



PAKISTAN
BUREAU OF
STATISTICS
Government of Pakistan



— بر فرد ہے ملت کے مقدر کا ستارا —



THE JOURNEY OF FIRST EVER DIGITAL CENSUS OF PAKISTAN



Pakistan Bureau of Statistics
Ministry of Planning Development and Special Initiatives, Islamabad
Government of Pakistan

7th Population and Housing Census

The Digital Census

INTRODUCTION

The Pakistan Bureau of Statistics is proud to announce the successful completion of 7th Housing & Population Census, the 1st digital census in Pakistan. The process started from 45th meeting of Council of Common Interest (CCI) in which results of 6th Census were approved along with the directions to conduct 7th census as early as possible while using the latest technology and best international practices. On 13th January, 2022, CCI approved a challenging work plan in which Pakistan Bureau of Statistics was tasked to complete a program which comprised of many discrete tasks, each of which was in itself a project with defined ends and processes. Countries of similar size transformed their censuses from manual data collection to digital after many pilots, feedback, and reversion to drawing board, but PBS was not accorded with this luxury.

Thinking about list of milestone in hindsight, the whole journey recalls as a race against time. CCI directed PBS to conduct census digitally. According to the United Nations Statistical Commission, a digital census is defined as one that uses satellite data, aerial photography, a geo-referenced address registry, and geographic information systems (GIS) for enumeration maps. On the face, it may sound simple, but establishing this digital system involved many complex steps. It involved procurement of 126,000 secured tablets, development of software which would show the real time progress to stakeholder, latest imagery in tablets so that structures may be geotagged, integration of the enabled tablets with Telco networks for instant transfer of data to secured servers, and last but not least, training more than 120,000 enumerators for doing the field work for census.

This procurement would not have been difficult if situation was normal but in beginning of 2022 there was regime change and new government inherited severe resource constraint. To make things worse, in the midst of 2022, Pakistan was struck by heavy rains and floods which inundated almost half of

Pakistan bringing heavy damage to life, property, and produce. Resource crunch affected the procurement and delayed the process. In these circumstances role of Government was laudable, which sacrificed heavily on political front and channelized resources from approved schemes to keep the delay to minimum thus keeping the census process from derailing.

PBS was able to hit the ground in beginning of March 2023 and started field work for gathering housing and population data alongwith geo-tagging the structures. Field work continued for little above two months and it ended on 22nd July. Field work was followed by Post Enumeration Survey (PES) to assess the census coverage. PES concluded on 19th July, 2023.

Census 2023 is unique from earlier census in several ways. One major difference is the way it is conducted, i.e. digital but this is not the only difference, the other major difference which makes it really unique is data collection on economic aspects of structures using International Standards for Industrial Classification (ISIC) codes. This has never been done in history of country. It is for the first time country has economic frame which tells the size of economic clusters across length and breadth of Pakistan. Just imagine how our demand planning and management would change if we have precise information on numbers and size of retailers across country. While census results have huge bearing on representation and resource distribution but forming this narrow perspective to assess the usefulness of census outcomes is unfair.

Census outcomes will definitely help in two broad ways at least. First is the sharing of data and information as public good for evidence based planning, public investment, and governance; and second is the, potential, use of information of supply and demand side for entrepreneurs, investors, policy makers for superior economic decisions. The second use will definitely help timely decision making, risk reduction, increasing economic activity, and increasing employment. How effectively this economic information can be

used will be determined by our clarity of kinks caused by informational asymmetry and necessary legal, technical, and policy decisions required to iron out these aberrations.

It will unfair not to mention the untiring, patient, and sincere efforts put in by all officials of PBS. Entire PBS worked for almost two years for realizing this idea which existed only as concept till the beginning of 2022. Conduct of census required extensive coordination with the provinces at every stage, extensive meetings for procuring goods and services, extensive meetings for securing enumerators, extensive meetings for training, and extensive meetings for field monitoring. These efforts required unified work from various sections of PBS but like other public sector organizations, cross cutting lean teams were unheard of in PBS. In order to make this happen, a Census Project Management Unit (CPMU) was created under a senior officer. CPMU effectively used services of diverse officials from different sections and achieved the milestones for census conduct. This working style helped PBS officials to experience working beyond silos, do effective planning and monitoring, and achieve their targets. Progressive successes boosted their confidence further and now PBS like challenges for further development instead of shying away from them.

Information based on GIS data of census brings many promises to country; however, these can turn into realities if insights from census become basis of informed decision making in public and private sector. But this won't happen on its own, stakeholders have to be made aware and sensitized with the information and underlying data. PBS is fully aware that usage by stakeholders will increase the data usage and will also help PBS in developing further.



BACKGROUND AND APPROVAL OF 7TH POPULATION AND HOUSING CENSUS

CABINET COMMITTEE MEETINGS

For finalization of the results of Census-2017 a Committee of Ministers under the chair of Mr. Ali Haider Zaidi, Minister of Maritime Affairs was constituted by Cabinet in its meeting held on 11th February 2020 to deliberate and make recommendations. The members of the committee were Dr. Fehmida Mirza, Minister for Inter-Provincial coordination; Mr. Nur-ul- Haq Qadri, Minister for Religious Affairs and Interfaith harmony; Mr. Ameen-ul-Haq, Minister for Information Technology and Dr. Zubaida Jalal Minister for Defence Production.

