5. Brief overview of the Population and Housing Census 2017 Processes and Observation

# 5.1 Review of Census-17 Process

## 5.1.1 Communication Strategy and Confidence Building Measures- Census 2017

### a. Establishment of Media Cell for Census-2017

### b. Acquiring services of Media Advertising agencies

### c. Involvement/Sensitization of Media for publicity of Census-2017

### d. Publicity through Electronic Media

### e. Publicity through Print Media

### f. Publicity through Digital Media

### g. Publicity through other ways of communication

### h. Challenges during Publicity for Population Census 2017

**5.1.2 Observations on Publicity for Population Census 2017**

### a. Uniformity in publicity

### b. Publicity through Posters and Flyers

### c. Use of Social Media for publicity

### d. Non-branding of Census Office(s)

# 5.2 Study of Best Practices adopted Internationally/ Regionally

## 5.2.1 Review of Communication strategy adopted in Region/ Globe

### Overview of Communication strategy for Census

### Review of Census Publicity in Regional countries

### Review of Census publicity in Developed countries

# 5.3. Conclusion & Recommendations

## 5.3.1 Communication Strategy for Census

### a. Integrated communication Approach-with other Census activities

### b. Capacity building for effective Publicity Campaign

### c. Regular interaction with mainstream media of Pakistan

### d. Census Publicity as an essential part of Manual / Training / Field operation

### e. Development of Information, Education and communication (IEC) material for Census

### f. Involvement of all relevant Departments / Groups throughout the Census

### g. Acquiring services of Advertising agencies

### h. Use of technology with all innovative ways of communication

### i. Advertisement Campaign (Electronic, Print, Social & other Media)

### j. Monitoring & Evaluation

### k. Time and other Constraints

### l. HR Management and Budgeting