GWADAR LASBELA LIVELIHOOD SUPPORT PROJECT

(GLLSP-II)

A Project of the Government of Balochistan with the support of IFAD

KNOWLEDGEMENT AND COMMUNICATION STRATEGY

Version: 2.0

2023

Table of Contents

ACRONYMS 3

INTRODUCTION: 5

PROJECT COMPONENTS: ERROR! BOOKMARK NOT DEFINED.

PROJECT OBJECTIVE AND ITS RELATIONSHIP WITH SECTOR OBJECTIVES 5

COMMUNICATION STRATEGY 7

COMMUNICATION STRATEGY OBJECTIVES 7

APPROACH 8

MANAGEMENT INFORMATION SYSTEM (MIS) 8

ANDROID BASED MOBILE APPLICATION 9

PROJECT WEBSITE: 9

TYPES OF THE COMMUNICATION: 9

COMMUNICATION CHANNELS 11

COMMUNICATION FRAMEWORK 12

GLLSP-II VISIBILITY STRATEGY 14

GENDER SENSITIVITY IN COMMUNICATION STRATEGY 15

CLIMATE CHANGE RESILIENCE 15

MONITORING AND EVALUATING SUCCESS 16

Acronyms

BRI	Belt and Road Initiative
BCDA	Balochistan Coastal Development Authority
BISP	Benazir Income Support Program
CO	Community Organizations
CPI	Community Physical Infrastructure
CPEC	China Pakistan Economic Corridor
C&W	Communication and Works Department, GoB
CDD	Community Driven Development
FAO	Food and Agriculture Organization
GoB	Government of Balochistan
GDA	Gwadar Development Authority
GLLSP-II	Gwadar Lasbela Livelihood Support Project Phase Two
HHs	Households
IFAD	International Fund for Agriculture Development
LSO	Local Support Organization
MoU	Memorandum of Understanding
MTR	Mid-Term Review
NRSP	National Rural Support Program
NPGP	National Poverty Graduation Program
P&DD	Planning & Development Department, GoB
PMU	Project Management Unit - GLLSP
PIU	Project Implementation Unit – GLLSP
PSC	Project Steering Committee
PIM	Project Implementation Manual
PSC	Poverty Score Card

4Ps	Product, Price, Place & Promotion
SMP	Social Mobilization Partner
SDG	Sustainable Development Goals
TA	Technical Assistance
UCDP	Union Council Development Plans
VO	Village Organizations
VDP	Village Development Plan
WFP	World Food Program

Introduction:

Gwadar – Lasbela Livelihoods Support Project (GLLSP) – II in continuation of GLLSP – I, is a six-years project with objective *"to sustainably increase the incomes and enhance the livelihoods of the rural poor fishermen's and agricultural households in the project area"*.

The project will benefit around 100,000 HHs and cover the overall 400 villages of the two districts during a six-year implementation period. There will be a particular focus on women and youth. Necessary socio-economic infrastructure will be financed both for agricultural and fishing communities including community infrastructure, roads to markets, jetties and landing sites.

All project interventions are aligned with ***IFAD Strategic Framework (***d43eed79-c827-4ae8-b043-09e65977e22d (ifad.org) and ***Toolkit for IFAD Communications*** (7157d9be-d4a6-467f-b915-9cb65a072541 (ifad.org).

PROJECT OBJECTIVE AND ITS RELATIONSHIP WITH SECTOR OBJECTIVES

Project Objective: is to sustainably increase the incomes and enhance the livelihoods of the rural poor fisherfolks families and agricultural households in the project area.

Relationship with Sector Objectives:

Pakistan Vision 2025 aims to halve the poverty by 2025 and attain upper middle-income status for the country. This is premised on economic growth, a knowledge economy, social justice and protection and universal access to quality social services. Vision 2025 also articulates the government's commitment to attain SDG goals in terms of poverty reduction, education, gender equality, women health, mother and child health, and environmental sustainability. Ministry of National Food Security and Research issued a National Food Security Policy in 2014 which aims to achieve an average growth rate of 4 per cent for the agriculture sector.

