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Khyber Pakhtunkhwa Technical Education and Vocational Training Authority (KP-TEVTA)

Communications & Advocacy Strategy

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Peshawar, Pakistan
June 2020

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Glossary of Abbreviations

TTB	Trade Testing Board
CBA	Communication Based Analysis
BTE	Board of Technical Education
KP	Khyber Pakhtunkhwa
NAVTTTC	National Vocational and Technical Training Commission
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

The shortage of skilled staff has remained a major challenge for Khyber Pakhtunkhwa over the past few decades especially in the manufacturing, hospitality, construction, mining and service sectors. The commencement of key projects under the China Pakistan Economic Corridor (CPEC) in the province has created additional imbalances in the demand and supply of skilled work force. Increasing gaps between demand and supply of skilled work force have adversely affected efficiency of the industry which has resulted in lower productivity and the unchanged adjustment of additional labour to the market. As a result, economic growth could not determine the speed needed according to the labour market in relation to the emerging situation. The challenge of reducing skills development gaps and providing decent employment opportunities at national and provincial levels can only be addressed by exploiting the skills available in the skills development field by improving the Technological Training & Vocational Training (TVET) programs in line with industry standards.

The data shows that the number of service organizations stands at 650 numbers calculated at 95% compared to the performance of 36 technical institutions contributing to 5% of TVET service delivery alone. In addition, the capacity of skilled workers provided by technical institutions per year stands at 14,560 people and the skilled labour provided by labour centres is 45,690 people per year in KP which is three times the number of skilled workers produced by technical institutions.

It is important to have a holistic view of the provision of skilled and demanding skills in the industry. Poor demand and supply is one of the causes of TVET student unemployment. To ensure the provision of reliable data to participants, it is important to collect work-related information in the labour market and registration / donation data from TVET institutions

In addition to improving the quality of TVET delivery, advocates for the National Skills for All initiative that incorporate media to spread awareness and build awareness, are focused on using special advocacy drives, to demonstrate individuals how developing skills can improve their health and entree to occupations.

The aim of this strategy is to increase mindfulness of the TVET sector as a whole and current reforms. It too intends to form a helpful atmosphere for smoothing the use of change through organized discourse between target groups and apprising youth of quality vocational training services.

Objectives of the Communications Strategy

The aim of KP-TEVTA is to deliver applicable skills for industrial growth and economic progress, Access, equity and employment and to safeguard quality in line with national skills for all strategy through the NVQF

In line with the KP-TEVTA concentration ranges, the following are the explicit objectives of the communication strategy (consensus) and perceptibility strategy;

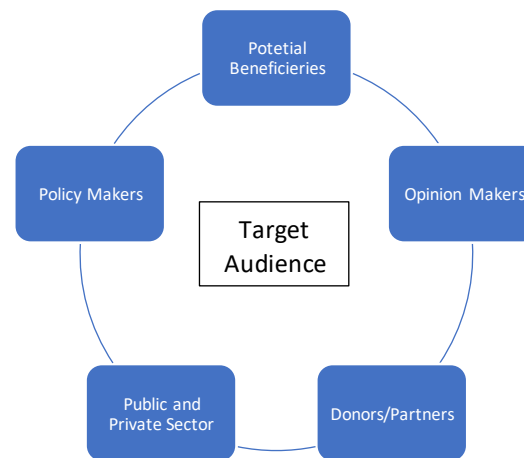
- Act as an architect for public-private partnerships to strengthen partnership in the Khyber Pakhtunkhwa TVET sector
- Create mindfulness among the target groups on TVET and CBT and A excellence exclusively as a means of growing recruitment
- Enhancing enrolment at public and private TVET institutes of the province

Target Audience and the Prevailing Situation

In consultation with stakeholder groups in a workshop, numerous challenges confronted by organizations in the TVET sector were recognized and it was suggested to increase the number of communication activities to achieve the stated outcomes revealed in skills for all strategy.

Outward communication will be vital to play a greater role in raising consciousness of stakeholder requirements, information diffusion of TVET activities and accomplishments, and grave behavioural changes amongst regional spectators' segment to ease the growth and development of explicit TVET programs.

