



Islamic Republic of Afghanistan

Communication Strategy
for
Competition Promotion
and
Consumer Protection Directorate
(MINISTRY OF COMMERCE AND INDUSTRIES)

JULY 2012 – March 2013

Table of Contents:

1.0 Acronyms and Abbreviations.....2

2.0 Communication Strategy Background.....3

 2.1 Introduction.....3

 2.2 Background.....3

 2.3 Rationale for the strategy.....4

3.0 Objectives, Strategic Communication Issues and Actions.....5

 3.1 Goals and objectives.....5

 3.2 Strategic communication issues.....5

 3.3 Strategic communication actions.....5

4.0 Communication Challenges and Opportunities.....6

 4.1 Communication challenges.....6

 4.2 Communication opportunities.....7

5.0 The Strategy.....7

 5.1 Key message areas.....7

 5.2 Target audiences.....8

 5.3 Communication approaches and channels.....10

6.0 Management and Implementation.....11

7.0 Monitoring and Evaluation.....11

 7.1 Monitoring.....11

 7.2 Evaluation.....12

8.0 The Budget.....12

9.0 Action Plan.....13

1.0 ACRONYMS AND ABBREVIATIONS

ACBR	Afghanistan Central Business Registry
ACCI	Afghan Chambers of Commerce and Industry
AISA	Afghanistan Investment Support Agency
ANDS	Afghanistan National Development Strategy
ANSA	Afghan National Standards Authority
ATRA	Afghan Telecommunication Regulatory Authority
CPCPD	Competition Promotion and Consumer Protection Directorate
CSOs	Civil Society Organisations
EPAA	Export Promotion Agency of Afghanistan
IEC	Information, Education and Communication
MAIL	Ministry of Agriculture, Irrigation and Livestock
MoCI	Ministry of Commerce and Industries
NDS	National Directorate for Security
TV	Television
UNCTAD	United Nations Conference on Trade and Development
WTO	World Trade Organisation

2.0 COMMUNICATION STRATEGY BACKGROUND

2.1 Introduction

Communication in simple terms is a process of sending and receiving a message in which participants not only exchange information, but also create and share meaning. Communication requires that transmitted content is received and understood by someone in the way it was intended. In the corporate world, communication helps the organisation carry out its thoughts and visions to the people in an effective manner. Effective communication includes creating a common perception, changing behaviour and acquiring information. Therefore, this communication strategy is designed to help Competition Promotion and Consumer Protection Directorate (CPCPD) to effectively communicate to its stakeholders including the general public about the competition and consumer law, one of the landmark commercial laws that the Afghan Government has developed. The Directorate is responsible for ensuring that consumers are protected from sub-standard and dangerous goods and also guard against abuse of market power and other anti-competition practices.

2.2 Background

The constitution of the Islamic Republic of Afghanistan embraces the importance of economic activity to ensure that the nation is prosperous and progressive, translating into the improvement of the living standards of the people. The constitution adopted the “market economy” principles that encourage private capital and enterprises with an efficient functioning of a market economy that has enterprises that are able to operate on the basis of “free and fair” competition. The Competition Promotion and Consumer Protection Directorate (CPCPD) previously known as Fair Trade Directorate within the Ministry of Commerce and Industries (MoCI) was established in May 2011 with three departments, namely Competition Promotion, Consumer Protection and Outreach and Communications. The Directorate’s goals are i) to ensure effective competition on the market, thereby enhancing consumer welfare and supporting economic growth, ii) to ensure consumers are protected from sub- standard products and services iii) to develop an administrative structure that permits the establishment and defence of consumer rights and iv) to ensure that domestic market structures are competitive.

To achieve these objectives, the CPCPD has taken a leading role in drafting a competition and consumer law. The law seeks to enhance the country’s economic efficiency and ensure that freedom of trade is carried out by various players on the market. It also aims to eliminate or control restrictive agreements or arrangements among enterprises or mergers and acquisitions or abuse of dominant positions of market power that limits access to market or restrain competition that retards trade and economic development. Essentially, the law is intended to promote efficiency and at the same time maximize the protection of consumers in conformity with the provisions of the Afghanistan National Development Strategy (ANDS).