Social Protection and Poverty Graduation: Government's poverty graduation strategy calls for partnerships with rural support programmes and NGOs, to help poor households graduate out of

poverty. Ministry for Social Protection and Poverty Alleviation has launched a national poverty graduation programme "Ehsaas". A number of poverty graduation models, approaches and programmes have been tested and experience allows for pursuit and scaling up of best practices for effective poverty graduation by multi-sector participatory development projects like GLLSP II.

Gender and Youth: The Government of Balochistan established the Women Development Department in 2009 also approved a 'Gender Equality Policy' in May 2013 to enhance women's social, political, legal and economic status. This was followed by a Strategic Action Plan 2016–2020. Providing youth with skills has been declared a national priority and a national skills development programme for youth from low income and poor families, and an interest-free loan scheme "Kamyab Jawan" have been launched to help unemployed youth start their own businesses.

Coastal Area Development Policy: The Government of Balochistan has issued a policy for the development of the coastal areas and the sustainable management and development of fisheries. The Coastal Area development plan complements the infrastructure developments taking place under the CPEC/BRI project. Five new jetties are being developed for fish landing among the eight officially notified landing sites. A new Act to promote Fisherfolks's Cooperatives is also being finalized.

Climate change. There is a growing recognition of the challenges and importance of environmental considerations. The project area is prone to climate change effects including erratic rains, droughts, raising temperature, rising sea levels, sedimentation of the landing sites and environmental degradation. As a result, the farming systems and fisheries have been impacted by lower productivity, crop failures, declining livestock and decrease in fish catch warranting on one hand a climate resilient agriculture and livestock, and on the other a sustainable fisheries management. There is need for both policy reform and enforcement of existing regulations at provincial and sub-provincial levels with regards to sustainable fisheries management, protecting biodiversity and adaptable rural development with effective mitigation efforts to manage the impact of environmental degradation and climate change.

Communication Strategy

Timely reporting and communication are important to take timely corrective actions and to learn from implementation experience to further improve project management effectiveness and efficiency. A Comprehensive Communication & Knowledge management strategy for the project in line with the IFAD knowledge management strategy (2019) will be developed. The strategy will focus on the processes that will be involved in building a robust Communication and KM system in the project. The KM system will enable the project to generate, capture, share and disseminate relevant information and knowledge to various stakeholders in a timely manner. The updates will be disseminated at the broader level by using web sources including social media and other knowledge-sharing tools, and also linked to IFAD Asia website (Asia and the Pacific region (ifad.org)). A dedicated team will extensively document and share knowledge generated in the project.

Communication Strategy Objectives

Through the achievement of the GLLSP-II Project objectives, the communication strategy will support in achieving its mission of reducing poverty, and capacity building of Fishermen and malnutrition by establishing effective and target-oriented communication systems. The communication system will contribute toward GLLSP's goal by; increasing awareness among the stakeholders, increasing coordination, efficient resource mobilization and management, minimizing misunderstandings, and fostering a friendly atmosphere.

- To assess the effectiveness of GLLSP-II's interventions in achieving program goals and use the lessons learned to guide future efforts.
- To provide evidence-based input to policymakers and donors to make pro-poor policies/project interventions
- To improve project implementation

- To promote two-way knowledge-sharing, lesson-learning, and collaboration among key stakeholders
- To ensure higher visibility and greater presence of GLLSP-II through digital platforms

Approach

The strategy will make use of various communication methodologies and tools as agreed with IFAD in the signed grant agreement and proposal.

The key approached will include:

a. Promote the culture of evidence-based interventions, Knowledge learning and advocacy to facilitate the proposed Government of Balochistan & IFAD budgeted rural development policy.

b. Create awareness and visibility of the GLLSP-II programme using publications, communication and advocacy events, videos, radio, print and social media.

c. Foster partnership for knowledge sharing and learning through organizing joint communication/dissemination events.

d. Promote cooperation with stakeholders and communities through organizing experience sharing and learning exposure visits to community-driven local development work that has been appreciated and scaled up by their respective governments.

Management Information System (MIS)

GLLSP-II will develop a customized MIS system to meet data collection and reporting needs of the project in line with the project log frame. The dashboard for data entry and reporting will encompass information on physical and financial progress, impact evaluation analysis and reports, IFAD's first and second level core indicator tracking, poverty graduation tracking of target beneficiaries in line with the poverty scorecard, and other baseline data. This will be an automated computer-based project to generate monthly, quarterly and annual progress reports on financial and physical progress including progress related to outcome indicators and outputs.

