 07 - 09 September 2025

This event is organized by

**The Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP), Planning &
Development Department, Government of Khyber Pakhtunkhwa,
in collaboration with
International Fund For Agricultural Development (IFAD)**

Disclaimer

Disclaimer:

This document has been produced by the Khyber Pakhtunkhwa – Rural Economic Transformation Project (KP-RETP), which is funded by the International Fund for Agriculture Development (IFAD). The Project is being implemented by the Planning and Development Department (P&DD), Government of Khyber Pakhtunkhwa.

Peshawar, Pakistan

October 2024

15. MEDIA ENGAGEMENT for the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

Responsible Person and Section for the Media Engagements: The Knowledge Management & Communication Officer will be responsible for the Media Engagements of the project and all activities related to media engagements.

The media engagement strategy for KP-RETP aims to amplify the project efforts in addressing poverty, food insecurity and malnutrition across the 35 districts of Khyber Pakhtunkhwa (KP), while fostering awareness and driving support for its core initiatives. Effective engagement with media outlets will ensure that key messages about the project goals, achievements, and impact reach a wide audience, including beneficiaries, stakeholders, donors, and the general public.

Media Engagement Strategy

Identifying Key Media Channels:

- **Local and Regional Media:** Given the geographical spread of the project across KP 35 districts, partnerships with local newspapers, radio stations, and regional television channels will be crucial. This ensures the message reaches rural and underserved communities in their local languages and cultural contexts.
- **National Media:** Collaboration with national TV channels, newspapers, and radio networks will help raise awareness of the project objectives and success stories on a broader scale. National coverage will also attract attention from policymakers, potential partners, and donors.
- **Digital and Social Media:** The use of digital platforms (Facebook, Twitter, Instagram, YouTube) will enable the project to engage with a younger demographic, which aligns with the project focus on youth empowerment. Regular updates, success stories, and informational content about the project can be shared to engage followers and stimulate interest.
- **Specialized Media:** Media outlets that focus on agriculture, rural development, climate resilience, and women empowerment will be targeted to highlight the technical aspects of the project.

Media Messaging:

- **Project Objectives, Activities and Impact:** The primary message should focus on how KP-RETP is improving rural incomes, enhancing food security and nutrition, and promoting women and youth empowerment. The messaging should also highlight the number of households being impacted, showcasing tangible benefits such as increased agricultural productivity, vocational training, improved nutrition practices and market access.
- **Climate Resilience:** Given the importance of sustainable practices, media stories should emphasize how the project is building climate resilience in farming communities. This could involve showcasing best practices and success stories from communities already benefitting from climate-smart agriculture techniques.
- **Beneficiary Success Stories:** Human-interest stories are essential in gaining media traction. Stories from individuals or groups who have directly benefitted from KP-RETP initiatives (like vocational training, economic empowerment, improved household food security and nutrition outcomes, or enhanced farming practices) should be shared with the media, highlighting the transformative impact of the project.

- **Synergies with Existing Programs:** Messaging should include how KP-RETP complements programs like the National Poverty Graduation Programme (NPGP), showcasing the project collaborative approach and its potential to scale up impact.

Media Events and Engagement Opportunities:

- **Press Conferences and Briefings:** Regular press briefings with local, national, and international media will provide updates on project milestones, including key achievements such as new partnerships, policy changes, and economic impact in targeted districts.
- **Field Visits for Journalists:** Organizing guided field trips to project sites for media personnel will help them experience firsthand the transformative impact of the project. This will result in more detailed and impactful reporting, highlighting the project success stories and challenges.
- **Media Partnerships:** Establishing partnerships with local media houses for regular feature stories, interviews with project stakeholders, and special segments focusing on rural development and agribusiness initiatives.
- **Op-eds and Expert Columns:** Engage key project personnel or experts in rural development and climate-smart agriculture to write opinion pieces or expert columns for major newspapers or specialized media. This will help in positioning KP-RETP as a thought leader in rural transformation.

Engaging Influencers and Key Opinion Leaders:

- **Influencers:** Collaborate with local influencers, especially those focusing on agriculture, youth empowerment, and social change, to generate buzz around the project. Their platforms can help create dialogue and encourage community engagement.
- **Community Leaders:** Utilize respected community leaders or local champions to share the project success stories on regional media platforms. Their endorsements will foster trust and greater acceptance among the local population.

By engaging the media effectively, KP-RETP can not only inform the public and key stakeholders about its progress and successes but also build momentum and garner support for long-term rural transformation in Khyber Pakhtunkhwa.

16. Grievances Redressal Mechanism (GRM) for the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

Why GRM for the KP-RETP: It is a requirement of the International Fund for Agriculture Development (IFAD) that all projects funded by IFAD have a complaint handling system in place. A GRM provides a predictable, transparent, and credible process to all parties, resulting in outcomes that are seen as fair, effective, and lasting. In the absence of a project specific GRM, Affected Persons (APs) will seek solutions to their grievances through other redressal avenues that exist outside the project such as the existing judicial system, or public administration. Engagement of such external problem-solving systems could lead to a lengthy process, and not all APs will have ease of access and capacity to approach external systems. Thus, they would be deprived of their rights to be heard and to find a quick, fair and just solution.

Purpose of GRM: The purpose of these SOPs is to outline KP-RETP approach to receiving, accepting, assessing, resolving, and monitoring grievances from those affected by the implementation of the project and sub-

project activities. If well-handled, an effective feedback and grievance mechanism can help foster positive relationships and build trust with stakeholders. This GRM has been designed to promote dialogue and problem solving as an intermediate way for stakeholders to discuss and resolve problems.

