

Self Assessment Report on Project Implementation

Pakistan:

Initiation of public awareness campaigns at different levels

Pillar 3 – Supporting Active Public Involvement

Implementing agency/ contact:	National Accountability Bureau (NAB) National Anti-Corruption Strategy (NACS).
Project budget:	Rs.150 million. National Accountability Bureau has already allocated Rs. 10.25 million to the project. Another 50 to 100 million rupees are expected from the sponsors and government of Pakistan
Starting date:	15th October 2003
Closing date:	Keeping in view the objectives of the campaign it is envisaged that it would extend to at least 10 years.

Project description:

The priority reform area selected by Pakistan, "initiation of public awareness campaign at different levels", has been merged with the overall anti-corruption strategy given by the National Accountability Bureau. The awareness campaign, which has already been launched, will be carried out at a national level. It will use the electronic and the print media, workshops and seminars to achieve the objectives given below. The project team is also interacting with public office holders, civil servants, the cooperate sector, educational institutions and the general public to form a broad based coalition. The awareness campaign is also using institutional channels, such as schools, colleges and even the Pakistan Civil Services Academy to enhance the level of awareness against corruption. Curriculum changes are being made in collaboration with the Ministry of Education to make it more value based.

Project objectives and scope

The project aims to enhance the level of awareness in the society against corruption; the adverse effects it has on the development and progress of the society as well as on the individual. It also aims to enhance an individual's knowledge of his own rights and the states responsibility towards her/him with an objective to create an environment, which fosters self-sustaining accountability. Finally the aim is to make a shift from reactive unilateral approach against corruption to a broader approach through support and mobilization of society.

Project inputs (project components and implementation steps)

The National Anti-Corruption Strategy (NACS), a project by National Accountability Bureau advocates a comprehensive strategy against corruption based on awareness, prevention and enforcement. The awareness campaign has been initiated and has the following components:

- A. Media Campaign.
 - I. Talk shows on various TV channels. Eighteen of such shows have been planned which would be ready to go on air by middle of December 2003.
 - II. Specially developed TV public service messages of 35, 15 and 10 seconds to be run on various TV channels.
 - III. 150 outdoor hoardings of various sizes, hand painted/skins, all over the urban centers in Pakistan.
-

ADB/OECD Anti-Corruption Initiative for Asia-Pacific

The Secretariat

- IV. The NACS logo, which has been finalized will appear along with an anti-corruption message on utility bills (electricity, telephone, gas).
 - V. Specially developed investigative documentaries highlighting corruption would be run on various TV channels on issues related to corruption. These documentaries would also cover case studies of those state institutions, which have been successfully reformed.
 - VI. TV serials/dramas emphasizing moral values and ethics would be aired. Two such serials based on real life National Accountability Bureau cases have already been aired.
- B. Inculcation of sound moral values at school, college and university levels and during pre-service training of civil servants.
- I. Workshops are presently being conducted in collaboration with Ministry of Education to introduce anti-corruption themes in the curriculum. Final recommendations would be forwarded to the Ministry for implementation.
 - II. Interaction has also been initiated with the Pakistan Civil Services Academy, the aim is to introduce courses on good governance, ethics and accountability.
 - III. Awareness against corruption would be enhanced at school and college level through debates, essay-writing competitions and organizing special events. Care is being taken to convey the message in a subtle manner without mentioning words such as corruption. Emphasis is on inculcation of moral values and ethics.
- C. Interaction with Public Office Holders On Anti-Corruption Themes.
- The first amongst a series of sessions have already been held with the federal as well as the provincial cabinets. Initially the aim is to inculcate a sense of ownership on the part of the public office holders so as to build a coalition for the awareness campaign.
- Similarly workshops and seminars have also been designed at the national, provincial and district level.

Project outputs

The project is looking for a society, which is more aware of its rights and is cognizant of the evils of corruption. The project also seeks to create an environment, which fosters self-sustaining accountability.

Project benefits & risks

Successful implementation of the project would mean a more aware society and all the cascading benefits this would entail.

The project is looking forward to bring in attitudinal changes in the individual as well as the society. The project designers understand that any effort to bring in such changes would be long drawn process. National Anti-Corruption Strategy (NACS) under whose umbrella the project has been launched also recommends as a comprehensive strategy, simultaneous reforms in selected core areas within the good governance paradigm. The NACS team along with the concerned stakeholders is presently in the implementation phase of the strategy. It is understood that the society would need to see tangible improvements before they begin to register the message being conveyed through the awareness campaign. Another risk area is that by its very nature the project would be extended over a number of years, which means consistent input and long term funding.

Output evaluation

Six monthly surveys gauging the perception of the people about the project have been designed. Because of the nature of the objectives the success of the project cannot be evaluated in empirical terms. However perception indicators have been identified and are included in the format of the surveys. Furthermore an independent company of repute will conduct surveys/ focus groups at various intervals to maximize the efficiency of the project.

ADB/OECD Anti-Corruption Initiative for Asia-Pacific

The Secretariat

Project design changes

The project strategy would remain flexible and stock would be taken after every survey. Similarly the surveys would be helpful in identifying changes if they are needed.

Project overall assessment

On-going.

Follow-up action and recommendation

On-going