The Management Information system requires input from all the sources of the project that are identified in the Monitoring & Evaluation Framework of the project. In this regard, it is also necessary to enable teams to provide web-based data entry modules with the provision of evidence to ensure transparency in the project M&E system.

Android Based Mobile Application

The project will develop a mobile application for field monitoring and data collection. There are some indicators in Data collection tools in the M&E framework, that need to collect on time from field to feed PDO indicator in the result framework, required from filed through different partners of project. To get on time data from filed is challenging in prospective to far flung areas of district where very rear facility of internet, IT related equipment to collect data and send to their respective head offices.

In this context, native android-based application needs to collect data from field and on the availability of internet that data sync on the GLLSP server using API's. In result data can be easily verified by the responsible person and that data will become a part of the core indicator and boost the project progress.

Project Website:

GLLSP-II will develop a website for the visibility of project activities under the guidelines of IFAD Communication policy. The website will demonstrate the pictures, Videos, IEC materials and information for stakeholders. The site will be live as per the indicators of Project log frame and will be linked to MIS of the project. The project success and results will be shown in the website for general public and stakeholders.

Types of the Communication:

1- ***Internal Communication:*** The communication between the staff members of GLLSP-II PMU and PIUs. The concerned section heads of each component with the approval and knowledge of Project Director, will coordinate with PIU Gwadar and Lasbela through appropriate channels of communication resulting timely coordination and implementation

of the activities. The tools used for internal communication are Phone Calls, Messages, WhatsApp, Email, mobile API, and Online MIS system.

2- ***External Communication:*** The communication between GLLSP-II with relevant government departments, donor agencies, Stakeholders, Community members, and beneficiaries of the focused districts. While communicating with the external partners, Concerned Section managers with consent and approval of the Project Director, will coordinate with the specific partners through the designated focal persons of each component. The tools for external communication will be FDGs with community members, emails, Phone calls and messages, WhatsApp, Social media forums, workshops and meetings etc.