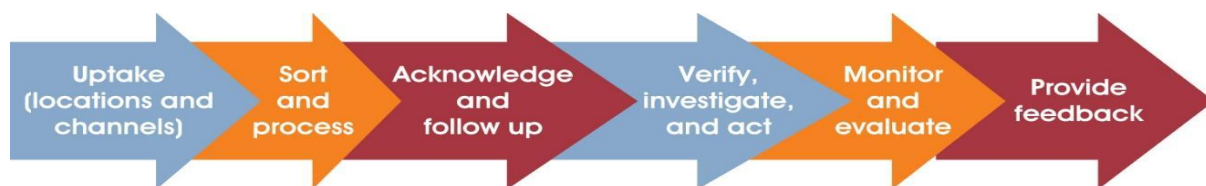
The KP-RETP GRM has the following specific objectives:

- To be responsive to the needs of the complainants, who may also be project beneficiaries, by providing a channel for feedback and resolving grievances and disputes at the various levels (Village, Region) in the project area;
- To provide an opportunity to the aggrieved party and the project implementers to resolve disputes in a short time before they escalate;
- To facilitate effective communication between the project and the affected parties;
- To enhance the project legitimacy among stakeholders by resolving complaints, promoting transparency and accountability, and deterring fraud and corruption by referring these to appropriate Procurement GRM; and
- To provide a platform which can ensure compliance with applicable IFAD policies and GoP and GoKP laws, policy, and regulations while respecting prevailing tribal norms in the project area.

Implementation Steps for GRM

The GRM process depicted in Figure 1 outlines the 6 steps that are necessary to have a functional and effective GRM in place. These include: (i) uptake, (ii) sort and process, (iii) acknowledge and follow up, (iv) verify, investigate, and act, (v) monitor and evaluate, and (vi) provide feedback (to the GRM user). This is a useful framework for analyzing project-level GRMs.

Figure 3: GRM Process



Detailed GRM can be accessed from the PMU of the KP- RETP.

17: Conflict Resolution Mechanism (CRM) for the PFOs under KP-RETP

Conflict Resolution:

The PFO under the project team shall ensure a structured approach to conflict resolution, fostering a cooperative environment that promotes collaboration and mutual respect among its members. Through capacity building interventions like special sessions by technical officials from PMU/RCUs and workshops the conflict resolution committees shall be trained to perform the conflict/complaint resolution issues effectively.

Process for Conflict Resolution:

The team of consultants shall follow the following steps to support and assist the PFO for the formation of CRC Committees.

Establishment of a Conflict Resolution Committee:

A Conflict Resolution Committee (CRC) will be established as part of the PFO's governance structure. The CRC will include members from the Board of Directors (BoD), representatives from the KP-RETP, and respected community leaders or elders.

Composition:

- Chairperson of the CRC (a senior BoD member)
- Two BoD members
- One representative from the Cooperative Department
- One community leader or elder

Role:

The CRC will be responsible for addressing conflicts, mediating disputes, and ensuring resolutions are in line with the bylaws and cooperative principles.

Conflict Reporting:

- **Reporting Mechanism:** Any member of the PFO can report a conflict by submitting a written complaint to the CRC. Complaints can be submitted in person, via email, or through a designated suggestion box at the PFO office.
- **Complaint Format:** The complaint should include:
 - Name and contact information of the complainant
 - Details of the conflict or grievance
 - Names of individuals involved
 - Any supporting evidence or documents
 - Desired resolution or outcome.

Initial Review and Acknowledgment:

Acknowledgment: Upon receipt of a complaint, the CRC will acknowledge the complaint in writing within three working days.

Initial Review: The CRC will conduct an initial review to determine if the complaint is valid and falls within its jurisdiction. This review should be completed within seven working days of receiving the complaint.

Investigation

Investigation Process: If the complaint is deemed valid, the CRC will initiate a thorough investigation, which may include:

- Interviewing the complainant and other involved parties
- Reviewing relevant documents and evidence
- Consulting with external experts if necessary

Timeline

The investigation should be completed within 15 working days from the start of the investigation.

Mediation and Resolution:

Mediation Session: The CRC will organize a mediation session with all involved parties to discuss the conflict and seek a mutually agreeable resolution. This session will be facilitated by a neutral third party if necessary.

Resolution: Based on the discussions, the CRC will propose a resolution. This resolution will be documented and signed by all parties involved.

Compliance: All parties are expected to comply with the agreed resolution. Non-compliance will result in further actions as per the bylaws of the cooperative.

Documentation and Reporting :

Record Keeping: All complaints, investigations, and resolutions will be documented and securely stored in the PFO's records.

Reporting: The CRC will prepare a quarterly report on conflicts and resolutions to be presented at BoD meetings and shared with the Cooperative Department.

Appeals:

Appeal Process: If any party is dissatisfied with the resolution, they can appeal the decision within 10 working days. The appeal should be submitted in writing to the Chairperson of the CRC.

Review of Appeal: The CRC will review the appeal and may seek additional input or conduct further investigation if necessary.

Final Decision: The CRC will provide a final decision on the appeal within 15 working days of receiving the appeal.

Prevention and Training:

- **Training Programs:** The PFO will conduct regular training programs for its members and staff on conflict resolution, effective communication, and cooperative principles.
- **Awareness Campaigns:** Regular awareness campaigns will be conducted to educate members on the importance of resolving conflicts amicably and maintaining harmony within the PFO.

18: Communication in Newly Merged Districts NMDs

Communication in Newly Merged Districts:

The Communication Strategy for the Newly Merged Districts (NMDs) under the **Rural Economic Transformation Project (RETP-KP)** will need to be tailored to the unique implementation framework in these districts, where direct collaboration with the Agriculture Department, Livestock and Dairy Development, Forest Department, Fisheries, Agriculture Research, and farmers is planned. The approach will differ from the rest of Khyber Pakhtunkhwa (KP) where implementation is handled by Business Mobilization Partners (BMPs).

- **NMDs:** Direct, government department-led implementation, relying heavily on local communication channels, field visits, and traditional meetings.
- **Rest of KP:** Indirect, BMP-led implementation, focusing on business-oriented communication strategies and BMP coordination.

The communication strategy should be agile, adjusting to the on-ground realities in the NMDs, and ensuring strong collaboration with government departments to drive project success in these districts. Here's how the Communication Strategy for NMDs can be developed:

1. Stakeholder Engagement and Direct Communication

Objective: Establish direct, clear, and transparent communication channels with stakeholders in the NMDs, ensuring effective coordination and information dissemination.