The Committee held six meetings and submitted their report to the cabinet with recommendations **“to approve the final results of 6th Population & Housing Census 2017, however next Census may be conducted as soon as possible with use of technology.**



45th MEETING OF COUNCIL OF COMMON INTEREST (CCI)

The 45th meeting of Council of common interest (CCI) was held on 12th April, 2021 under the chair of then Prime Minister. The CCI decided to approve the final results of the 6th Population and Housing Census 2017 and directed that “Process of the next Census should start as early as possible according to International best practices by using latest technology.”

CENSUS ADVISORY COMMITTEE MEETINGS

In compliance of decisions of 45th meeting of CCI, owing to the Importance of Census and its long term

ramifications due to its linkage with Political Representation & Resource Allocation, and in order to bring credibility & transparency to the whole Census & to adopt best International Practices Government of Pakistan constituted Census advisory committee (CAC) of renowned demographer and experts from all over country with comprehensive TORs. The committee was mandated to device recommendations for conduct of next census digitally using best international practices while reviewing the issues faced during census 2017. The CAC after detailed study of international best practices and UN principles, recommended to conduct the 7th Population & Housing Census, “Digitally” linked with Geographic Information System (GIS) for real time monitoring, transparency, data quality & complete coverage to bring credibility and wider acceptability to the whole process. The Committee held seven meetings and reviewed the Census-2017 processes in detail to identify issues and observed that the one of the major issue was “trust deficit” due to lack of involvement of stakeholders especially Provinces in the whole census process. **The Committee strongly recommended that in order to bring transparency, credibility and ownership to whole census processes, Provinces must be involved from start to end i.e. from planning to compilation of census results.**



MAJOR RECOMMENDATION OF CAC

- Census must be conducted **Digitally** by Self-Enumeration and Tablet Based Data Collection while **Geo Tagging** all structures
- **De-jure Method** of enumeration is recommended
- Law enforcement agencies for **security only not for enumeration**
- **National Census Coordination Center (N3C)** for monitoring, coordination and decisions

- Involvement of Stakeholders (**especially provinces / political parties**)
- **Pilot Census** to test the processes / tools techniques for conduct of “**Digital Census**”
- **Extensive trainings** using Modern technologies
- Conduct of **Post Enumeration Survey** for **assessing the coverage**



CONSULTATIVE AND SENSITIZATION PROCESS

In the light of the recommendations of Census Advisory Committee, PBS initiated consultative process and sensitization workshops for planning/preparation for the next Census, details of which are as under:

ONLINE MEETING WITH CHIEF SECRETARIES

The recommendations of Census Advisory Committee (CAC) constituted for 7th Population & Housing Census was initially discussed with Chief Secretaries of all Provinces/regions on 13th August, 2021 under the chairmanship of Secretary, M/o PD& SI. The main purpose was confidence building and consensus of the provinces on process and model of upcoming Digital Population and Housing Census.



CONSULTATIVE MEETING WITH PROVINCES

After virtual meeting, physical meetings were held with Provincial Governments for explaining whole process devised by PBS, on recommendations of CAC w.e.f 6th September to 16th September 2021. In provincial consultative meetings PBS team explained the detailed methodology, use of modern technology and highlighted the role of provinces in the field of data collection & monitoring process. All the meetings were attended by Secretaries and representatives of **Education, Health, Home, Local Government, Board of Revenue and planning & Development** and other relevant representatives of the concerned province.

Sr. No	Name of Province	Date
1.	Punjab	6 th September, 2021
2.	Sindh	8 th September, 2021
3.	Baluchistan	10 th September, 2021
4.	KPK	13 th September, 2021
5.	Gilgit Baltistan	16 th September, 2021



SENSITIZATION WORKSHOP WITH ACADEMIA

The recommendations of CAC were approved by Cabinet Committee on 5th October 2021, afterward PBS organized a series of Sensitization Workshops with Academia, researchers and general public for awareness about the process planned for broader involvement and confidence building for upcoming census process.

The workshops were conducted in all capitals in renowned universities w.e.f 24th Dec, 2021 to 10th Jan, 2022



49th MEETING OF COUNCIL OF COMMON INTEREST (CCI)

Council of Common Interest (CCI) in its meeting held on 13th January, 2022 approved the conduct of 7th Population & Housing Census. It was decided to conduct the 7th Census adopting International best practices and by using digital technology and GIS monitoring system. The establishment of "Census Monitoring Committee" along with Census questionnaire and work plan was also approved in same meeting.