Based on scrutiny of stakeholder requirements, the subsequent are significant visual indicators of the KP TEVTA Communication Strategy



Communication & Advocacy Goals and Target Groups

Target Audience	Communication based analysis	Communication and advocacy goals
Policy Makers	<ul style="list-style-type: none"> • Inadequate consideration of economic and social benefits of investing in human capital • Partial understanding of TVET sector requirements • Limited mindfulness of necessities of demographic dividend 	<ul style="list-style-type: none"> • Understanding the reputation of quality TVET, particularly market-oriented CBTA's economic, social and developmental benefits • Inform the target audiences about the capabilities and needs of the TVET sector to accomplish its growth goals, as echoed in the National TVET Policy and National Skills for All Strategy. • Highlight the Dividend population dividend requirements TVET reform (greater accessibility, improved quality) and likely benefits for youth • Form a deeper thoughtfulness of the benefits of CBTA in the spectators and support roll out of CBTA
Private Sector	<ul style="list-style-type: none"> • The private sector is reluctant to partake in government TVET institutes • Incredulity in PPP in TVET design and delivery • Inadequate thoughtfulness about comparative returns of capitalizing in skills development of the labour force 	<ul style="list-style-type: none"> • Let employers recognize that the economic paybacks of skilled workforces are worth the investment • Apprise the private sector about government's genuine endeavours to advance the quality, compliance and integration of TVET prospects into prevailing programs

Probable Recipients	<ul style="list-style-type: none"> • Comprehends the paybacks of a recognized TVET certification, but does not have statistics about employers' requirement for more qualifications • Data gap on TVET prospects • Meagre vision and low TVET image as a whole 	<ul style="list-style-type: none"> • Inspire the spectators of the improved earning and career progression prospects because of national level certification (NVQF) • Create awareness about the paybacks of the quality TVET provision (CBTA)
Opinion Makers	<ul style="list-style-type: none"> • Inadequate consideration of TVET sector Requirements • Partial understanding of economic & non- Economic paybacks of capitalizing in human resource development and TVTE infrastructure 	<ul style="list-style-type: none"> • Incorporate the opinion makers for accentuating the socio-economic paybacks of TVET
Donors/NGOs/ Potential Partners/MFI's	<ul style="list-style-type: none"> • Dearth of donors' synchronization mechanism • Lack of ties with the MFIs • Limited understanding of attracting funds 	<ul style="list-style-type: none"> • Attract more partners as training providers • Promote entrepreneurship and self-employment • Arrange supplementary funding resources for development of TVET sector

Communication Actions

The actions for enactment of the communication and advocacy strategy are envisioned for every single cluster bestowing to their explicit requirements and level of thoughtfulness. The communication/advocacy strategy will entail the succeeding intervention areas according to the particular audiences:

S.no	Activity	Target Spectators	Purpose	Medium /Tools
1	TVET awareness sessions	Students/Teachers/ Community	To aware the youth about career paths in TVET sector	-Information sessions -Public meetings -Group discussions -Social media platforms -Print and electronic media
2	Development and dissemination of Public Service Messages on TVET	Students/parents/ community	To create mindfulness about the reputation of TVET	-Social media campaigns -Radio programs -Cable networks -Pamphlets -Highlighting success stories on available media channels -TVET magazines
3	Organize TVET visibility Events	-Policymakers -TVET providers -Industry -Opinion makers	To create consciousness about the reputation of TVET	-Ceremonies/Workshops -Skills exhibition -Skills competition
4	Sensitization Session with policymakers and TEVTA board on TVET Reform	Parliamentarians/Bureaucracy /TEVTA Board Members	To create awareness on the TVET reform	-BoD meetings
5	Radio branded program on opportunities in TVET for youth	Students/parents/communities	To create awareness on the importance of TVET and its link to decent career path	-Radio