Target Groups:

- Provincial government line departments (Agriculture, Livestock, Forest, etc.)
- Local authorities and district-level officials
- Farmers, Professional Farmers Organizations (PFOs), women and youth groups
- Local communities, focusing on remote and marginalized areas

Approach:

- **Meetings and Workshops:** Regular coordination meetings with line departments at the district level, ensuring alignment of objectives and activities. Conduct workshops for farmers, PFOs, and women/youth groups to educate and raise awareness of project benefits.

- **Field Visits:** Direct field visits and demonstrations in collaboration with the Agriculture, Livestock, and Forestry departments to showcase modern agribusiness techniques and climate-resilient practices.
- **Local Influencers:** Engage local influencers and tribal leaders to facilitate acceptance and uptake of project interventions among smallholder farmers and communities.

2. Localized Communication Methods

Objective: Utilize locally accepted and effective communication mediums to ensure that the project’s message reaches all intended stakeholders, including farmers, youth, and women.

Approach:

- **Radio Programs:** Utilize local radio stations to broadcast information on agribusiness development, training opportunities, and project activities. Radio is particularly effective in reaching remote areas with limited access to other communication channels.
- **Local Language Materials:** Develop project materials, brochures, and leaflets in Pashto and other local languages, ensuring clarity and simplicity. Distribute these through government departments, community gatherings, and farmer organizations.
- **Traditional Gatherings (Jirgas):** Leverage local traditional meetings such as **jirgas** for awareness campaigns and discussions about project benefits, particularly for mobilizing women and youth.
- **SMS/Phone Networks:** Establish SMS and phone-based communication to provide real-time updates and reminders about training, meetings, and project activities.

3. Capacity Building and Training

Objective: Build the capacity of local government departments, farmers, and rural communities to implement and sustain project activities.

Approach:

- **Training of Trainers (ToT):** Partner with agriculture, livestock, and forest departments to conduct ToT sessions for district and tehsil-level officers, who will then train farmers and community members.
- **Farmer Field Schools (FFS):** Establish farmer field schools in collaboration with the Agriculture Research and Extension departments, focusing on climate-smart practices, agribusiness development, and sustainable farming techniques.
- **Youth and Women Engagement:** Conduct targeted training sessions for rural youth and women on business development, employment opportunities, and nutrition, ensuring gender equity in project implementation.

4. Feedback and Grievance Redress Mechanism

Objective: Create an open channel for beneficiaries in NMDs to provide feedback, raise concerns, and ensure transparency in project implementation.

Approach:

- **Feedback Centers:** Set up feedback centers in collaboration with local authorities and line departments where farmers and stakeholders can submit their queries or complaints.
- **Mobile Grievance Platform:** Implement a mobile-based grievance redress mechanism, where farmers and community members can raise issues related to project implementation.
- **Interactive Voice Response (IVR) System:** Utilize an IVR system to allow beneficiaries in remote areas to voice concerns, which can then be addressed by project teams.

5. Monitoring and Reporting

Objective: Ensure continuous monitoring and evaluation of communication efforts to assess effectiveness and make necessary adjustments.

Approach:

- **Periodic Surveys:** Conduct periodic surveys to evaluate the reach and impact of communication activities, particularly among marginalized groups like women, youth, and smallholder farmers.
- **Departmental Reports:** Collaborate with line departments (Agriculture, Livestock, etc.) to receive monthly reports on project activities, challenges, and successes, and integrate these into communication updates.
- **Community Feedback:** Incorporate feedback from community meetings and radio call-ins to understand the gaps in communication and improve messaging.

19: Nutrition Section for the Project Communication Strategy

In the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP), improvement of nutritional status of individuals in a household is a key outcome of the nutrition sensitive agricultural practices that will be implemented by the project. The project communication strategy should highlight how food and nutrition interventions will enhance food security, diet quality, and health outcomes in targeted rural populations.

The project output section 1.4 is on nutrition improvement, while all the agricultural activities will also be nutrition sensitive. Some of the key areas for nutrition engagement include:

1. **Selection of beneficiaries and project monitoring indicators:** The project will ensure that food insecure and nutritionally vulnerable households are included in the project. The Minimum Dietary Diversity for Women (MDDW) indicator will be monitored throughout the project. This is one of IFAD's core nutrition indicators.
2. Under Output 1.2- Coaching of producers for increased capacity on business planning, production practices and market advice. The nutrition sensitive interventions will include:
 - a) **Seed Selection and Production:** The project will introduce high-yielding, nutrient-dense fruit and vegetable varieties to farmer groups, emphasizing locally available indigenous seeds. This will boost the production diversity and enhance nutrition sensitive agricultural production.
 - b) **Farmer Training on Nutrition and Food Safety:** Nutrition education will be integrated into Good Agricultural Practices (GAP) training to promote healthy diets and food safety at the household level, ensuring farmers are informed about the benefits of diverse, nutrient-rich diets.
 - c) **Promote energy, time and labour saving Technologies:** The promotion of energy and labor-saving equipment in crop and dairy farming will reduce the burden on women farmers, improving their participation, reducing drudgery and ensuring better household nutrition outcomes.
 - d) **Post-Harvest Management:** Farmers will receive training and tools for food preservation and post-harvest management to maintain the nutritional value of crops, ensuring longer availability of nutritious food for household consumption and markets.
 - e) **Livestock and Dairy Nutrition:** Farmers will be trained in the handling, storage, and processing of animal-source foods (milk, meat) to improve household consumption and market access. The project will also support market linkages, encouraging the use of livestock income to meet nutritional needs.
3. **Under Output 1.3-** Producer- public-private partnerships established. The project will ensure that the partnerships formed are promoting the production and marketing of nutritious foods and food

products. The project will also sensitize the institutional service providers on integration of nutrition sensitive activities in their activity plans.