DIGITAL CENSUS PLANNING

Digital Census planning is the core process in linking the different stages of the census cycle. Once the goals and objectives of the census are clearly defined, careful planning is vital to ensure a satisfactory result. Planning must take into consideration several factors including: the **preparation of detailed and realistic timeframes; coordination with stakeholders; costing and budgeting; procurement and contracting out; IT systems development and/or acquisitions; designing instruments; methods of enumeration; quality assurance procedures; publicity and communication; etc.**



DIGITAL CENSUS METHODOLOGIES

For conduct of first ever digital Census (7th Population Census – Digital Census) with the challenging timelines for PBS examined the existing infrastructure used by PBS for conducting their surveys electronically through tablets, and keeping in view the volume of work and sensitivity of exercise decided to adopt G2G model for procurement of services. Accordingly, design and propose the infrastructure along with parallel mechanism for risk mitigation to avoid unexpected problems in conduct of this gigantic activity.

INVOLVEMENT OF GOVERNMENT ORGANIZATION

In this large-scale census operation, allied agencies played a crucial role. The following is a brief description of the roles that the consulting firms NADRA, NTC, Armed forces and SUPARCO played in providing hardware and software for the Digital Census.

Involvement Of Government Organization For Digital Census

Tasks	Description	Government Organization
Tablet device and allied accessories	Provision of 126000 tablet devices and allied accessories Provision of 126000 secure data SIMs Hardening and preparation of tablet devices Dispatching and retrieval of tablet device	NADRA
Datacenter Infrastructure	Compute storage and network resources as per NADRA requirements Two site, one primary site at NTC Islamabad and one disaster recovery site at NTC Lahore Intranet and internet connectivity of sites Software licenses required for datacenter	NTC
Census Support Centers	Office, furniture & fixture and internet Coordination with HQ of PBS IT support to field staff Provision of internet devices	PBS PBS NADRA NTC
Call center	Establishment of call center at PBS HQ Operationalization of call center for 6 months Technology transfer to PBS	NTC
Census Software	Provision of complete turnkey solution Hosting of census software solutions at infrastructure provided by NTC Syncing of data and data security	NADRA
High Resolution imagery	Provision of 0.3-meter resolution for 18 big cities and 0.98-meter resolution for remaining areas	SUPARCO
Security	Provision of Security to field staff during the field operation for 7 th population and Housing Census	Armed Forces

DEVELOPMENT OF CENSUS SOFTWARE

Government of Pakistan was fully committed to Conduct 7th Population & Housing Census by adoption of modern technologies as per decision of the Council of Common Interest (CCI). For successful conduct of Digital Census in Pakistan, by using **modern technologies** there was need to develop software modules for each step of digital census. Every Software Modules contain instructions, processing logic for which PBS after detailed meetings and consultation with NADRA finalized the following sixteen census software modules.

S. No	Modules Name
1	HR and Task Assignment
2	Inventory Management System
3	Area Frame Updation Application
4	CATI Interface
5	Complaint Management System
6	Listing Application
7	Enumeration Application
8	Centralized Communication Application
9	Self-Enumeration Application
10	Trend Analysis/Supervisor Dashboard
11	Data Dissemination Dashboard
12	Data Cleaning Module
13	Tabulation/Reporting Module
14	Training Management System
15	GIS Based Monitoring Dashboard
16	GIS Based Decision Support System

DATA COLLECTION THROUGH HYBRID TECHNIQUE

Multi-mode Data Collection Models were used for 7th Population & Housing Census to make the census process more transparent and widely accepted by the masses in order to build confidence building measures on this national level assignment.

- Listing Application
- Enumeration Application
- Self-Enumeration Portal
- Self-Enumeration (Phase-I)

Two main steps of Self-Enumeration are: Launching of fully secured Web-based Self-Enumeration portal ten days prior to Field Enumeration. In order to make the system transparent, Self-Enumeration will be carried out in two steps:

FIRST STEP

Access the portal through secure login/password (authenticated through their cell number by OTP). Unique Token Number (UTN) will be issued via message through portal after completion of Self-Enumeration.

SECOND STEP

Field enumerator physically visited the household and verify the UTN. After physical verification and Geo-Tagging of Household Self Enumeration process used to be completed.

FACE TO FACE INTERVIEW (PHASE –II)

During face to face data collection, the data were collected electronically through tablets (both in Online/Offline Mode) by field enumerators. Pre-installed Digital Census Block Map in Tablet Device was enabled for complete coverage and avoiding overlapping.

MONITORING DASHBOARD:-

The dashboards remained accessible to stakeholders during enumeration to ensure transparency and participative monitoring. The following dashboards were used for real time monitoring.

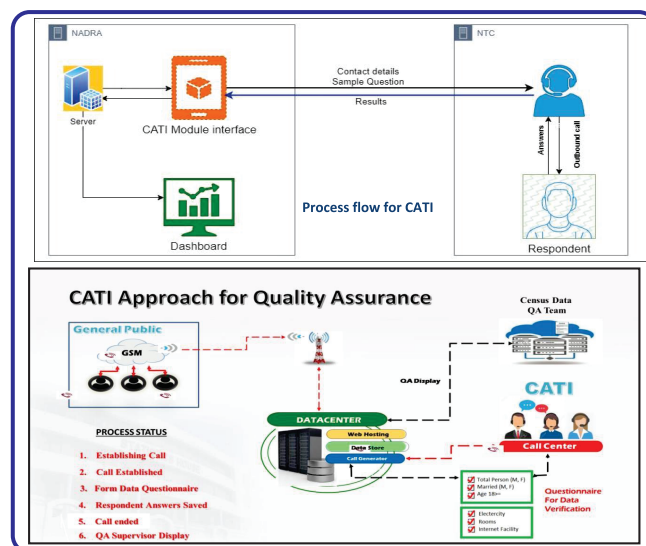
- Trend Analysis
- GIS Field Monitoring
- Mobile Device Management
- Daily Progress During Field Enumeration

QUALITY ASSURANCE THROUGHOUT THE WHOLE PROCESS OF CENSUS

The quality control was performed throughout the Digital Census Preparation steps to ensure the accurate and smooth functionality.

