



24TH

OCTOBER-DECEMBER, 2024

NEWS BULLETIN

PAKISTAN BUREAU OF STATISTICS

ABOUT PBS!

PBS is the prime statistical organization of Pakistan, responsible for collection, compilation and timely dissemination of reliable statistical information to the policy makers, planners and researchers. PBS publishes variety of reports relating to social and economic areas of the country based on primary and secondary data collected from credible resources



Launching of Field Operation of HIES 2024-25

The field operation for the first-ever digital Household Integrated Economic Survey (HIES) 2024-25 officially commenced. This innovative initiative aimed to gather data using electronic data collection methods through tablets, utilizing the Household Integrated Economic Survey (HIES) 2024-25 Field Enumeration Application.

During this period, data collection for the first two quarters remained in progress, marking a significant step towards enhancing the efficiency and accuracy of economic data collection in the region.

Development of Apps & Dashboards

An initiative to enhance the efficiency and effectiveness of the Household Integrated Economic Survey (HIES) 2024-25, the DP Center diligently developed a comprehensive suite of Apps and Dashboards designed to facilitate and monitor field activities. Below are the key developments and their functionalities:

HR and Task Management Application

The HR and Task Management Application was a pivotal tool that developed to streamline the review process of various operational metrics. This application allows users to:

- Access the Block Sync Summary, providing a consolidated view of data synchronization across different blocks.
- Generate province-wise and office-wise summaries of progress, enabling better tracking of field activities and resource allocation.
- Monitor task assignments and completion rates, ensuring that all personnel involved in the survey are aligned with their responsibilities.



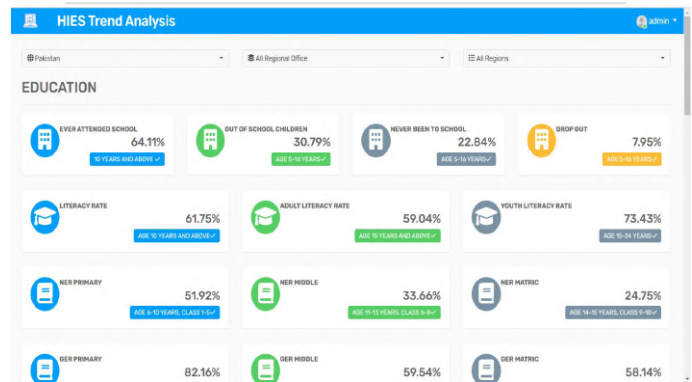
Trend Analysis Dashboard (National/Provincial)

The National-level Trend Analysis Dashboard meticulously crafted by the DP Center in consultation with the PSLM Section, PBS. This dashboard serves several critical functions:

- It provided visual representations of data trends at the national level, allowing stakeholders to analyze economic patterns and assess the

impact of various factors over time.

- The dashboard was undergoing a thorough checking process to ensure accuracy and reliability before its official launch.
- Plans for the Provincial-Level Trend Analysis Dashboard are in pipeline. This will offer localized insights and allow for a deeper understanding of economic dynamics at the provincial level.



Data Cleaning App

Data Cleaning App is being developed by DP Center, PBS in coordination with the PSLM Section, PBS, for HIES 2024-25.

These developments underscore the commitment of the PBS to leverage technology in improving the operations of the HIES 2024-25. By utilizing these innovative applications and dashboards, the survey aims to achieve more accurate data collection, efficient monitoring of field activities, and ultimately, more accurate economic planning and policy-making.



3. Progress Review Meeting:

Series of Progress Review Meetings on Labour Force Survey (LFS) 2024-25 and Household Integrated Economic Survey (HIES) 2024-25 was held on 30th October, 2024, 20th November 2024, and 17th December 2024 under the chairmanship of the Chief Statistician, PBS to review the progress of LFS 2024-25 and HIES 2024-25. Necessary directions were given by the chair to resolve the issues faced in these two surveys.