4. **Under Output 1.4-** Households are provided with nutrition education. This is a core project section that integrates nutrition activities. Through this section,
 - a) **Key nutrition messages** will be developed for different subtopics covered in the project. These nutrition messages will be used to educate communities throughout the life of the project.
 - b) **Practical food demonstration sessions** will be planned for community groups, so as to improve their skills in food preparation and improve family feeding.
 - c) **Media sessions**, including community radio sessions will be used to educate the general community in KP on nutrition. The key nutrition messages will be aired through media platforms. Media will also be used to market the nutritious foods packaged by SMEs supported by this project.
5. **Under outcome 2-** Improved capacity for obtaining jobs and engage in entrepreneurship- The project will ensure that nutrition modules are integrated in the skills trainings of the PFOs and financial support is provided to SMEs that are producing nutritious foods for the markets.
6. **Under outcome 3-** capacity for policy dialogue. The project will support advocacy activities with the government on implementation of food and nutrition related policies; and support food and nutrition coordination platforms established by the government.

Communication Goals:

- Promote consumption of healthy diets by use of local, nutrient-dense crop varieties and livestock products through media campaigns.
- Raise awareness about nutrition in agricultural activities through agricultural extension services, community meetings, and local radio broadcasts.
- Engage women and youth in nutrition-centered farming practices to improve dietary outcomes at the household level.
- Increase marketing opportunities for SMEs producing and marketing nutritious food products supported by the project.

Media Engagement for the Project Communication Strategy:

Media engagement is crucial to the success of the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP), particularly for increasing public awareness, building support, and driving behavioral change towards sustainable and climate-resilient agricultural practices. The media strategy will leverage local and national platforms to communicate key messages about high-value agriculture, economic empowerment, and improved food security and nutrition.

Key Objectives for Media Engagement:

1. **Raise Awareness of Project Objectives and Benefits:** The media will be used to inform communities about the project objectives, such as poverty reduction, food security, and the promotion of high-value agriculture ensuring nutrition security. It will also promote economic and social empowerment, particularly targeting women and youth. Success stories from beneficiaries will highlight the project impact and encourage community participation.
2. **Promote Sustainable and Climate-Resilient Agriculture:** Media campaigns will emphasize the importance of adopting climate-resilient and sustainable and good agricultural practices focusing the

market and nutritional value of the agri-products. Through radio, TV, and social media, the project will share messages on the benefits of modern farming techniques, soil conservation, water management, the use of bio-pesticides and national sensitive crops, vegetables and dairy intervention.

3. **Nutritional Education:** Media platforms, including local radio stations and social media, will be key tools in disseminating messages on the nutritional value of various crops, promoting the consumption of nutrient-dense foods, and encouraging the integration of healthy eating habits in rural households. Nutrition-focused content will also highlight the project interventions to enhance household food security and reduce malnutrition.
4. **Engage Stakeholders and Build Partnerships:** Engaging with national and local media outlets will build strong partnerships and ensure consistent communication with stakeholders, including government agencies, civil society, and donor organizations. Media briefings, press releases, and regular updates will be used to keep stakeholders informed about project progress and milestones.
5. **Leverage Digital and Traditional Media Channels:** The project will use a blend of traditional (TV, radio, print) and digital media (social media, websites) to reach diverse audiences and inform masses about the nutrition rich crops and vegetables. Local radio programs will be particularly effective in reaching remote and rural areas, while social media will be used to engage urban populations, the youth, and other stakeholders.

By engaging the media, and through efficient communication amongst the stakeholders, the KP-RETP can intensify its impact, enhance community involvement, and drive sustainable agricultural and nutrition practices in the region.

20: Social Media Policy Guidelines

Introduction: The phenomenal growth in digital technology and the rise of social media platforms over the past few years have revolutionised the way in which people communicate and share information. The use of social media tools in public sector around the world has been gaining acceptance in all spheres of government. This provides an opportunity for the project of two-way communication between government and stakeholders, thereby, increasing the frequency and speed of engagement.

THE PURPOSE: Why does the project need social media guidelines?

The purpose of these guidelines is to create awareness about some of the opportunities that social media presents for the project, as well as making its employees aware of how to manage the opportunities and risks associated with the use of this kind of technology. The guidelines focus on the use of social media within the project communication environment, in order to improve government transparency, participation and interaction with the public. These policy guidelines establish the principles for:

- The project employees using social media for official government communication purposes
- Personal use of social media by the project employees, when the employees' government affiliation is identified, known, or presumed

As project employees, we have a unique opportunity to step out and be part of the digital revolution, joining a historical transition that allows conversations with the public, rather than simply communicating to them. The project employees have the same rights of free speech as other citizens when it comes to the use of, and participation in online social media platforms. As project employees, however, they have some additional obligations when it comes to sustaining, building and defending reputation of government through social media.

Social media are powerful communication tools that have a significant impact on institutional and professional reputations. Because they blur the lines between personal opinion and institutional voice, the following policy guidelines will help clarify how best to enhance and protect institutional and personal reputations when participating through social media.

THE SCOPE: How to embrace the new world of government communication?

Social media is the platform that can be used by the citizens through highly accessible digital technologies such as social networks, online blogs, message boards, etc.

The following are the perceived benefits to the project in using social media:

- Increasing access to information and communication for audiences
- Improving the accessibility of government communication
- Allowing to adjust or refocus communication quickly, where necessary
- Bringing long-term cost effectiveness to the project communication
- Increasing the speed of constituent feedback and input
- Reaching specific audiences on specific issues
- Reducing dependence on existing media channels to communicate with constituents

For the project, the measure of success for any social media tool or application should be if it allows engagement with the project internal and external stakeholders by facilitating one or more of the following:

- **Communication**
- **Disseminating Information**
- **Interaction and / or**
- **Education**

The use of social media in itself does not make for good practice. In order to be effective, initiatives must form part of a wider communication strategy - supplementing rather than replacing traditional communication platforms - and deliver at least some of the tangible benefits listed above.

The guidelines: how to go about the project social media presence from here?