QUALITY ASSURANCE (QA) THROUGH CATI

CATI (Computer-Assisted Telephone Interview) was used to ensure and verify the collected data is accurate or not. CATI is used for cross checking the data collected through enumeration



ESTABLISHMENT OF NATIONAL CENSUS COORDINATION CENTER (N3C)

As per recommendation of CAC; PBS established National Census Coordination Centre (N3C) which was inaugurated by then Federal Minister (PD & SI) on 22nd February, 2022. N3C is an important milestone achieved by PBS to monitor and control the activities of 7th Population and Housing Census- The Digital Census. Equipped with Video walls, GIS monitoring dashboards N3C acts as a hub for centralized decision making with representation of all provinces/regions for coordination and monitoring activities of the Census.



ESTABLISHMENT OF CENSUS SUPPORT CENTERS/CONTROL ROOM

Since the Population and Housing Census is going to be conducted digitally first time in the country, therefore, in order to keep the process smooth and ensure availability of system alive 24/7, dedicated Census Support Centers (CSCs) were established at the Tehsil/Census District level. The CSCs provide close coordination between census district and PBS HQ.

ESTABLISHMENT OF PROVINCIAL CENSUS COORDINATION CENTRE (P3C)

The Provincial Census Coordination Centre (P3C) is a government agency responsible for coordinating census activities within a particular province or territory. The P3C is established at Lahore and Karachi to ensure that the census is conducted efficiently and accurately, and that all residents are counted. The P3C works closely with local authorities, community groups, and other stakeholders to ensure that everyone is aware of the census and understands its importance. The P3C plays a critical role in ensuring that census data is accurate and reliable.

SENSITIZATION WORKSHOPS WITH PROVINCIAL FUNCTIONARIES

As per recommendations of Census Advisory Committee and the directions of Professor Ahsan Iqbal, Minister PD&SI, PBS initiated a series of Sensitization Workshops about first ever Digital Census with Chief Secretaries, relevant Secretaries and functionaries at Provincial levels. The main objective of workshops was to Sensitize Provincial / Administrative Government regarding their roles and responsibilities in data collection, execution, and monitoring of the Census process.

Sensitization Workshop regarding awareness on Digital Census/Data Dissemination for evidence based Policy Making

S.NO	Province	Station	Date
1	Punjab	Lahore	23-05-2022
2	Sindh	Karachi	25-05-2022
3	Balochistan	Quetta	27-05-2022
4	KPK	Peshawar	30-05-2022
5	AJ&K	AJ&K	06-06-2022
6	GB	GB	11-06-2022



CENSUS MONITORING COMMITTEE MEETINGS

Census Monitoring Committee was constituted in pursuance of decision taken in 49th meeting of Council of Common Interest (CCI) to ensure an expeditious, transparent and credible census operation. All important decisions related to Census were taken by the committee during its meetings. Out of **total 16 meetings, 15 were chaired by Prof. Ahsan Iqbal M/o PD & SI**. All collaborating partners like NADRA, SUPARCO, NTC, and stakeholders (provinces etc.) were part of the committee.



CONSULTATIVE MEETING WITH CHIEF MINISTERS OF PROVINCES 19th MAY, 2022

A meeting with all Chief Minister and Provincial functionaries of the region was held under chair of Minister PD & SI on 19th May 2022 to apprise about the latest progress regarding conduct of 7th Population and Housing Census.



MOU WITH NADRA, SUPARCO

- MOU Signing Ceremony between Pakistan Bureau of Statistics and SUPARCO for 7th digital population and housing Census was held on 1st June, 2022.



- MOU Signing Ceremony between Pakistan Bureau of Statistics and NADRA was held on 20th June, 2022



UNVEIL CENSUS LOGO

The “Digital Census logo” was unveiled by Federal Minister (PD & SI) Professor Ahsan Iqbal in a ceremony held on 20th June, 2022.



PILOT CENSUS:

Pilot Census is a comprehensive test of all the census procedures. The primary goal of the pilot census is to test the cartography, methodology, organization structure, data collection method, questionnaires, logistical planning, interaction, and coordination of all resources. Census Advisory Committee (CAC) recommended that Pilot Census be conducted to test the entire procedure. PBS initiated and completed the Pilot Census Preparations, which include staff deployment, establishing support centers and creating training manuals and materials.

TRAININGS OF MASTER TRAINERS AND ENUMERATORS

Training of Master Trainers for Pilot Census was conducted in PBS HQ Islamabad during 5th – 7th **July, 2022**. The training of Enumerators for pilot census was planned from 13th **July 2022 to 17th July 2022**. Master Trainers trained 954 field staff (enumerators, supervisors and PBS representatives) in 27 batches at 25 Admin Districts.