The Afghan government has initiated programmes for the prevention and detection of the export, import and smuggling of products that have infiltrated the local market. The MoCI has also created a national trade policy that will be directing trade in relation to public consumer protection, resulting in the importation, exportation and sale of products with adherence to the best manufacturing and distribution practices. CPCPD will be responsible for ensuring that the information is disseminated to the stakeholders, and in collaboration with its key partners, will provide technical backstopping to the business firms/enterprises and act as a link between the Ministry and stakeholders.

2.3 Rationale for the Strategy

The lack of knowledge amongst the population coupled with the informal distribution channels of goods on the market and several other factors, provide an opportunity for counterfeiters to offer cheaper prices to the buyers for sub-standard products. As Parliament is yet to enact the competition law, a number of communication driven processes need to take place to create a conducive environment for kick-starting the creation of public awareness. These processes will be guided by this communication strategy that has been designed to provide a framework required for proper planning, implementation, monitoring and evaluation of all the communication interventions for the law. The strategy also outlines the goals and objectives and communication approaches to be followed in order to achieve the expected results.

The following factors have necessitated the development of this communication strategy:

- a. Afghanistan has many porous border entries that are aiding various illegal activities by importers as well as producers of fake/sub-standard products on the domestic market, making the prevalence of counterfeit and dangerous products have serious consequences to public health. With weak or no regulatory systems, inspection of manufacturing premises, distribution outlets and ports of entry, Afghanistan has been a fertile ground for production and circulation of a wide range of counterfeit products. As the country prepares to pass the Consumer protection law which will strengthen the regulatory system, it will require adequate dissemination of information to sensitize the general public on the law.
- b. The competition and consumer law is a new government initiative, hence the need to raise awareness about its existence and enforcement mechanisms, and also to explain the roles and responsibilities of various stakeholders. The CPCPD will play a critical role in the realisation of the law in matters of service delivery in accordance with the Government's strategic plan to endow the country with a thriving market economy.
- c. Since the CPCPD is part of the Government entity, provision of information to stakeholders including communities, is the Government's responsibility and as such the information given is instrumental in empowering the people who, in turn, can hold both their own Government and other service providers accountable.

3.0 OBJECTIVES, STRATEGIC COMMUNICATION ISSUES AND ACTIONS

3.1 Goals and Objectives:

In concert with broad based CPCPD's framework and the rationale for developing this strategy, the overall goal of the communication strategy is to "raise public awareness" on key issues about the competition and consumer law and change the business behaviour. Specific objectives of the strategy are:

- i) to inform the stakeholders (consumers, manufactures, suppliers, traders and other service providers) about the competition and consumer law and the implications of using sub-standard or expired products.*
- ii) to sensitize the public about their rights and responsibilities in relation to the abuse of market dominance by business establishments/enterprises that exploit consumers through unfair pricing of goods and services etc.*
- iii) to build a relationship and promote collaboration between CPCPD and all major stakeholders as key resources of information dissemination critical for the effective implementation of the law.*
- iv) to promote information and knowledge sharing among the business interest groups.*

3.2 Strategic Communication Issues:

Following a thorough investigation, the following were identified as strategic issues that the communication strategy needs to address:

- i. The illegal business done through smuggling and use of falsified products are issues of serious public concern. Counterfeiters smuggle goods through illicit channels or through lawful, but poorly regulated supply system and to some extent through bribery. It will require the behavioral change of business practices.*
- ii. The Afghan Ministry of Commerce and Industries has created a national trade policy that will direct trade issues as they relate to public consumer protection resulting in the import, export and sale of products with adherence to good manufacturing and distribution practices.*
- iii. Inadequacy of information and knowledge by the Afghan population about the implication of using sub-standard and expired products to human health and the best business practices remain issues of great concern.*

3.3 Strategic Communication Actions:

In order to address the specific strategic communication issues in 3.2, the following are the strategic actions to be undertaken:

- i. Hold awareness creation workshops with the business community including suppliers, importers/exporters and traders on the importance of an effective and internationally recognised standard of products they deal in.
- ii. Raise awareness among the general public including high school and college students (who are buyers and potential buyers) on World Trade Organisation (WTO) standards on trade of all types of manufactured goods in tandem with the recommendations of the United Nations Conference on Trade and Development (UNCTAD).
- iii. Sensitize the traders associations and the entire business community on existing requirements of import and export rules that demand compliance and address the issue of market dominance by business firms/individuals.
- iv. Sensitize the business related entities (Chamber of Commerce) and government officials in importing countries like Pakistan who restrict imports from Afghanistan because of their belief that their territory is being used as a dumping place for low quality goods. To ease the misunderstandings, efforts should be made to create an environment that will foster regional trade for the economic benefits of all neighbouring countries.
- v. Clarify the interfaces between various Government Ministries/departments and agencies whose responsibilities and mandates are complementary in the enforcement of the competition and consumer law.
- vi. Make regular updates on the progress of outreach activities (campaign) to be posted on the CPCPD website including links to the MoCI website and sharing the same with media houses for publication.

4.0 COMMUNICATION CHALLENGES AND OPPORTUNITIES

4.1 Communication Challenges:

Afghanistan has had a troubled history of war and the relics of the war are visible. The challenge in the post war era has been to restore social services and public infrastructure such as electricity, roads, etc. Despite efforts to improve the infrastructure development, much of the country still lacks good communication system, strong government capacity and a law to regulate business as it tries to align itself to the international economic realities. Also, the absence of a consumer watch dog and effective Civil Society Organisations (CSOs) to check social ills including business malpractices that have considerably resulted in disadvantaging the consumers, poses a challenge of having a law-abiding business sector.

However, the democratic space has laid a wider track for freedom of speech and participatory framework with a burgeoning media enterprise. There has been an exponential rise in the number of private media entities - print and electronic, and most of them enjoy wide

coverage. Also, there is a great deal of community radio stations across the country that is offering reliable source of information for the rural and peri-urban communities.

The Afghan people have long come across the poor quality of products on the market and recognised the negative impacts of such products in relation to their livelihoods. However, they have not been able to find any solution to this problem due to several factors, mostly due to lack of knowledge or having limited knowledge on how to deal with such issues.

4.2. Communication Opportunities:

- Radio stations: Despite all communication challenges, radio has the widest coverage across the country. There is also a relatively large portion of coverage by community radios that are in most parts of the country which fill the gap left by other media.

- Newspapers: The importance of newspapers cannot be discounted because they still provide an opportunity for the emerging literate groups of the urban and semi-urban areas. Newspapers also provide a leeway to reach out to the elite group of the society, policy makers and to the international donor community and foreign missions.

- TV: Television provides an opportunity for reaching out to the influential people such as policy makers, politicians, opinion leaders, service providers and so it serves as a useful tool for communication.

- Mobile phones: The presence of mobile phones in the rural areas harnesses communication in areas that are not reached by the conventional media outlets, i.e. radio, TV and newspapers. The call waiting tunes on mobile phones shall also carry campaign messages.

5.0 THE STRATEGY

With a society mostly made up of semi-literate and illiterate segments of the population, messages need to be tailored such that they attract the attention of all sections of the population. To attract greater attention and interest, some local celebrities will be involved in the campaign messages and other information materials for the simple reason that they enjoy massive public support and trust. Messages developed will be disseminated as broadly as possible in Dari and Pashto. In particular, radio messages in Pashto can be shared with radio stations located in the communities where Pashto is widely spoken.

5.1 Key Message Areas:

The communication strategy messages will centre around the following areas:

- i) Competition Policy: - This has the potential to bring sanity to the bad business practices and safeguard the interests of small and medium-sized businesses (SMEs) against market powers.

- ii) Competition Promotion: - Competition in business will create a healthy environment to keep away the sub-standard products from the market, forcing traders to be sensitive to consumer needs. The competition will also level the playing field and help minimize the monopoly by some business groups.
- iii) Consumer Protection: - This will activate quality living standards of the Afghan people as their wellbeing will not be compromised by poor quality products. The knowledge that the consumers will acquire will equip them to be able to make the right choices in the marketplace and protect their own interests.