The following policy guidelines prescribe acceptable behaviour for the Project employees using social media for official government communication purposes as well as personal use. However, there are some generic guidelines that the employees need to adhere to in order to direct their efforts in social media use.

General guidelines for social media use

There are some guidelines that can be applied across all forms of social media. Knowing these basic guidelines of engagement will help you, whether you are fully responsible for establishing and hosting an on-line community, or if you are just a contributor in an existing community. When using any type of social media, you must:

- be credible - accurate, fair, thorough and transparent
- be respectful - open to constructive criticism and deliberation
- be cordial, honest and professional at all times
- before entering any conversation you need to understand the context:

Who is the potential audience? Is there a good reason to respond?

- be reliable - you have to know your facts and only mention credible sources
- be both reactive and responsive - when you gain insight, share it where appropriate

Social media guidelines for the official Project communication

The protocols that apply when you are acting as an official representative of the project should be the same whether you are talking to the media, speaking at a press conference or using social media.

Note: The employee(s) making comments or contributions on behalf of the project should only do so with express approval or authority.

When contributing on behalf of the project, the employees should consider the following:

Keep your postings legal, ethical and respectful

Before engaging with a specific social media channel, ensure you understand its terms of reference, conventions and etiquette. Employees may not engage in online communication activities which could bring the Project into disrepute. Personal details of yourself or other employees should not be given out - only the official contact details (email, telephone, or fax) for reference purposes.

Respect copyright laws

An official may not post any material that is protected by copyright. When posting text and/or images, you must respect the corporate identity of your Project as a whole. If you are unsure about the use of any visual elements, please consult with the Project 'communication identity guidelines'.

Ensure that information published online is accurate and approved

In official social media online postings, all reasonable efforts must be made to publish only facts and statements that can be verified - not opinions or speculations. People should be referred to official sources, where appropriate, for more detailed information.

Comply with your Project Communication Strategy

Only authorized spokespeople or duly delegated officials may provide comment(s) to the media on project-related issues. If you are contacted by the media about posts on any social media site, you must refer all media enquiries to the designated project spokesperson.

When using social media in personal capacity, employees should consider the following:

Keep Project-confidential information confidential

The employees must not use personal social media platforms to post any confidential or proprietary information of the project or the Government as a whole. Social media platforms may be used to share specific news if that information has already been officially published in the public domain. Employees must familiarise themselves with the content of any non-disclosure agreement they signed when joining public service, and ensure that all personal social media activities are in alignment and compliance with the applicable regulations, acts and policies.

Keep personal social media activities distinct from Project communication

The Project logos and other government branding symbols may not be used in personal social media posts without explicit permission in writing from the designated project authority. Employees can be held legally responsible for all comments that they post on their personal social media platforms.

Respect the time and resources of the Project

Official computers, other resources (including stationery) and time at work are reserved for Project-related business. Employees must ensure that their personal online activities do not interfere with their work performance and professional duties.

Considerations before implementing social media platforms

Planning to use social media platforms should be done as part of a wider effort to implement the project

communication strategy. Once the project understands the objectives of its communication strategy, it can then determine which social media tools will meet its needs more optimally.

THE SOCIAL MEDIA MENU: How to blend the right mix of available social media?

There are a great variety of social media tools available today, without a universally accepted classification system. For purposes of this resource, the social media policy guidelines have categorised the different social media tools which may be relevant and useful based on their general features and function.

Table 4: Social Media Menu

Category	Examples	Description	Consideration	Facts
Social networking	Facebook LinkedIn Plaxo	Social networking tools allow you to share information about your Project and its activities	Privacy issues: Sensitive and personally identifiable information is maintained, which can be easily accessible Copyright issues: The Project should ensure that copyrighted material, such as photos and videos, are not uploaded to their official Facebook profiles	Facebook is second only to Google in terms of internet traffic The fastest growing Facebook demographic is those 35 years old and older LinkedIn has an online network of more than 70 million individuals which the site describes as qualified professionals
Online blogging	Blogger.com WordPress	Allows users to become online publishers. It involves an individual or group of individuals sharing a running log of events & personal insights with other online audiences on a regular basis. Ability of readers to post comments in an interactive format is an important feature of many blogs	Quality control issues: Material that is posted without necessary quality controls can damage the Project reputation Copyright issues: Such issues may arise if the material is plagiarised from another source	There are over 110 million blogs in the world today More than 120,000 new blogs appear every day
Micro blogging	Twitter	It is a short-messaging broadcast service (less than 140 characters) that allows people to keep their communities (their 'followers') up to date on their events, thoughts, activities, etc.	Privacy issues: All your followers could see everything you tweet Confidentiality issues: Inadvertent or intentional disclosure of sensitive or inappropriate information Content limits: 140 characters limitation has the potential for user misinterpretation	There are more than 44 million Twitter users Every day more people create accounts on Twitter than they do on any other social media platform 80% of Twitter users are over 25 years of age
Video	YouTube Daily Motion Google Video	Allows the organisations as well as individuals to distribute, share and stream video content and other audio visual material online	Privacy issues: YouTube and Daily Motion keep track of personally identifiable information	YouTube has more than 80 million visitors per month More than 150,000 video clips are uploaded on YouTube daily
			Copyright issues: The Project should be careful not to upload copyrighted materials on YouTube Content issues: Unintended association or implied endorsement of commercial products or potentially offensive video clips	More than 50% of users go to YouTube weekly or more often
Photo	Flickr Picasa	Tools that allow Organisations and individuals to archive	Access issues: Uncontrolled access to your image collections	Flickr averages over 5,000 photograph uploads every minute