Each batch was trained by a pair of trainers, one from the subject matter and one from IT department. 33 Districts were selected for Pilot Census.



INAUGURATION OF PILOT CENSUS SOFTWARE:

Pilot Census listing and enumeration software for 7th Population & Housing Census (Digital Census 2022) was inaugurated by Syed Zafar Ali Shah, Secretary M/o Planning, Development & Special Initiatives



PILOT CENSUS FIELD OPERATION

Pilot Census to test the tools and technologies for 7th Population and Housing Census was conducted

from 20th July, 2022 to 4th August, 2022 at 33 District all over Pakistan.



FIELD MONITORING

For monitoring of the Pilot Census field operation, PBS's monitoring teams visited the field areas w.e.f 25th July, 2022 to 30th July, 2022. Each monitor visited two blocks and filled at least three questionnaires manually from households and also filled the monitoring form for each block according to the issued SOPs. The purpose of the field operation monitoring was twofold:

- Checking of data collection quality
- More detailed investigation of issues faced during the field operation.



BRAIN STORMING SESSION WITH DEMOGRAPHERS

A brain storming session with demographers to explain methodology of upcoming 7th population and housing census was held on 2nd December 2022. The session included the presentation on conceptual manual, video prepared for the valuable feedback. It ensured that their concerns about methodology were addressed. In addition to that these exposures gave PBS an opportunity to get benefit from the expertise of renowned Demographers.



TRAINING FOR SEVENTH POPULATION AND HOUSING CENSUS

The training to the census staff is a vital component in the successful conduct of Population and Housing Census (The Digital Census) in a country like Pakistan where literacy level is not very high which complicates the process of understanding the census questionnaires and data collection on tablets. The Pakistan Bureau of Statistics has given special attention to the training of Field Staff to achieve the objectives of collecting accurate census Tablet based census data in the 7th Population and Housing Census (The Digital Census).



HIRING OF TRAINING FIRM

PBS engaged a training specialist/ consulting firm SEBCON for designing of training material, to impart training to the master trainers and enumerators by employing modern technologies, and to prepare interactive material for the training purposes dubbed wherever possible in regional languages for better clarity of concepts.

MANUAL OF INSTRUCTIONS

The training firm prepared the Manual of Instructions in Urdu, English, Sindhi for training purposes. The audio/video clips of each question related to questionnaire were prepared in all

regional languages. All the training material (All Manuals, Audio video clips) were vetted by demographer committee

The following types of manual of instructions have been prepared for the Digital Census:

- i. Conceptual Manual
- ii. Field Operational Manual
- iii. Ethical Manual
- iv. Digital Application Manual

TRAINING MECHANISM

The core components of any census are well-designed questionnaire and extensive training. In the same way, the success of 7th population and housing census based on the comprehensive training of field staff on filling out of questionnaires and use of other helpful modules before the start of field activities. Training sessions for the 7th Population and Housing Census —The First Ever Digital Census were planned in three tiers to train following three hierarchical levels of trainees.



Training of Master Trainer(MT)

Training of Trainers (TOT)

Training of Enumerators

Type of Training	Stage-1 Training of Master Trainer (TMT)	Stage-2 Training of Trainers (TOT)	Stage-3 Training of Enumerators (TOE)
Venue	Islamabad(1) NEBAF	Division(76)	District/Thesi/Taluka/Town (992)
Date	5 th to 15 th December, 2022	19 th to 23 rd December, 2022	7 th to 21 st January, 2023
Resource Person	Consultancy Firm	Master Trainers	i) Master Trainers/Trainers ii) PBS Officers
Participants	Master Trainer	i. PBS Officers Selected Officers of other Deptt.	i) Supervisors, Enumerators including reserve staff
Training Days	5 Days	5 Days	5 Days
No of Participants	328	4000 (approx.)	1,21,000

EVALUATION OF TRAINING

For evaluation of each and every aspect of training, different control forms were designed. The evaluation of training for 7th Population and Housing Census is, therefore, performed using the feedback received through control forms, the evaluation of the trainings of each tier was done using evaluation forms. The forms were distributed to all training venues to be filled in by the trainees/enumerators.

ORIENTATION SESSION WITH PROVINCIAL CENSUS COMMISSIONERS (PCC)

Orientation session on 7th Population and Housing Census – Digital Census was conducted with Provincial Census Commissioners (PCC) and Provincial In-charges on 26th January, 2023. Following Provincial Census Commissioners attended the session:

Mr. Ali Bahadur Qazi, Provincial Census Commissioner (Punjab), Mr Rafique A Buriro, Provincial Census Commissioner (Sindh), Mr. Salahuddin Provincial Census Commissioner (Khyber Pakhtunkhwa), Mr. Noor Ahmed Pirkani, Provincial Census Commissioner (Balochistan), Mr. Ch. Muhammad Farid, Provincial Census Commissioner (Azad Jammu and Kashmir), Mr. Rana Muhammad Saleem Afzal Provincial Census Commissioner (Gilgit/Baltistan),



ENGAGEMENT OF NATIONAL AND INTERNATIONAL ORGANIZATIONS

Relevant national and international organizations (World Bank, UNICEF, UNHabitat, WFP, Population Council, FAO, FCDO, UNHCR, SDPI & PIDE) were oriented through dedicated session on 27th Jan, 2023, providing them with a thorough understanding of the procedures and methodology involved in the census. This enhanced their confidence in the process and facilitate their cooperation.

