



Communications and Advocacy Strategy

(Phase-II)

TVET Sector Support Programme



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and
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(2017–2021)

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Glossary of Abbreviations

AJK	Azad Jammu & Kashmir
CBA	Communication Based Analysis
GB	Gilgit Baltistan
KPK	Khyber Pakhtunkhwa
NAVTC	National Vocational and Technical Training Commission
MTDF	Medium Term Development Framework
NEP	National Education Policy
NQF	National Qualifications Framework
NSS	National Skills Strategy
TEVTA	Technical Education and Vocational Training Authority
TVET	Technical and Vocational Education and Training
TVET SSP	TVET Sector Support Programme
TVE	Technical Vocational Education

Introduction

Energy, agriculture and human capital are some of Pakistan's potentials, which have not yet been sufficiently used due to lack of required skilled workforce.

Nearly 17 percent of the youth complete secondary education and a very small percentage acquire employable skills. A major portion of the youth drifts off into the informal sector and learns various vocational skills through traditional the Ustad-Shagird system.

Annually 2.4 million young people enter the job market, but as of 2015 there are only 476,850 places available in the formal technical and vocational education and training (TVET) through 3,581 institutes across Pakistan. Apart from this mismatch between demand and supply, even quality and relevance of the training delivered is not according to the demands of the job market.

To improve access, quality, equity and relevance of TVET, the Government of Pakistan has embarked upon a comprehensive reform in 2011 with the support of European Union and the governments of the Germany, Netherlands and Norway. The first phase of the reform, which is based on the National Skills Strategy (NSS), has ended in December 2016. During this period a number of milestones have been achieved such as national TVET policy, National Vocational Qualifications Framework (NVQF) and Competency Based Training & Assessment (CBT&A) etc.

The second phase of the TVET Sector Support Programme has been launched in January 2017 for another five years. The Programme is supported by the European Union and the Federal Republic of Germany. The overall objective of the Programme is to improve governance and private sector participation in the TVET sector to increase quality

skill development that meets the demand of the labour market. The TVET SSP is being implemented across Pakistan including Azad Jammu & Kashmir, Federally Administered Tribal Areas and Gilgit Baltistan.

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Apart from improving quality of the TVET delivery, the NSS also advocates involving mass media for disseminating information and creating awareness, focusing on use of special motivation campaigns, to show people how relevant skills development can improve their lives and access to employment. For this purpose, implementation of the Programme is supported by this communication and advocacy strategy. The purpose of this strategy is to create awareness about the TVET sector in general and its ongoing reform in particular. It also aims at creating a supportive environment for the implementation of reform through systematic dialogue among the target groups as well as informing young boys and girls about the significances of quality vocational training.



Objectives of the Communications Strategy

The Programme's overall objective is to improve governance and private sector participation in the TVET sector with focus on enhanced access to quality skills development and improved employability of graduates, completing Competency Based Training & Assessment (CBT&A) courses and being certified through the National Vocational Qualifications Framework (NVQF).

In line with the Programme's strategic focus areas, following are the specific objectives of the communication (advocacy) and visibility strategy;

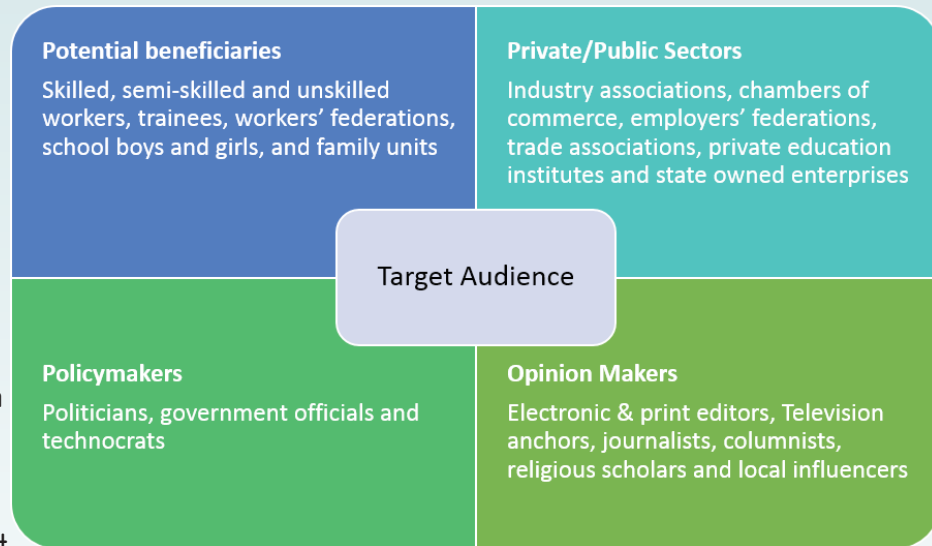
- Facilitate a systematic social dialogue between the public and private sectors for enhanced cooperation within the TVET sector
- Create awareness among the target groups about quality TVET and CBT&A in particular as a means to increased employability and better earnings
- Ensure that the beneficiary target groups are aware of the roles of the European Union, German Development Cooperation and its partners in implementation of the TVET sector reform