Communication channels

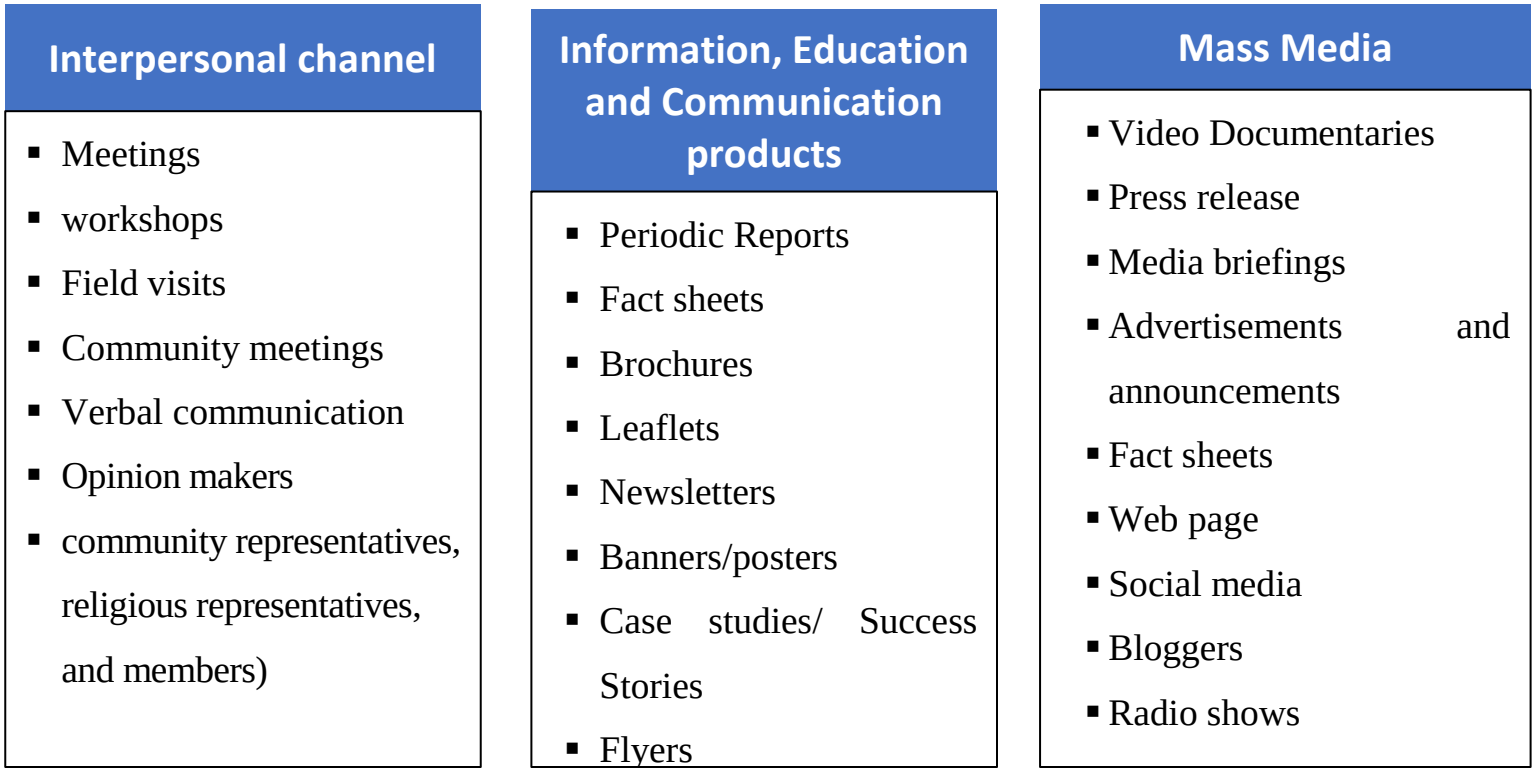


***Figure-01**: Communication Channels*

Communication Framework

Audience	Key Messages	Communication Channels/ Vehicles	Communication Material/Publications
IFAD	Program's progress, updates, achievements, challenges, issues,	Meetings/ workshops · Briefing/ consultation sessions · Seminars · Field visits, joint monitoring, evaluation, research, Telephone calls, Emails	Presentation, Visit Reports, Meeting minutes, workshop report, MoU Partnership agreements, PC1, PDR, Annual reports, impact studies
Government departments	Program's progress, updates, achievements, challenges, issues,	Meetings/ workshops · Briefing/ consultation sessions · Seminars · Field visits, Joint monitoring, evaluation, research, Telephone calls, Emails	Presentation, Visit Reports, Meeting minutes, workshop report, MoU Partnership agreements, PC1, PDR, Annual reports, impact studies, water policy, road O&M Policy
Communities, Beneficiaries, Stakeholders	GLLSP aims at reducing poverty and malnutrition through different activities under three components of the program	Direct contact, community meetings, briefing sessions, seminars, awareness-raising campaigns, Capacity Building Training Sessions, dialogues with communities, telephone	Flyers, leaflets, brochures, posters, mass media radio shows, announcements from community centers, Terms of partnerships, Resolutions from communities, and training material.
Elected Representatives	GLLSP-II is executing a project which aims at reducing poverty and capacity building of fishermen of Gwadar and Lasbela districts through land development and value chain. It is supporting the government in improving the socio-economic conditions of the region. GLLSP supports the government in its Fish Catch productivity and agricultural production.	Meetings/ workshops, Briefing/ consultation sessions, Seminars, Field visits	Presentations, Policy documents, and Knowledge sharing materials.
Mass media	GLLSP's IFAD-funded program in Balochistan and its aims and objectives. Programs achievements and progress, announcements, and advertisements. The best practices and approaches of the organization thus need to be projected and shared with wider media for outreach to the general audience.	Communicate through the Communication /Knowledge Management section of GLLSP	Press releases, fact sheets, Case studies, brochures, media briefings & seminars, Video Documentaries.