BUILDING CONFIDENCE AMONG MEDIA

Efforts were made to remain engage with the media through interactive sessions and press briefings, enabling them to disseminate accurate information about the census process and outcomes as an ambassadors of PBS. Accordingly, Senior media personnel were apprised about scope and background of 1st ever digital census on 6th Feb, 2023. As media is responsible to update general public about the activities of Digital Census and clear all misconceptions regarding the process. A press briefing in this regard was held on 27th Feb, 2023 at PBS Head office. A press briefing to update media about progress of Digital Census and informed about successful conduct of self-enumeration was held on 16th march, 2023 at PBs Head Office Islamabad.



INAUGURATION OF SELF ENUMERATION PORTAL “20TH FEB, 2023”

Pakistan Bureau of Statistics provided an opportunity to the people of Pakistan to enter their Census Information themselves by availing the facility of Self enumeration portal. This facility could be availed by using any device, anytime, anywhere with internet connectivity. In a historic event on **20th Feb, 2023 Minister of IT & T Syed Amin ul Haque** inaugurated the self-enumeration portal. The portal was one of many technological improvements integrated across the whole census process to digitize the census in Pakistan, bringing it at par with the developed countries that use technology solutions for their census. The self-enumeration portal was launched on **20th February 2023 and remained accessible till 10th March 2023.**



INAUGURATION OF FIELD ACTIVITIES OF FIRST EVER DIGITAL CENSUS OF PAKISTAN

Chief Census Commissioner, Dr. Naeem uz Zafar inaugurated the Field activities of Pakistan's first ever digital Census on **1st March, 2023.**

Face to face interviews along with verification of the data collected through self-enumeration was conducted from **1st March 2023 to 22nd May 2023.** During Field Enumeration of 7th Population & Housing Census-the first ever “Digital Census” of Pakistan all structures were geo tagged for real time monitoring through dashboards for provision of reliable and credible data. The dashboards remained accessible to stakeholders during enumeration to ensure transparency and participative monitoring. Originally, the field work was planned to be closed on **4th April, 2023** according to schedule, but owing to the benefits of

digitization and real time monitoring, the deviations and problems in data were in time identified by the digital system. Therefore, for verification and rectification of such ambiguities, the date was extended three times. This process helped PBS in collecting a reliable data for Policy making and Planning.



TECHNICAL EXPERTS COMMITTEE MEETING

The technical expert committee was constituted in pursuance to the decision of 49th meeting of CCI. Up-till now four meetings of the committee have been convened and the committee recommended to conduct Post Enumeration survey.



DEMOGRAPHERS' COMMITTEE MEETING

CMC in its 9th meeting constituted committee of renowned demographers for "Trend analysis of census data" for 7th Population and Housing Census in the abnormal blocks for further necessary action alongwith forensic audit by NADRA and SUPARCO. Up-till now seven meetings of the committee have been convened and the committee recommended to conduct Post Enumeration survey.



MEETINGS WITH ICT & PROVINCIAL ADMINISTRATIONS

A series of meeting between Pakistan Bureau of Statistics (PBS) higher management and ICT & Provincial administrations, to determine the reasons (gaps) of low coverage in and to devise a targeted strategy to ensure complete coverage were held in National Census Coordination Centre (N3C), PBS head office on 1st May, 2023 with ICT administration and with Provincial Government of Punjab on 2nd May, 2023, KP on 3rd May, 2023, Sindh on 4th May, 2023 and Balochistan on 5th May, 2023.



ANNOUNCEMENT OF CONCLUSION OF FIELD OPERATION

Chief Census Commissioner announced the closure of field operation and all digital activities on 22nd May, 2023 and provided latest update on Pakistan's first ever digital census.



ISSUANCE OF COMMEMORATIVE POSTAGE STAMP

A postage stamp was unveiled to mark the historical milestone of First Ever Digital Census of Pakistan on 8th June, 2023. The ceremony was held at Pakistan Bureau of Statistics head office. The stamp was unveiled by Chief Census Commissioner, Dr. Naeem uz Zafar.





PUBLICITY CAMPAIGN

Keeping in view the fact that an effective Publicity Campaign plays an important role in delivering the message to all target audience to get the desired results, Pakistan Bureau of Statistics (PBS) designed a comprehensive Communication Strategy from start to end 7th Population and Housing Census (First ever Digital Census of Pakistan) that targeted the right audience at right time and fully supported to get the desired response from General Public, Stakeholders and Political parties etc. For achievement of this target media advertisement agencies were hired for print and electronic media and social media publicity campaign.



The selected companies are as follows:

- M/s Mind Map Communication Pvt. Ltd.
- M/s Adage Communication Pvt. Ltd.
- M/s Midas Pvt. Ltd.
- M/s Creative Junction Pvt. Ltd.

