

Strengthening State Building through Strategic Government Communication (SSBSGC) 00059207
Annual Work Plan 2008

UNDAF Outcome	By 2008, an effective more accountable and more representative public administration is established at the national and sub-national levels, with improved delivery of services in an equitable, efficient and effective manner.
Intended Outcome as stated in the Country Programme Results Framework:	The democratic state and government institutions strengthened at national and sub-national levels to govern and ensure the delivery of quality public services including security with special attention to marginalized groups.
Applicable MYFF Service Line:	Public administration reform and anticorruption.
Intended CPAP Output:	Public sector capacity strengthened through the development of civil service at the central and sub-national levels, the establishment of accountability mechanisms and the enhancement of information management for better service delivery.
CPAP Output indicator(s), baseline and benchmark: Baseline: Benchmark 2010:	Number of central/local government institutions with information management capacity.
Project title and ID:	Strengthening State Building through Strategic Government Communication (SSBSGC) Project, ID 00059207

A. Development activities

Output 1: An effective government communication strategy prepared and government communication with its citizens improved

Annual Target / Deliverables: Government communication strategy developed and finalized

Indicator(s)

Communication strategy paper finalized by December 2008

Baseline: No strategy

Benchmark: Strategy paper finalized by December 2008

Planned Activities	Responsible Party	Planned Budget			Funding				
		Inputs description	Acc. Code	Budget description	Total Amount	Donor	Funded	Unfunded	
1.1. Assessment of the required public information and communication policy, including an assessment of strengths and weaknesses of present government communication activities (of OoP, ministries, etc.) 1.2. Organising consultations and discussions with different stakeholders for developing a clear communication strategy 1.3. Development of a government communication strategy 1.4. Partnership building and networking with the press, radio and television networks (international, regional, national and sub-national). 1.5. Capacity assessment in the OPS, line ministries and provincial information hubs. 1.6. Technical assistance for strategic media planning, media management, coaching of ministries and advocacy. 1.7. Development of professional websites and archiving system. 1.8. Developing systematic linkages and support mechanisms with UNAMA at national and sub-national level. 1.9. Development of systematic linkages with Provincial Information Hubs	UNDP		71200	International Communication Expert (1 person/ 3 months)	60,000	DFID	60,000	0	
			71300	Local Consultants (15 Person 6 months)				0	
					35460			35460	0
									0
									0
			75100	Facilities and Administration 7%	7,185.16		7,185.16	0	
Output 1 Sub-Total					102,645	DFID	102,645	0	

Output 2: Capacity of the OPS and provincial information ability developed for the implementation of an effective communication strategy.

Annual Target / Deliverables: Provided media training for the President's Press Officer and other officials in the President's Office		Indicator(s) Number of staff at the OPS, as well as provincial staff, trained on strategic communication, media relation, media monitoring, media analysis, reporting and production At least 5% annual increase in the proportion of female staff in the OPS across all levels Number of people trained in areas as per their ToRs Number of civil servants/ young graduates in the OPS. Number of civil servants/ young graduates in the PRR. Capacity of the civil servants/ young graduates trained to carry out the implementation of the effective communication strategy.						
Planned Activities	Responsible Party	Planned Budget				Funding		
		Inputs description	Acc. Code	Budget description	Total Amount	Donor	Funded	Unfunded
2.1. Provide a wide variety of specialist training to the staff of the OPS 2.2. Recruit technical support to the OPS for development and implementation of an effective Capacity Development strategy. 2.3. Procure equipment and instruments for the OPS for effective communication (media relation, media monitoring, media analysis, reporting and production). 2.4. Developing proper organisational structures for the OPS and the Provincial Hubs 2.5. Conducting capacity assessment of the OPS and the Provincial Hubs to determine the number of staff needed 2.6. Restructuring the OPS, develop/revise ToRs and functions 2.7. Developing work plan for PRR implementation 2.8. Discussion the implementation of PRR process with IARCSC 2.9. Implementing training for Provincial Information Hubs. 2.10. Organise regular exposure visits and regional exchanges for OPS, Provincial Information Hubs and line ministry public information staff. 2.11. Ensure implementation of the communication strategy 2.12. Undertake assessment of the implementation process	UNDP		72145	Trainings	20,000	DFID	20,000	0
			71200	International Consultant, Re-engineering Structure (1 Person/1months)	20,000	DFID	20,000	0
			72200	Equipment/Furniture/Office Mnachinery/Vehicles	90,000	DFID	90,000	0
			72100	Contractual Services-Copanies	5,000	DFID	5,000	0
			72400	Communication/Audio,Visual	10,000	DFID	10,000	0
			71600	Travel	15,000		15,000	0
			72800	IT equipments & supplies	18,000	DFID	18,000	0
			74200	Print/Production/Translation costs	20,000	DFID	20,000	0
			66100	Overtime & Night Differencial	3,000	DFID	3,000	0
			71400	Service Contracts -Individuals	473,182	DFID	473,182	0
			75100	Facilities and Administration 7%	50,745	DFID	50,745	0
Output 2 Sub-Total					724,927	DFID	724,927	0
A. Development activities Total					827,572	DFID	827,572	0
B. Project other costs								
Management Costs	Responsible Party	Planned Budget				Funding		
		Inputs description	Acc. Code	Budget description	Total Amount	Donor	Funded	Unfunded
Staff, Equipment and Running Costs, and Project Communication, Monitoring and Reporting			71400	Contractual Services Individual	131,487	DFID	131,487	0

	UNDP	72500	Stationary & Other Supplies	2,500	DFID	2,500	0
		74500	Miscellaneous	2000	DFID	2000	0
		72700	Special Events, Meeting s	3500	DFID	3500	0
		73400	Rental & Maintenance	12,000	DFID	12000	0
		72200	Equipment/Furniture/Office Mnachinery/Vehicles	40,000		40,000	0
							0
							0
			75100	Facilities and Administration 7%	14,413.00		14,413.00
Management Costs Sub-Total				191,487	DFID	191486.97	0
Evaluation	UNDP						
Evaluation Sub-Total							
Audit	UNDP	72100	Contractual Services Companies	1,333	DFID	1333	0
		75100	Facilities and Administration 7%	100.33	DFID	100.33	0
Audit Sub-Total				1,433	DFID	1433.33	0
B. Other project costs Total				192,920	DFID	192,920.30	0
C. Security Cost	C. 5% of the total budget(security costs)			53,710	DFID	53,710.13	0
GRAND TOTAL (A+B+C)				1,074,203	DFID	1,074,202.69	0