		andshare photos online	Copyright issues: The Project should be careful not to upload copyrighted materials Content issues: Without restricted access and comment features, anyone can access and make comments, blog, etc. about the Project photos	Flickr boasts an online collection of more than 5 billion images
Wikis (what know is)	Wikipedia	Wikis are web sites that allow people to collect and edit their intelligence in one place at any time using a web browser Volunteers contribute information based on their expertise and knowledge Material creates an encyclopedic type knowledge base that is founded on the integrity of the contributors' additions	Quality issues: Inconsistent quality of contributions Content issues: User-generated errors and deliberate vandalism with regards to the Project information (deleting and /or changing content on the page)	Wikipedia is the world largest resource of online user generated content, containing more than 10 million articles
Productivity tools	Google Docs SlideShare Survey Monkey Google Alerts	Tools to further improve institutional productivity - whether it be through increased collaboration and content sharing in private/public networks, research templates and tools, off- site storage of content that can be accessed from any computer by registered users, etc.	Copyright issues: Project should be careful not to upload copyrighted materials to sites such as SlideShare Quality issues: Duplication of effort (e.g. multiple pages created on the same topic)	SlideShare is the world largest community for sharing presentations, with more than 25 million monthly visitors Google Docs allows registered users to view and make changes to a document, spreadsheet, presentation, etc. at the same time, but allowing you to see exactly who changed what and when

21: WORK PLAN

The communication work plan for the KP-RETP project includes specific activities, measurable deliverables, and targets for visibility, knowledge management (KM), and communication.

Table 5: Work Plan

Activity	Deliverables	Targets	Timeline	Responsible
Media Coverage	<ol style="list-style-type: none"> 1. Press releases on project milestones 2. Media briefings and tours 	<ul style="list-style-type: none"> - 52 press release (13 per year) - 40 media coverages in mainstream media (throughout the project life) - 08 feature articles in local and national media 	<ul style="list-style-type: none"> Quarterly Bi-annually and milestone-based Annually and milestone-based 	<ul style="list-style-type: none"> PMU Communication Officer & RCUs
Social Media Activations	<ol style="list-style-type: none"> 1. Regular updates on project progress via social channels 2. Social media campaigns for each major milestone 	<ul style="list-style-type: none"> - Minimum of 30 social media posts per quarter - 2 major awareness campaigns Bi-Annually 	<ul style="list-style-type: none"> Quarterly and milestone-based Bi-annually 	<ul style="list-style-type: none"> PMU Communication Officer & RCUs
Stakeholder Consultations	<ol style="list-style-type: none"> 1. Workshops and consultations with stakeholders 2. Stakeholder feedback reports 	<ul style="list-style-type: none"> - 1 consultations per quarter - Documented feedback from 100% of key stakeholders 	<ul style="list-style-type: none"> Quarterly Milestone-based 	<ul style="list-style-type: none"> PMU Communication Officer & RCUs
Knowledge Sharing Events	<ol style="list-style-type: none"> 1. Knowledge-sharing seminars with farmer organizations, private sector 2. Regional knowledge exchange sessions /Exposure visits 	<ul style="list-style-type: none"> - 25 regional seminars by project end (1 per RCU Annually) - 25 knowledge exchange sessions by project end (1 per RCU Annually) 	<ul style="list-style-type: none"> Annually Annually 	<ul style="list-style-type: none"> PMU Communication Officer KM Officer M&E Officer & RCUs
Knowledge Products Development	<ol style="list-style-type: none"> 1. Case studies on PFOs and 4Ps 2. Project briefs and fact sheets 	<ul style="list-style-type: none"> - 30 case studies - 15 project briefs - 40 success stories 	<ul style="list-style-type: none"> Ongoing and need or deliverable based 	<ul style="list-style-type: none"> PMU Communication Officer KM Officer

	3. Success stories and testimonials			M&E Officer & RCUs
Newsletter Creation	Project newsletters	- 10 newsletters developed & distributed throughout project duration	Bi-annually	PMU Communications Team
Educational Video Series or video documentary	1. Short videos on project activities and its impact 2. Distribution through social media, and in events	- 1 video bi-annually - 20,000 total views target	Bi-annually	PMU Communication Officer External Media Consultant/services
Website Development and Updates	1. Project website with resources and updates 2. Monthly updates	- 12 monthly updates annually - 50,000 unique visitors by end of project	Monthly	PMU IT Team External Web Developer
Training Manuals and Guides	1. Training manuals on agribusiness, skills development and its sub components 2. Technical Guides for PFOs, FSCs	- 05 training manuals - 05 guides developed and distributed	As per need and when required As per need	PMU Communication Officer Technical Experts RCUs
Nutrition Education Campaigns	1. Nutrition education materials 2. Community workshops regarding nutrition education	- Reach 50,000 households through leaflet, flyer, brochure, pamphlets etc - 2 community workshops per district per year	Ongoing Bi-annually	PMU Communication Officer Nutrition Officer
Community Radio Programs	1. Local radio programs on KPRETP initiatives 2. Interviews with beneficiaries	- 6 radio programs per year - 10 beneficiary interviews per year	Annually Annually	PMU Communication Officer Local Radio Partners
Policy Advocacy Publications	1. Policy dialogues / briefs on agribusiness, youth employment 2. Reports for provincial Government	- 5 policy dialogue / briefs in total - Annual report on policy progress	Annually Annually	PMU Communication Officer Policy Experts

IEC Material on project objectives, activities, methodology etc	Leaflet, pamphlets, posters, flayers etc	5000 each	Annually & Ongoing	PMU Communication Officer RCUs
Monitoring & Reporting	1. Bi-Annual communication reports 2. Annual impact assessment reports	- 10 monthly reports - 3 annual impact reports (impact reports will be developed starting from year 3 of the project)	Bi-Annually & Annually	PMU Communication Officer M&E Officers

This plan aims for maximum visibility through mainstream and social media, active stakeholder engagement, and robust knowledge-sharing mechanisms to document and disseminate project impacts and lessons learned.

22: EVALUATING THE SUCCESS

The outputs of a successful communication Strategy comprises of better systems, platforms, instruments and tools. The objectives of the communication strategy and the measure of its success are presented in the table below.