The Census Publicity Campaign consisted of advertisements on main stream media, i.e., print electronic, posting on social Media, release of census song, issuance of commemorative Postage Stamp, confidence building sessions and workshops with stakeholders, outdoor campaign and Community awareness programs etc.

SOCIAL MEDIA PUBLICITY CAMPAIGN

The main features of campaign were posting of awareness content (Static and videos) on **six platforms**, use of influencers and blue tick verification of Facebook. Total number of PBS followers on social media are **758K**. Social Media reach of PBS is 32M with 16k mentions and 435k interactions. Presence Score of PBS on Social Media is 69.



PRINT, ELECTRONIC PUBLICITY CAMPAIGN

The details of Mainstream Media Publicity Campaign are as under:

Publicity Mode	No of days	Total Spots / Insertions (Paid)	Total Spots / Insertions (unpaid)	Details Channels/ Newspapers / Stations		Coverage / Viewership / Readership
				National	Regional	
Print	21	420	Interviews + Press releases	12 (per day average)	16	Readership: 4,788 K per day
TV	25	Spots: 789 (9 hours 36 minutes 50 seconds)	13 (interview, beepers) + documentaries + tickers (2 hours 48 minutes)	25	9	182.7 Million (all spots added) (paid)
Radio	25	Spots: 961 (5 hours 57 minutes)	1 hour interview, 2 hours announcements (PSL)	Radio Pakistan	FMs	98% population and 80% of total area in Pakistan (Radio Pakistan) All main Cities (FMs)





JAVED SHEIKH

TV ADS



OUT DOOR PUBLICITY CAMPAIGN

An Outdoor publicity campaign is the most effective way to enhance awareness. Therefore, PBS devised a wide-ranging strategy for Outdoor Publicity Campaign of 7th Population and Housing Census. The outdoor campaign consisted of Banners / Streamers display, Leaflet distribution, branding of PBS offices and vehicles and Community awareness programs such as use of IEC material (bags, caps and vests) by enumerators, meetings at grass root levels, Census Walks, participation in IT Expo and announcements etc. The content was carefully designed in a manner that not only communicated the census message to general public but also motivated them to become a part of this important exercise in huge national interest. Details are evident from following table:

Publicity Mode	Details
International Media Coverage	Articles and Documentaries in BBC News (URDU), ANI, The Times of India, WION (Columbo, Srilanka), South Chins Morning Post
Confidence building of stakeholders	Two rounds of sessions with provincial Governments , Education Seminars / Sensitization workshops for Academia , Researchers etc. at Provincial Headquarters Interactive sessions with Media at Islamabad, Lahore and Karachi. Workshop with Demographers
Outdoor Campaign	Display of 616 banners on Gratis basis on 5 main Airports , toll plazas , Railway Stations , PSO pumps and main locations at Islamabad. 300 streamers at Islamabad and 500 at Provincial Headquarters. Branding of vehicles used by different offices of PBS. Distribution of 100,000 banners at Public places like toll plazas , PSL Matches , markets , malls , educational institutes etc.
Community Awareness Programs	Conduct of Census awareness walks at Provincial Headquarters and participation in IT Expo to promote Self Enumeration.
Grass Root level	Announcements in Mosques, Jirgas/ Baithaks, approach local influential for Community meetings to resolve issues etc.
Media Crisis Management	A team is specially dedicated to search news about Digital Census on mainstream and digital media. The issues that need to be addressed are clarified through social media , press releases and media interaction . Press releases of main activities.
Media Interaction	Press briefings and interactive sessions to bring media on board as an important stakeholder of the Digital Census, building media personnels' awareness of the Digital Census, its role, tools, techniques, systems and methodology.



Interviews And Appearance In Talk Shows



Display of Banners at Railway Stations and Airport





Display of Banners at PSO PUMPS and Toll Plazas

Branding of Vehicle and offices

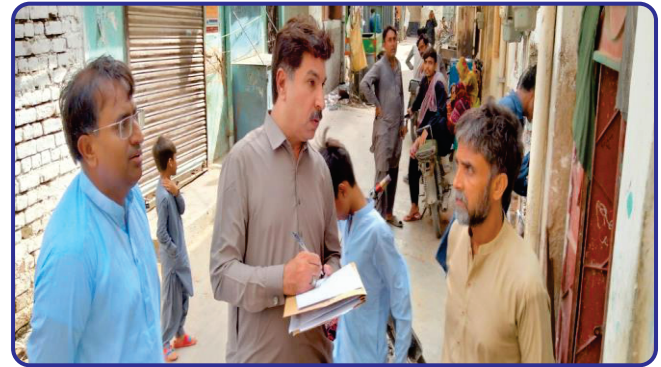


Distribution of Pamphlets



Community awareness through Census Walks and IT expo

Interactive session with Media 13th June, 23



Media Coverage

POST ENUMERATION SURVEY

Post Enumeration Survey (PES) is essential to determine the coverage and quality of census data. The purpose of the PES Survey is to measure the accuracy of the census by independently surveying a sample of the population. The survey estimates the proportion of people and housing units potentially missed or counted erroneously in the census. PES surveys are conducted, to increase credibility of the Census results, usually within the sixth months of the census field operation.