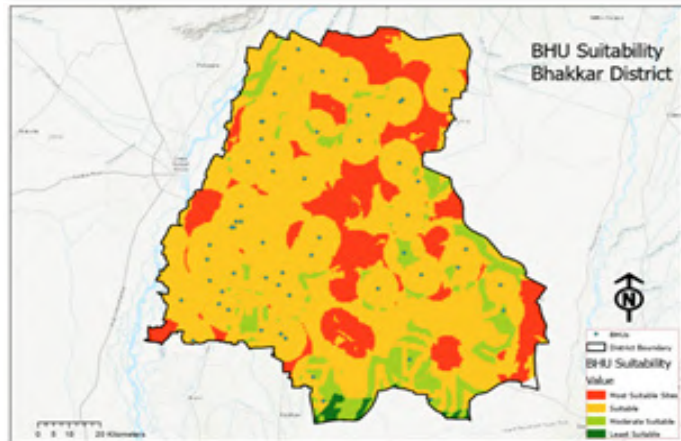
Training on ArcGIS Enterprise

A comprehensive two-week training session on

ArcGIS Enterprise and Practical Application of Emerging GIS Technologies was successfully organized by the PBS in collaboration with UNFPA. The training took place from September 18 to September 27, 2024, in Islamabad.

This initiative aimed to enhance the skills and knowledge of participants in utilizing advanced GIS technologies for effective data management and analysis. Key highlights of the training include:

This training marks a significant step towards enhancing the capabilities of the GIS Lab and ensuring that the team is well-prepared to effectively use emerging technologies for data-driven decision-making.



7th Agricultural Census in 2024 “Integrated Digital Count”

The Pakistan Bureau of Statistics is set to conduct the 7th Agricultural Census in 2024 “Integrated Digital Count” from 1st January 2025. For the first time in Pakistan’s history, the Agricultural Census will use an Integrated Digital Count approach. This innovative method is designed to improve data accuracy and simplify the census process. The main goal of the Agricultural Census is to provide reliable data that will support informed decision-making to boost the agriculture and livestock sectors. The agriculture sector is vital to Pakistan, contributing 24% to the GDP and employing 38% of the workforce. Field operation for Phase-1 was carried out from 16th September to 30th October 2024.

Field operations across the rest of the country, except for cold areas, were set to begin on January 1, 2025. On December 1, 2024, the training for field staff in Punjab was officially launched by the Minister for PD&SI, Professor Ahsan Iqbal, at Narowal Public School and College. Approximately 3,118 enumerators and supervisors were trained using interactive materials such as the Manual of Instructions, audio/video tutorials, and case studies, ensuring high-quality and standardized data collection. The event was attended by MNAs, MPAs, district officials, heads of agricultural and livestock sectors, Pro Vice Chancellor (VC) UET Lahore, and large number from Agriculture Community highlighting the importance of cross-sector collaboration.



Dr. Naeem uz Zafar (SI) Chief Statistician, expressed his gratitude to the Minister for PD&SI for his support and acknowledged the collective efforts of PBS, stakeholders, and the government in advancing the 7th Agricultural Census. He emphasized agriculture’s vital role in Pakistan’s economy, particularly in contributing to GDP, employment, exports, and food security, and stressed the need for data-driven policies.

Mr. Muhammad Sarwar Gondal (SI), focal person

for the census, highlighted the historic nature of the first digital integrated agricultural data count in Pakistan and emphasized Narowal's agricultural significance. He specifically highlighted the fact that Enumerators and the potential respondents of district for the census are present at the event. Minister Ahsan Iqbal praised PBS's efforts, noting that the census would provide timely and essential data to guide decisions on agricultural productivity and exports, aligning with the Green Pakistan initiative. Additionally, PBS has signed MoUs with the University of Narowal and the University of Engineering and Technology (UET) Narowal to foster collaboration in data science, advancing innovation in the agricultural sector.