GLLSP PMU & SMP Staff	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, coordination mechanism with Implementation Partners and stakeholders, etc.	PCU/RCU meetings, orientation workshops, planning and review meetings, telephone calls, internet, WhatsApp, Zoom, emailing, field visits	Reports, NFR, memos, circulars, notices, periodic reports, E-bulletin newsletters, Annual reports, case studies, website content, factsheets, Videos

***Table-01**: Communication Channels*

GLLSP-II Visibility Strategy

Reports & Studies

GLLSP-II during the implementation phase will develop quarterly and annual reports regarding the Project progress and achievements during the period. These reports will be shared with the donor, Government departments and relevant sectors.

Case Studies

The Project will develop case studies and success on each focused component for the analyzation of Project inputs impacts and theory of change implementation. The case studies will provide an insight to the impacts the project will deliver through the activities planned.

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 publications to inform about the progress of the programs. The newsletters need to update audiences on the progress of irrigation channels, FMRs, training, and value chain activities. 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 a culturally appropriate pictorial description.

The IEC materials should incorporate the basic visibility elements including GLLSP-II, Government of Balochistan, IFAD and ETI-GB's partners' logo (where appropriate), the disclaimer of the funding agency, and 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 person of project sites including the members of Cooperative societies, CO/ VO and LSOs, Fishermen, SMP, and laborers working on infrastructure schemes. The promotional items will

clearly mention GLLSP-GoB and will include the logos of the Government of Balochistan and IFAD. Moreover, promotional items like calendars and stationery items incorporating key messages of the program will be distributed among key stakeholders including the government departments and elected representatives.

Photographs & Videos

Photographs and videos showing the progress of all actions including the pre and post situation should be taken where appropriate to illustrate the progress of the actions. For any publication, these items which depict the results and impacts of the action will be chosen that match the information in the publication.

Gender Sensitivity in Communication Strategy

Gender is mainstreamed in all activities being undertaken by GLLSP-II under three main key components. It will be ensured that all the program's public relations activities will use gender-sensitive language and will avoid gender stereotypes in images and photos. Furthermore, appropriate training for staff members on gender sensitization and gender mainstreaming is a cross-cutting theme of the program. The display and distribution of guidelines on gender-sensitive language to all personnel at the program level is, therefore, inevitable.

Climate Change Resilience

There is a growing recognition of the challenges and importance of environmental considerations. The project area is prone to climate change effects including erratic rains, droughts, raising the temperature, rising sea levels, sedimentation of the landing sites, and environmental degradation. A sustainable communication mechanism will be developed to achieve the needs for both policy reform and enforcement of existing regulations at provincial and sub-provincial levels with regards to sustainable fisheries management, protecting biodiversity, and adaptable rural development with effective mitigation efforts to manage the impact of environmental degradation and climate change.

Monitoring and Evaluating Success

The direct outputs of successful communication will be better systems, platforms, instruments, and tools to achieve this. The objectives of the communication strategy and the measure of its success are presented in the table below.

Objective	Strategy to achieve it	Means to achieve	Indicators of success
Increased awareness regarding the program among stakeholders	Delivering undistorted messages to the community regarding GLLSP by ensuring the Government of Balochistan and IFAD's contribution	The awareness campaign, IEC materials, promotional items, press releases, press conferences, progress updates	Brochures, leaflets, and newsletters are disseminated. Progress is updated and available to the general public. Press releases and press conferences undertaken
	Promoting standardization in communication correspondence	Internal and external correspondence	Internal and external correspondence takes place in line with the communication strategy
Increased cooperation and coordination among stakeholders	Developing a wider range of interaction and linkages with funding agencies, government departments, and political institutions at local, regional, national, and international levels on GLLSP interventions.	Meetings, Joint field visits, Briefing sessions, Seminars, Consultations, joint monitoring, evaluation, and research initiatives	Meeting minutes are documented and stored. Presentations to different stakeholders are filed and stored. Joint visit reports are developed. Reports on workshops, seminars, consultation sessions are developed
Better resource mobilization and management	Improving levels of efficiency, accountability and transparency	Periodic reports, annual reports, website content, newsletters, case studies,	Periodic reports are developed and shared. The website is dynamic and contains updated information about project components. Case studies are developed Display panels and banners containing financial and programmatic information are displayed on project sites

***Table-02**: Indicators of Success*