CONDUCT OF PES FOR CENSUS-2023

In order to assess the complete coverage and quality of the PHC, the field enumeration of PES was conducted during **July 8-19, 2023**. The main goal of the PES was to evaluate the accuracy of PHC data by comparing it with the closely monitored quality data of PES. The specific objectives of the PES survey were as follows:

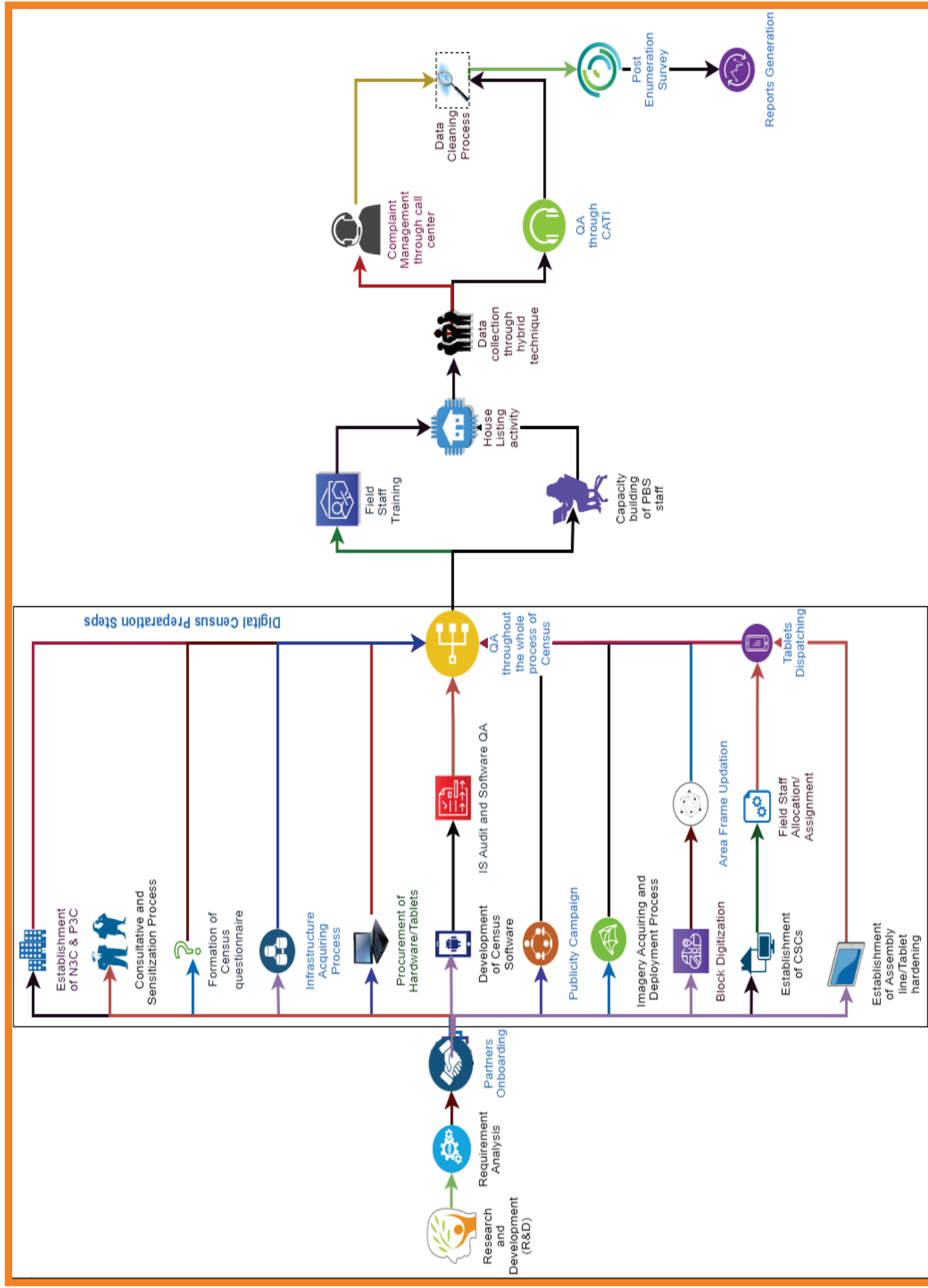
- To evaluate the **accuracy of PHC data by providing quantitative information on coverage and content errors at specified domains of estimation.**
- To provide **stakeholders with quantitative information to enable** the determination of the overall success of the census.
- To provide a **statistical basis for adjustments of census data across domains** if and when it becomes necessary.

• Number of Selected Districts For PES

Name of Province	Total No of District	No of Sample Districts
KPK	32*	12
Punjab	36	13
Sindh	30**	10
Balochistan	34	12
Islamabad	1	1
Total		48

* Three districts of Kohistan not selected *

* Seven districts of Karachi division considered





Pakistan Bureau of Statistics
Ministry of Planning Development and Special Initiatives, Islamabad
Government of Pakistan