5.1 Target Audiences:

CPCPD has identified three categories of target audiences - primary audience, secondary audience and tertiary audience. The following have also been identified as the key audiences to be targeted with the strategy messages:

1. Primary audience:

- a) *Schools* – Since the law is new, it is important to target schools and colleges. As part of the society, it is good that students are empowered with information for them to understand the benefits of the new law. With the approval of the Ministry of Education, campaign messages shall be printed on the back cover of note books. Targeting schools will have a multiplier effect because students will be able to share information with their parents and peers.
- b) *Sector Ministries* – Staff in the relevant ministries such as Health, Education, Justice, Finance (Department of Customs & Excise), Interior (Police) as well as government agencies need to understand the importance of the law so that they are able to provide sector norms and standards to ensure quality service delivery. For example, the Ministry of Health can stop trade of expired products and therefore, they need to understand and appreciate the efforts being made to improve the sale of high quality commodities in order to safeguard public health. Similarly, the Ministry of Commerce and Industries as a policy maker and market regulator, has the power to exert influence on the population to follow the prescribed rules that the government and other institutions may set and expect to be adhered to.
- c) *Public at large* – As provided by the universal declaration of human rights, the people have a “right to know” what the government is doing to protect their interests and to those who break the law. As such, information has to be accessible to all.
- d) *Trading Partners (sellers and buyers of products)* – Given the symbiosis between the sellers and buyers, both parties need to know if the products on the market have met the health standards as well as the international trade standards set by the World

Trade Organisation (WTO) and supported by the United Nations Conference on Trade and Development.

2. Secondary audience (those that influence the primary audience):

- a) *Public and Private Professional Organisations* – As institutions composed of professionals they understand trading and consumer issues more and do interact with ordinary people. The relationship with the ordinary people gives them an advantage to share information about the law with traders and buyers. Therefore, there will be exchange of information between CPCPD and the organisations on plans, priorities and implementation of activities.
- b) *Traders Associations* – As actors and direct beneficiaries, it is necessary that they clearly understand the importance of complying with the consumer law in relation to the WTO standards and how this will create trust and transparency between consumers and traders themselves. Also, understanding of the law will enhance their business opportunities within Afghanistan and beyond.
- c) *Afghan Chambers of Commerce and Industry* – As an institution offering a range of services to the business community, it is necessary to influence and encourage the business community to apply the internationally accepted standards in order to favourably compete on the global market. Their website can be used to carry information that will communicate to both local and international business interests, ultimately promoting the Afghan products on both local and international markets.

3. Tertiary audience:

- a) *Journalists* - Media is recognised because of its influence and ability to pass information to large populations. Journalists will be oriented in workshops to the nature of communication interventions that CPCPD will make. There will be exchange of information with journalists and they will be educated about the consumer protection law for them to be able to identify appropriate story lines.
- b) *Civil Society Organizations (CSOs)* – As voice of the voiceless, their contribution in development endeavours is paramount to ensure checks and balances.
- c) *Donor Community* – As institutions providing financial support, they need to be aware of the MoCI's comparative advantages and the impact of its work in promoting trade competition and protecting the consumers. This awareness will help consolidate and increase support for the Ministry. Potential development partners also need to be aware of the Ministry's activities and in particular, those undertaken by CPCPD and ways that they can cooperate to achieve common goals. They will

therefore, be informed of the achievements and impact of the support programme through newsletters, videos, photographs, annual reports etc.

5.2 Communication Approaches and Channels:

In order to reach the target audiences, a mix of communication approaches will be used to deliver messages of the strategy - this will include the use of a range of available communication channels such as the mass media (radio, newspapers, internet), workshops and printed materials also known as passive tools (brochures, posters, leaflets, promotional items etc), banners, press releases, photographs and videos.

i). Radio/TV: – They will be used to run programmes and messages to promote the law. The programmes will include discussions, interviews and skits/mini-dramas.

ii). Newspapers – They will be used to run advertisements and publishing reports. Advertisements of several outreach activities will also be carried in the newspapers.

iii). Promotional Materials – This is a visibility initiative aimed at further promoting the campaign. The promotion will be done through the production of various promotional items such as banners, T-shirts, pens, car stickers, mugs, shopping bags, etc. These items will carry campaign messages and will be distributed during the launch of the national outreach programme and the subsequent field programmes. There will also be photography, where pictures taken during events and project related issues will be uploaded on the website and shared with the parent Ministry.