Target Audience and the Prevailing Situation

Through discussions with stakeholder groups, various challenges faced by organizations in the TVET sector were identified and a better appreciation of the scope of communication activities is required to achieve the outcomes stated in the national TVET policy and the NSS.

External communications will be required to play a very active role in generating awareness of stakeholder's needs, information dissemination on TVET activities and successes, and critical behavior changes amongst national and regional audience segments to enable progress and development of the respective TVET systems.

Based on the stakeholder needs analysis, following are the key target audiences for TVET SSP Communication Strategy.



Specific Communication & Advocacy Goals and Target Groups

Target group	Communication Based Analysis	Communication and advocacy goals
<p>Policy makers</p>	<ul style="list-style-type: none"> • Limited understanding of economic & social benefits of investing in human resource development • Limited understanding of TVET sector needs • Limited awareness of the requirements of demographic dividend 	<ul style="list-style-type: none"> • Create awareness about the significance of economic, social and developmental benefits of quality TVET, particularly market based CBT&A • Inform the audience of the capacity constraints and requirements of the TVET sector to achieve its growth objectives, as reflected in the National TVET policy, National Skills Strategy • Highlight that the demographic dividend requires a TVET reform (more access, better quality) and the potential benefits this will bring for young people • Create deeper understanding of the benefits of CBT&A among the audience and support rollout of CBT&A
<p>Private Sector</p>	<ul style="list-style-type: none"> • Without institutionalized ownership role, the private sector is unwilling to participate in government TVET initiatives • Skepticism of public and private partnership in TVET provision • Limited understanding about comparative advantages of investing in skills development of workforce 	<ul style="list-style-type: none"> • Persuade employers that the economic benefits of a skilled workforce are worth the investment • Inform the private sector of the government's genuine efforts to improve quality, relevance and coverage of TVET opportunities within the existing system
<p>Potential beneficiaries</p>	<ul style="list-style-type: none"> • Understands the benefits of formal TVET certification, but lacks the information about requirement of employers for obtaining various qualifications • Information gap about TVET opportunities • Negative perception and low reputation of TVET sector as a whole 	<ul style="list-style-type: none"> • Persuade the audience of the enhanced earning and career advancement opportunities as a result of national level certification (CBT&A, NVQF, RPL) • Create awareness about the benefits of the quality TVET provisions (CBT&A)

Target group	Communication Based Analysis	Communication and advocacy goals
Opinion Makers	<ul style="list-style-type: none"> • Limited understanding of TVET sector needs and requirements • Limited understanding of economic & non-economic • benefits of investing in human resource development • and TVET Infrastructure 	<ul style="list-style-type: none"> • Engage the opinion makers for highlighting the socio-economic benefits of increased TVET quality and relevance



Communication Activities

The activities for implementation of the communication and advocacy strategy are designed for each target group according to their specific needs and level of understanding. The communication/advocacy plan will consist of the following intervention areas according to the respective target audience:

Activities	Responsible	Target audience	Tools selected	Measures for monitoring communication tools selected
<ul style="list-style-type: none"> International and national conferences Events Forums 	GIZ NAVTTCC TEVTAs BIAs	Policymakers Private Sector Implementing partners Potential beneficiaries Opinion makers	<ul style="list-style-type: none"> Direct-marketing Events 	No. of participants Media monitoring reports Activity reports
<ul style="list-style-type: none"> Development & dissemination of promotional material on TVET reform 	GIZ NAVTTCC TEVTAs BIAs		<ul style="list-style-type: none"> IEC material Flyer Brochures Booklets 	No of copies printed No of organizations/people reached out
<ul style="list-style-type: none"> Make the joint projects(job fairs, exposure visits, career counselling etc.) by the TVET institutes and the private sector visible 	GIZ NAVTTCC TEVTAs BIAs, TVET institutes		<ul style="list-style-type: none"> Events 	No. of participants Media monitoring reports Activity reports
<ul style="list-style-type: none"> Targeted mass media campaigns for new training provisions (CBT&A/RPL) 	GIZ NAVTTCC TEVTAs BIAs		<ul style="list-style-type: none"> Outdoor publicity Newspapers Television Radio Social media Websites 	No of ads/spots published/ broadcasted No of organizations/people reached out