Table 6: Indicators of success

INDICATORS OF SUCCESS" table for KP-RETP, focusing on communication-specific objectives, strategies, means, and indicators of success:

Objective	Strategy to Achieve	Means to Achieve	Indicators of Success
Ensure clear and accurate communication with the community about KP-RETP	Coordinate effectively with GoKP and IFAD to maintain message alignment and address local concerns	Regular meetings, updates, and collaboration with GoKP and IFAD teams; create localized communication materials. Develop IEC material on project objectives, key components/Activities and methodologies.	Improved community awareness; positive feedback from community surveys; increased local participation in project activities
Leverage digital tools, social media, and multimedia platforms to expand communication reach	Use digital channels to engage diverse stakeholders in urban, rural, and international settings	Develop and maintain social media profiles, a project website, and multimedia content (videos, infographics, etc.)	Growth in social media followers and engagement; website traffic analytics; high reach and interaction on multimedia posts

Promote a positive image of KP-RETP through responsive communication and regular updates	Strengthen internal and external communication channels for timely information sharing	Regular internal newsletters, updates, and an external media presence; establish feedback loops with stakeholders.	Reduced response time; increase in positive media coverage; improved staff morale based on survey responses
Enable structured dissemination of agricultural techniques, market insights, and success stories	Develop knowledge-sharing platforms and conduct workshops to distribute project information	Create digital knowledge sources, organize training workshops, and publish success stories on accessible platforms	High number of workshop participants; increased downloads/accesses of digital resources; positive feedback on the relevance and applicability of shared content
Engage marginalized groups, women, and youth through inclusive communication approaches	Use tailored communication strategies to improve accessibility for these groups	Develop gender-sensitive materials; IEC material, distribute messages through accessible channels; engage local influencers or community leaders	Increased participation from marginalized groups, women, and youth; positive responses in feedback surveys from these groups
Strengthen digital interaction through knowledge platforms, mobile apps, and forums	Establish real-time, interactive communication tools to foster community engagement	Develop or partner with mobile apps, online forums, and SMS platforms for instant updates and discussion and for highlighting the nutrition, gender sensitive agri-business and skill development interventions	High user engagement on platforms; increase in real-time queries and discussion forum participation; increased number of active users
Drive behavioral change towards sustainable practices	Provide guidance on sustainable farming and market opportunities through various communication channels	Create instructional videos, workshops, success story publications, and regular updates via social and traditional media, develop IEC material focusing Gender, nutrition and youth sensitive programming	Increased reported adoption of sustainable practices; positive feedback on the clarity and usefulness of information provided; increased demand for sustainable practice workshops and materials

This table focuses on communication efforts, setting clear indicators to track the success of communication strategies in achieving the overall goals of KP-RETP.

Annexure A: Press Release template/format for the KP-RETP



**Khyber Pakhtunkhwa Rural Economic Transformation Project
Planning & Development Department
Government of Khyber Pakhtunkhwa**

PRESS RELEASE

DATE / TIME

HEADLINE

Sub Heading

Paragraph 1: Introduction contains a summary of the key information, including answers to the five Ws (Who, What, Where, When and Why).

Paragraph 2: Provide more details to the information outlined previously in the introduction section of the press release.

Paragraph 3: Include a quote from you or someone relevant to the release which will add credibility to the story and make it more personable.

Paragraph 4: Add any extra but relevant information, expanding further on the quote detailed in the previous paragraph.

Paragraph 5: An additional quote (though not mandatory) on the presented themes and ideas, may add up further credibility and personification to the press release.

Paragraph 6: In the conclusion section of the press release, summarise what has been already said, to wrap it up conclusively.

Notes to editor:

Provide an optional profile of the authority mentioned within the release, including his/her designation and function.

List contact details you are happy for journalists to use to get in touch should they require more information. An email address is essential, work telephone number is desirable and mobile phone number is optional.

Boiler plate:

The responsible officer of the KP-RETP will attach information to the end of the release to provide the journalist with background information about the Project the press release is coming from.

Annexure B: Case Study Template format for KP-RETP

Case Study Template for Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

[Project Logo or Case Study Header]

Title of the Case Study: *A concise, descriptive title reflecting the main outcome or theme of the case study.*

1. Introduction/Background

- **Context:**

2. Key Challenges

- **Issues Identified:**

3. Intervention by KP-RETP

- **Project Involvement:**

4. Outcomes and Impact

- **Quantitative and Qualitative Results:**

5. Social and Economic Empowerment

- **Personal Growth and Community Impact:**

6. Lessons Learned

- **Challenges Faced and Overcome:**

7. Conclusion

- **Summary of Transformation:**

8. Quotes from the Beneficiary

- **Direct Testimonial:**

9. Visuals (Photos/Graphs)

- **Photo of Beneficiary:**

Include high-quality images of the beneficiary working on their farm, attending training, or engaging with the community.

- **Graphs/Charts** (if applicable):

Provide visual representations of data showing the impact (e.g., income growth, production increase, etc.).

10. Key Takeaways

- **Summary Points:**

11. Contact Information

- **For More Information:**

[Insert Project Contact Details]

Phone: [Insert Number]

Email: [Insert Email]

Website: [Insert URL]

This template format provides a structured approach to presenting case studies, ensuring the content is both informative and engaging while showcasing the tangible impact of KP-RETP interventions.

Annexure C: Newsletter Template for the KP-RETP

Newsletter Template for Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

[Insert Project Logo/Newsletter Header]

KP-RETP Monthly/Quarterly Newsletter

Volume X | Issue Y | Date: [Month, Year]

In this Issue:

Project Overview

Key Achievements and Milestones

Success Story: [Title]

Feature Article: [Title of Main Feature]

Upcoming Events

Media Highlights

Get Involved

1. Project Overview

Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) continues to bring positive changes across all 35 districts of KP by addressing poverty and food insecurity. Through sustainable, high-value agriculture, skills development, and climate resilience initiatives, we are empowering rural households, especially women and youth, to achieve economic independence.

Project Goal: To contribute to poverty reduction and improve food security among rural households.

Target Beneficiaries: Over 785,000 households, directly impacting 4.35 million people across Khyber Pakhtunkhwa.