iv). Workshops - There will be a series of workshops with stakeholders as key people in the promotion of the strategy. This will be done to compliment the awareness campaign as the workshops will also serve as fora for the exchange of information and experiences between different stakeholder groups.

v). Media Outreach – There will be use of internet to raise awareness at the national level and beyond. As internet is now popular all around the world, it will be necessary to develop and strengthen the CPCPD website in order to increase access to business information required by the business interest groups and the general public. The CPCPD website will be linked to the MoCI website.

To step up public relations and maximise outreach activities, there will also be press conferences and issuing press releases about the on-going outreach activities and other campaign related matters. In this way the media will be able to give maximum coverage of the campaign. In addition, the following steps will be taken:

- a) *Advocacy*: It will be used to win public support of CPCPD's activities as a better way of bringing change to the entire business context. Advocacy messages will be communicated through the mass media – radio, newspapers and internet.
- b) *Information, Education, and Communication (IEC)*: This will include techniques such as meetings with categories of stakeholders, content-rich information materials

(brochures, posters, leaflets, billboards) and special electronic media programmes as well as the CPCPD website. These communication materials will carry information and education elements necessary for empowering the people.

- c) *Institutional Strengthening*: This will be directed at strengthening the capacity of the institutions with strong link to the activities of CPCPD such as the Ministry of Justice, Ministry of Agriculture, Irrigation and Livestock (MAIL), Ministry of Health and Ministry of Interior. Other institutions will include the Judiciary, the Afghan Chambers of Commerce and Industry (ACCI), Afghan National Standards Authority (ANSA), National Directorate for Security (NDS), Kabul Municipality, Export Promotion Agency of Afghanistan (EPAA), Afghanistan Central Business Registry (ACBR), Afghanistan Investment Support Agency (AISA), Afghan Telecommunication Regulatory Authority (ATRA) etc. The capacity development will help the institutions understand trade issues necessary for driving effective internationally recognised trade rules. This will be done through seminars/workshops.

6.0 MANAGEMENT AND IMPLEMENTATION

The communication strategy will be managed and implemented by the Competition Promotion and Consumer Protection Directorate over a five-month period beginning November 2012 through to March 2013. The implementation will be followed by the evaluation. Evaluation of the strategy will be carried out through the data collection from the stakeholders. The evaluation will also be based on various media campaign messages both electronically and in print. In addition to this initiative, CPCPD will organize a media briefing/conference where the local journalists will be appraised on the activities' progress so that they are able to write success stories as part of the impact assessment exercise.

7.0 MONITORING AND EVALUATION

7.1 Monitoring:

To achieve the desired results, the implementation of the strategy will be monitored monthly. The activities will also be assessed through two periodic evaluation sessions - half-way through the implementation period and immediately prior to the end of the campaign. However, while monitoring print materials such as brochures may be easier, monitoring radio messages may pose some challenges. Therefore, research will be conducted based on one-on-one or focus groups to find out about the people's perceptions and the impact of radio messages.

7.2 Evaluation:

Since the competition and protection law is new, it will be necessary to carry out a survey to establish public knowledge about it. The evaluation tools to be used will include among others, number of brochures produced and distributed, published articles in the press, number of radio messages/programmes produced and broadcast, website publications and updates and awareness meetings/workshops held. The survey will seek public awareness level about the law – what they know about it and how they learned about it. The data collected will also help establish whether there has been growth in the number of consumers who know and can enforce their rights. The sample of survey respondents will be selected using the criteria to be established by the evaluator and the data collected will be useful in assessing the impact of communication.