Activities	Responsible	Target audience	Tools selected	Measures for monitoring communication tools selected
<ul style="list-style-type: none"> Development & dissemination of audio and video material to promote cooperation between public and private sector 	GIZ NAVTTTC TEVTAs BIAs	Policymakers Private Sector Implementing partners	<ul style="list-style-type: none"> Case studies Documentaries, reflecting the best practices Testimonials Radio and TV spots 	No of case studies, documentaries, testimonials, spots No of organizations or people reached out
<ul style="list-style-type: none"> Capacity building of the relevant persons, responsible for joint projects with industry 	GIZ TEVTAs BIAs	Designated officers/focal persons for the joint projects	<ul style="list-style-type: none"> Face to face learning sessions 	No of persons received support in various areas of industrial relations Workshop and events reports
<ul style="list-style-type: none"> Regularly update the TVET reform website and social media pages of the Programme 	GIZ NAVTTTC TEVTAs BIAs	Policymakers Private Sector Implementing partners Potential beneficiaries Opinion makers	<ul style="list-style-type: none"> Website Social media pages 	No of visitors or hits No of visitors, signing in for particular information
<ul style="list-style-type: none"> Internal Communication and Regular Updates 	GIZ NAVTTTC	GIZ Staff Policymakers Private sector implementing partners Potential beneficiaries and Opinion makers	<ul style="list-style-type: none"> Quarterly E-Newsletter and Newsfeed 	No of E-Newsletter issued

Communication Toolkit and Approach

A resource-efficient approach has to be undertaken for implementation of this communication strategy. This may include engaging partners and counterparts including private sector and business industry associations in order to inform the target groups about the ongoing reform as well as achievements and future potential of TVET sector.

In addition to this, the TVET RSP will collaborate with and encourage the counterparts to utilize the available resources and organizational set ups to communicate with wider target audience in order to disseminate the benefits of effective and quality delivery of TVET.

Various tools of communication would be applied such as events, newspapers, television, social media, websites, indoor, outdoor publicity and audio and video visuals during the implementation of this communication strategy. The utilization of the tools such as direct or in direct activities would be aligned with the selected target group. While selecting the tools of communication, due consideration will be given to the appropriateness of the messages, target audience, cultural and regional sensitivity in terms of access to the sources of information.



Monitoring and Evaluation

The recommended external communications campaigns are replete with proposed activities and outreach initiatives designed to disseminate the message and reach the various target audiences associated with each campaign theme and messaging. In order to ensure the campaigns remain relevant and continue to achieve the set objectives and goals, the communications team will follow a regular and systematic approach to monitoring and evaluation.



Budget

An estimated budget, which is 01 percent of total cost of the action, is allocated for the implementation of communication activities. Communication and advocacy strategy will also be an integral component of various activities.

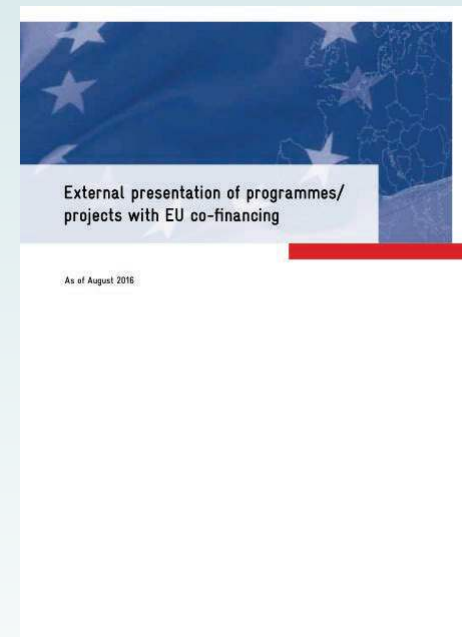
The financial resources for this communication plan will have following four key components;

- Events
- Design and production of awareness/publicity/promotional material/contents
- Production, dissemination and airing of audio and video contents
- Capacity building measures for target groups



European Union Guidelines for External Communication

The Communication and visibility manual for the European Union External Actions 2010 and the Corporate Design Guidelines of the German government will be complied with in production of all the visual aids and materials under this plan. This will be an effective approach will be adopted to raise awareness of how European Union, German Development Cooperation and its partner organizations work together to support the reform in the TVET sector of Pakistan.



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