7	Media Sensitization Session on TVET Reform in KP	-Media persons	To highlight the government's efforts for reforming the TVET sector	-Visits of journalists to the institutes -Media briefing sessions -On-boarding media in important events -Press briefs
8	Branding of KP-TEVTA (Annexure 1)	All TEVTA staff	Creating corporate image of KP TEVTA	-Use of uniform templates at all levels -Market products/services produced by the institutes -Print Calendars, diaries, Pens, mugs
9	Development and dissemination of audio/video material for increasing cooperation between public and private sector	-KP-TEVTA -Institutes management	Bridging the gaps between public and private sector Image building of TVET and blue-collar jobs Enhance the importance of skilled workers	-Electronic and print media -News letters -Joint forums
10	Update websites of TEVTA and QABs on regular basis	-KP-TEVTA -TTB-KP -BTE-KP	-Ensure access to information and important updates -Ensure availability of all NVQs on the websites of QABs -Announce results on website	-Official websites of the TEVTA and QABs
11	Publications	KP-TVETA	-Information disseminations on TVET reforms	-Prospectus -Leaflet -Magazines -News letters -Annual progress reports -M&E reports

12	Introduce performance-based incentives for the institutes	KP-TEVTA	-Encourage the high performers -Set examples for others	-Award distribution ceremonies -Financial rewards
13	Advocacy for mitigating cultural barriers wrt gender mainstreaming	-KP-TEVTA -Institutes Management	-Highlight the importance of TVET wrt to women -Highlight prospects of TVET among the community -Enhance women participation in TVET	-Awareness sessions at girls' schools -Sessions with the community elders -Social media campaigns -Editorials -Success stories
14	Exposure visits	-KP-TEVTA -Institutes management	-Develop ties with the local industry	-MoUs/agreements with the BIAs -Work-place based trainings -Information dissemination -IMCs
15	Link skilling Pakistan web-based platform with all TVET institutes	-NAVTTTC -KP-TEVTA	-Link pass-outs with the labour market	-Create separate domain for KP-TEVTA -Link every institute with the website for uploading of the data of pass-outs

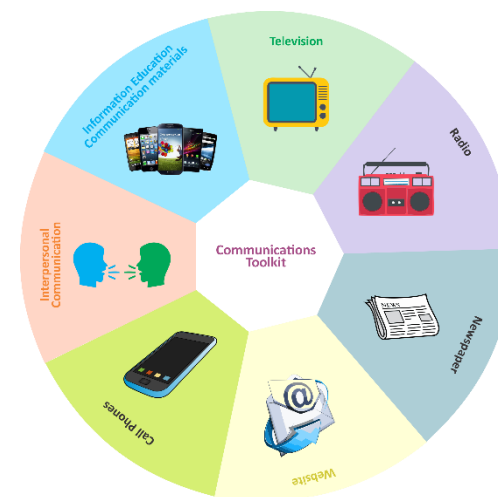
Communication Toolkit and Approach

Resourceful procedures essentially be presumed for execution of this communication strategy. This might encompass including partners from private sector and business industry associations (BIAs) to apprise the target groups about the contemporary reforms as well as accomplishments and forthcoming potentials of TVET sector.

This strategy will further be construed and synced with annual academic plans of KP-TEVTA and QABs. The strategy will be instigated and monitored at strategic and operational levels. At strategic level, KP-TEVTA will support the implementation through a designated communication officer while at operational level, most of the functions will be carried out through CCJP offices under the supervision of institute Principals.

Moreover, the KP-TEVTA will cooperate with and encourage the BIAs to exploit the existing resources and organizational set ups to connect with broader target audiences and to publicize the benefits of effective and quality delivery of TVET in the best of wider public interest.

Numerous tools of communication would be used such as events, newspapers, television, social media, websites, indoor, outdoor advertising and audio and video illustrations throughout the execution of this communication strategy. The application of the tools such as straight or indirect activities would be associated with the certain target group. Whereas selecting the tools of communication, due attention will be assumed to the significance of the communications, target audience, social and regional sensitivity in terms of access to the sources of statistics. The enactment of the strategy will be steered by rollout plans (Annexure 1 &2)



Monitoring and Evaluation

Endorsed outside media drives filled with targeted actions and outreach endeavours planned to spread the message and influence a variety of target audiences that are pertinent to every drive theme and message. To confirm drives, stay germane and last to attain the quantified aims. KP-TEVTA will follow a consistent systematic system of monitoring and evaluation.



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