8.0 THE BUDGET

The following is the structure of itemized expenses for the campaign:

Expenses	Unit	# of units	Rate (in USD)	Costs (in USD)
8.0 Visibility items				
8.0.01 Plastic banners	Banner	50	10	500.00
8.0.02 Mugs	100	10	.50	500.00
8.0.03 Makeshift booths	10	1	200	2,000.00
8.0.04 T-shirts	200	10	1	2,000.00
8.0.05 Women's carry bags	100	10	5	5,000.00
8.0.06 Plastic shopping bags	100	500	0.07	3,500.00
8.0.07 Car stickers	Per set	4	75	300.00
8.0.08 Pens	Per set	5	20	100.00
8.0.09 Notebooks	Per set	5	25	125.00
8.1 Awareness campaign				
8.1.01 Awareness workshops	Per workshop	10	1,200	12,000.00
8.1.02 Public relations (Business meeting with journalists)	One occasion	50	20	1,000.00
8.1.03 Production of brochures	200	10	70/1,000	140.00
8.1.04 Production of posters	200	10	70/1,000	140.00
8.1.05 Production of billboards	2	2	20	400.00
8.1.06 Newspaper advertisement	Per campaign	10	500	5,000.00
8.1.07 Production of magazines	100	5	5	2,500.00
8.1.08 Radio message production	4	-	75	300.00
8.1.09 Radio comedy production	2	-	150	300.00
8.1.10 Radio advertisement	Per campaign	30	60	1,800.00
8.1.11 TV Message production	3	-	500	1,500.00
8.1.12 TV comedy production	2	-	1,500	3,000.00
8.1.13 TV advertisement	Per campaign	10	300	3,000.00
TOTAL =				45,105.00

9.0 ACTION PLAN: JULY 2012 – MARCH 2013

Time Frame	Objective	Activity	Audience	Key Performance Indicators
July – Sept 2012		Develop information materials for the campaign. The campaign materials include radio/TV messages, radio jingles, radio programmes, promos, brochures, roller posters (IEC) etc.		All campaign messages translated into Dari and Pashto.
		a). Produce banners carrying a theme reflecting the nature of the event.		All required banners produced and ready for use.
		b). Produce promotional materials including T-shirts, caps, water bottles, stickers etc.		Firm identified to design and produce the required promotional items.
		c). Produce a series of 10 minute skits for radio/TV on all aspects of competition and consumer law.		Radio programmes produced and broadcast twice a week in the evenings.
		d) Produce comedy series for radio/TV.		Radio/TV comedies produced, ready for broadcast.
		e) Produce messages on billboards.		Availability of billboards.
		f) Make arrangements with mobile phone companies for phone messaging.		A deal successfully reached between CPCPD and phone companies.
		Design a website for CPCPD		Existence of the website
October 2012		Pre-test campaign (IEC& audio visual) materials. Pilot the messages in Kabul and Herat to gauge their effectiveness and modify them accordingly.	Focus groups selected from key stakeholders.	Messages tested and changes made.

9.0 ACTION PLAN: JULY 2012 – MARCH 2013

Nov 12 – Feb 13	1. Inform the stakeholders about the competition and consumer law and the implications of using sub-standard or expired products.	<p>Launch of the national campaign to kick start implementation of the strategy.</p> <p>1.1a. Prepare and issue press release on the launch of the campaign.</p> <p>1.1b Prepare a media advisory and send to media houses.</p> <p>1.1c Hold press conference.</p> <p>1.1d Distribute promotional (T-shirts, caps) and IEC materials to the attendants.</p>	General public, government officials and civil society groups and media.	<p>i. Press release prepared and dispatched to the media houses.</p> <p>ii. Press release published on CPCPD website.</p> <p>iii. No. of media advisories prepared and dispatched.</p>
		<p>1.2. Hold workshops for local journalists to sensitize them on the new law. W/shops to be held in Kabul, Herat, Mazaar Shariff, Jalalabad and Kandahar.</p>	Media.	<p>i. No. of workshops conducted.</p> <p>ii. No. of printed campaign materials distributed.</p>
		<p>1.3. Hold orientation workshops for the Civil Society Organisations (CSOs) in Kabul.</p>	Civil Society Organisations.	<p>i. No. of workshops conducted.</p> <p>ii. No. of printed campaign materials distributed.</p>
		<p>1.4 Hold a stakeholders workshop in 5 key provinces (Kabul, Herat, Mazaar Shariff, Jalalabad and Kandahar).</p>	Manufacturers, suppliers traders and service providers	No. of workshops conducted in all proposed locations.
		<p>1.5 Hold a stakeholder workshops in key provinces (Kabul, Herat, Mazaar Shariff, and Kandahar</p>	Government ministries i.e. Health, Agriculture, Justice, Finance, Commerce and government departments/ agencies including Customs and Excise.	No. of workshops conducted.