2. Key Achievements and Milestones

3. Success Story: [Insert Title]

4. Feature Article: [Title]

5. Upcoming Events

Farmer Organization Workshop: [Insert Date]

A hands-on workshop for rural farmers to learn new business management skills, with a focus on accessing national and international markets.

Women in Agribusiness Forum: [Insert Date]

A platform for women agripreneurs to share experiences, discuss challenges, and explore opportunities for growth.

Skills Training for Youth: [Insert Date]

Launch of new vocational training programs aimed at enhancing youth employment in KP rural districts.

6. Media Highlights

KP-RETP in the News:

Our latest project achievements were recently featured in [Insert Name of Media Outlet]. [Link to the article if applicable.]

Project Video Released:

Watch our new video showcasing how KP-RETP is transforming lives through high-value agriculture and vocational training.

Watch here: [Insert link].

Social Media Spotlight:

Follow us on [Social Media Platforms] for daily updates and stories from the field.

Twitter: @KPRETP | Facebook: KPRETP Official | Instagram: @KPRETP.

7. Get Involved**Join our mission to transform rural KP!**

Become a Partner: Explore opportunities to collaborate with KP-RETP on agribusiness development, training programs, and more.

Volunteer Opportunities: Help make a difference by volunteering in skills development workshops or community engagement initiatives.

Contact Us: [Insert Contact Information, including email, phone, and office address]

Follow Us:

Stay updated with KP-RETP progress and stories by following our social media channels:

Twitter | Facebook | Instagram

Contact Information:

[Project Office Address]

Phone: [Insert Number]

Email: [Insert Contact Email]

Website: [Insert Website URL]

Footer:

This newsletter is published by the Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) with support from [insert partners, if applicable].

Back issues of the newsletter are available on our website.

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Template/Format for the Publication of Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

[Insert Project Logo]

Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

Publication Title

[Subtitle or Tagline, if applicable]

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1. Foreword

[Written by a senior official or project lead, e.g., Project Director or Government Official]

A brief overview of the project significance in addressing rural poverty, food security, and economic transformation.

Mention key achievements and how the project contributes to the overall development goals of Khyber Pakhtunkhwa.

2. Acknowledgments

Recognition of key partners, stakeholders, government agencies, donors, and community members who contributed to the project success.

3. Executive Summary

Objective: Summarize the project goals, target groups, and key achievements.

Highlights: Provide an overview of significant milestones, results, and impact areas.

4. Introduction

Context: Provide background information on rural poverty, food insecurity, and the socio-economic challenges in KP.

Rationale: Explain the need for a project like KP-RETP and how it aligns with national or international development goals (such as SDGs).

5. Project Overview

Project Goal and Objectives: Describe the primary goal of the project and its specific objectives.

Target Areas and Beneficiaries: Highlight the districts covered, key demographics (e.g., women, youth, farmers), and the total number of households impacted.

Approach: Explain the phased approach of the project and the integration with existing programs (e.g., IFAD-financed National Poverty Graduation Programme).

6. Project Components

Agribusiness Development:

Focus on creating Farmer Organizations, value chain development, and revamping Farm Services Centers.

Skills and Employment Promotion:

Highlight skills development initiatives, vocational training programs, and employment/self-employment opportunities created for youth and women.

Programme Management and Policy Support:

Discuss project governance, management structures, and efforts towards policy reforms and the integration of IT systems.

7. Success Stories

Feature Stories:

Present in-depth case studies of beneficiaries whose lives were transformed by KP-RETP initiatives. Include interviews, personal quotes, before-and-after narratives, and visuals.

8. Impact and Outcomes

Quantitative Impact:

Provide measurable data on how the project has impacted poverty reduction, increased income, improved food security, and enhanced climate resilience. Use infographics or data tables to present key numbers.

Qualitative Impact:

Focus on how the project has empowered marginalized groups, especially women and youth, and improved community resilience.

9. Partnerships and Collaborations

Government and Donor Agencies:

Detail partnerships with federal and provincial departments, IFAD, and other donor agencies.

Private Sector Engagement:

Highlight collaborations with the private sector, agribusinesses, and value chain actors.

Community-Based Organizations:

Discuss the role of local farmer organizations, NGOs, and community groups in implementing the project.

10. Lessons Learned

Challenges:

Identify key challenges encountered during the implementation of the project, such as logistical issues, capacity-building needs, or socio-political factors.

Success Factors:

Discuss what worked well, including approaches or innovations that could be scaled or replicated in other regions or future projects.

11. Conclusion and Way Forward

Summary:

Summarize the project overall achievements and contributions to rural economic transformation.

Future Plans:

Outline the future trajectory of the project, sustainability strategies, and potential for scale-up. Discuss any plans for additional phases or expansions in other regions.

12. Annexes

Annex 1: Detailed Project Data:

Provide additional quantitative data on beneficiaries, training sessions, etc.

Annex 2: Policy and Legal Framework:

Include relevant policy documents, legislative frameworks, or government orders that guided the project.

Annex 3: Financial Overview:

Summarize the project financial expenditures, funding sources, and budget allocations.

13. Contact Information

Project Office Address:

[Insert Address]

Phone and Email:

[Insert Contact Information]

Website:

[Insert URL]

Footer:

Published by Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP) with support from [Insert Partner Logos].

This publication was made possible through the contributions of our valued partners.

For more information, visit our website: [Insert Website URL].

Page Numbers/Sections:

Include page numbers for easy navigation.

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Annexure E: Success Story Format for the KP-RETP

Success Story Format for Khyber Pakhtunkhwa Rural Economic Transformation Project (KP-RETP)

Title:

1. Introduction

Beneficiaries Background:

2. Challenges Faced

Contextual Challenges:

3. Intervention by KP-RETP

Project Role:

4. Transformation and Results

Outcome and Benefits:

5. Social and Economic Empowerment

Personal and Community Impact:

6. Future Outlook

Sustainability and Growth:

7. Closing Remarks

Conclusion and Acknowledgment:

Photo:

Quotes:

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