9.0 ACTION PLAN: JULY 2012 – MARCH 2013

		1.6 Hold a meeting with trading partners (buyers and potential buyers)	Traders and buyers	Workshop conducted.
		1.7 Make visit to High schools and colleges to brief them on the new law.	Students and teachers	i.No of meetings held. ii. Printed campaign materials distributed.
	2. Sensitize the public about their rights and responsibilities in relation to the abuse of market dominance by business establishments/enterprises that exploit consumers through unfair pricing of goods and services etc.	<p>Inform the public about consumer rights, customer exploitation and other unacceptable malpractices by the business community.</p> <p>2.1 Run radio/TV messages and publish publicity materials in the local press.</p> <p>2.2 Run 30 minute radio /TV discussion programmes about the new law.</p> <p>2.3 Develop the concept for radio/TV comedy about the consumer rights and people’s responsibilities.</p> <p>2.3 Organize a phone-in programmes on consumer rights and govt. trade policy.</p> <p>2.4 Publish campaign information on the website</p> <p>2.5 Publish monthly magazine (Dec. Jan. Feb, March).</p>	General public/ Business community	<p>i.No. of messages broadcast on radio/TV and published in the newspapers.</p> <p>ii. Phone-in programme broadcast.</p> <p>iii. No. of publications posted on the website.</p> <p>iv.No. of magazines published and distributed.</p>

9.0 ACTION PLAN: JULY 2012 – MARCH 2013

	<p>3. Build the relationship and promote collaboration between CPCPD and all major stakeholders as key resources of information dissemination critical for the effective implementation of the law.</p>	<p>Sensitize traders associations and the entire business community on existing requirements of import and export rules to strengthen their capacity develop synergy to support CPCPD in the successful enforcement of the law.</p> <p>3.1 Hold workshops for business related entities and private professional organisations on internationally accepted trade rules.</p> <p>3.2 Run radio/TV programmes on harmonisation of different business interest groups to promote information sharing on the benefits of business law which protects both traders and consumers.</p> <p>3.3 Run 5 min radio/TV programmes on the importance of coordination between CPCPD and business professional entities.</p> <p>3.4. Publish messages in the local press outlining the rules for trade balance in support of the above points for the benefit of both traders and consumers.</p> <p>3.5 Distribute relevant IEC materials for this segment of audience.</p> <p>3.6 Press conference to brief the media on the progress of the campaign.</p>	<p>ACCI, ANSA,NDS,EPAA, ACBR, AISA etc.</p>	<p>i. No. of workshops conducted.</p> <p>ii.No. of radio programmes broadcast.</p> <p>iii.No of radio/TV adverts broadcast.</p> <p>iv.No.of newspapers adverts published.</p> <p>v. No.of IEC materials distributed.</p> <p>vi.Briefing session for journos held during the luncheon.</p>
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9.0 ACTION PLAN: JULY 2012 – MARCH 2013

	<p>4. Promote information and knowledge sharing among the business interest groups.</p>	<p>Sensitize chambers of commerce and governments of neighbouring countries (Pakistan & Iran) to promote cross border trade in manufactured goods for economic growth of all the countries.</p> <p>Initiate and organise tripartite meetings to iron out misunderstandings and other issues that restrict trade between the countries (Afghanistan, Pakistan and Iran).</p>	<p>Chambers of commerce, customs and excise and relevant government agencies involved in trade and commerce.</p>	<p>No. of meetings held.</p>
<p>March 2013</p>		<p>Evaluation of the communication strategy.</p> <p>1. Assess the impact of the strategy publicizing the communication interventions.</p> <p>2. Compile full evaluation report of all delivered activities.</p>		<p>Full communication strategy evaluation report with lessons and recommendations that will be done through:</p> <p>i. Questionnaire.</p> <p>ii. Random survey amongst stakeholders.</p> <p>iii. Collection of press clips</p> <p>iv. Hits on the internet.</p>