The District Administration of Narowal, in collaboration with the Minister for Minorities Affairs, Government of Punjab, Sardar Ramesh Singh Arora, organized a tour of the Kartarpur Sahib Gurdwara for PBS officers delegation. This initiative provided the PBS team with a deeper understanding of the cultural and religious significance of the site. The visit not only highlighted Kartarpur Sahib as a key religious landmark but also promoted intercultural awareness and collaboration. It was a valuable experience that enriched the officers' perspectives and fostered greater community engagement during the 7th Agricultural Census efforts.



Federal Minister for Planning Development & Special Initiatives





The training for the 7th Agricultural Census was officially inaugurated by the respective Deputy Commissioners across Pakistan, with sessions held in various districts to prepare field staff for the upcoming census operations. The training program, which aimed to equip enumerators and supervisors with the necessary skills and knowledge for accurate data collection,

concluded successfully on 26th December 2024. These sessions, which utilized interactive training materials such as manuals, audio/video tutorials, and case studies, ensured that all participants received standardized and high-quality training to support the smooth execution of the census across the country.



Table-3 indicates the cumulative indices along with percentage change for the Twelve (12) major groups at National, Urban and Rural level.

Table-3: Cumulative Indices and Inflation rates (%) [Oct- Dec, 2024] (Base 2015-16)

Group	National				Urban				Rural			
	INDICES				INDICES				INDICES			
	Weight (%)	Jul- Dec 2024-25	Jul- Dec 2023-24	Change %	Weight (%)	Jul- Dec 2024-25	Jul- Dec 2023-24	Change %	Weight (%)	Jul- Dec 2024-25	Jul- Dec 2023-24	Change %
General	100.00	263.31	245.57	(%)	100.00	260.01	239.11	8.74	100.00	268.30	255.33	5.08
Food & non-alcoholic Beverages	34.58	280.29	278.28	0.72	30.42	278.96	273.58	1.97	40.87	281.78	283.56	-0.63
Non-perishable food items	29.60	276.64	282.69	-2.14	25.97	275.77	277.89	-0.76	35.08	277.62	288.05	-3.62
Perishable food items	4.99	301.93	252.10	19.76	4.46	297.59	248.49	19.76	5.79	306.97	256.30	19.77
Alcoholic Beverages, Tobacco	1.02	384.24	361.44	6.31	0.85	406.61	382.04	6.43	1.28	361.68	340.67	6.17
Clothing and footwear	8.60	247.85	214.23	15.69	8.01	239.28	206.70	15.76	9.48	258.78	223.85	15.60
Housing, Water, Elec., Gas & other fuels	23.63	238.46	205.75	15.90	27.03	244.75	204.15	19.88	18.49	224.59	209.29	7.31
Furnishing & HH equipment maintenance	4.10	271.24	253.06	7.19	4.09	261.08	246.30	6.00	4.10	286.55	263.23	8.86
Health	2.79	256.00	223.05	14.77	2.31	259.88	223.69	16.18	3.51	252.14	222.43	13.36
Transport	5.91	305.57	308.30	-0.88	6.14	300.70	302.43	-0.57	5.56	313.69	318.09	-1.38
Communication	2.21	134.79	119.68	12.62	2.35	138.35	124.46	11.15	1.99	128.45	111.17	15.55
Recreation and culture	1.59	274.14	253.68	8.07	1.73	259.29	244.12	6.21	1.38	302.32	271.82	11.22
Education	3.79	202.52	180.85	11.98	4.88	196.91	181.07	8.75	2.13	221.91	180.10	23.22
Restaurants and hotels	6.92	275.56	252.71	9.04	7.41	271.77	252.82	7.50	6.19	282.42	252.51	11.85
Misc. goods and services	4.87	296.11	262.68	12.73	4.77	287.55	258.85	11.09	5.02	308.40	268.17	15.00

The yearly inflation rates (YoY) and monthly inflation rates (MoM) are also graphically sketched in Figures 1-6 for Urban, Rural and National level.

Figure 1: Urban Inflation - YoY, Special Indices

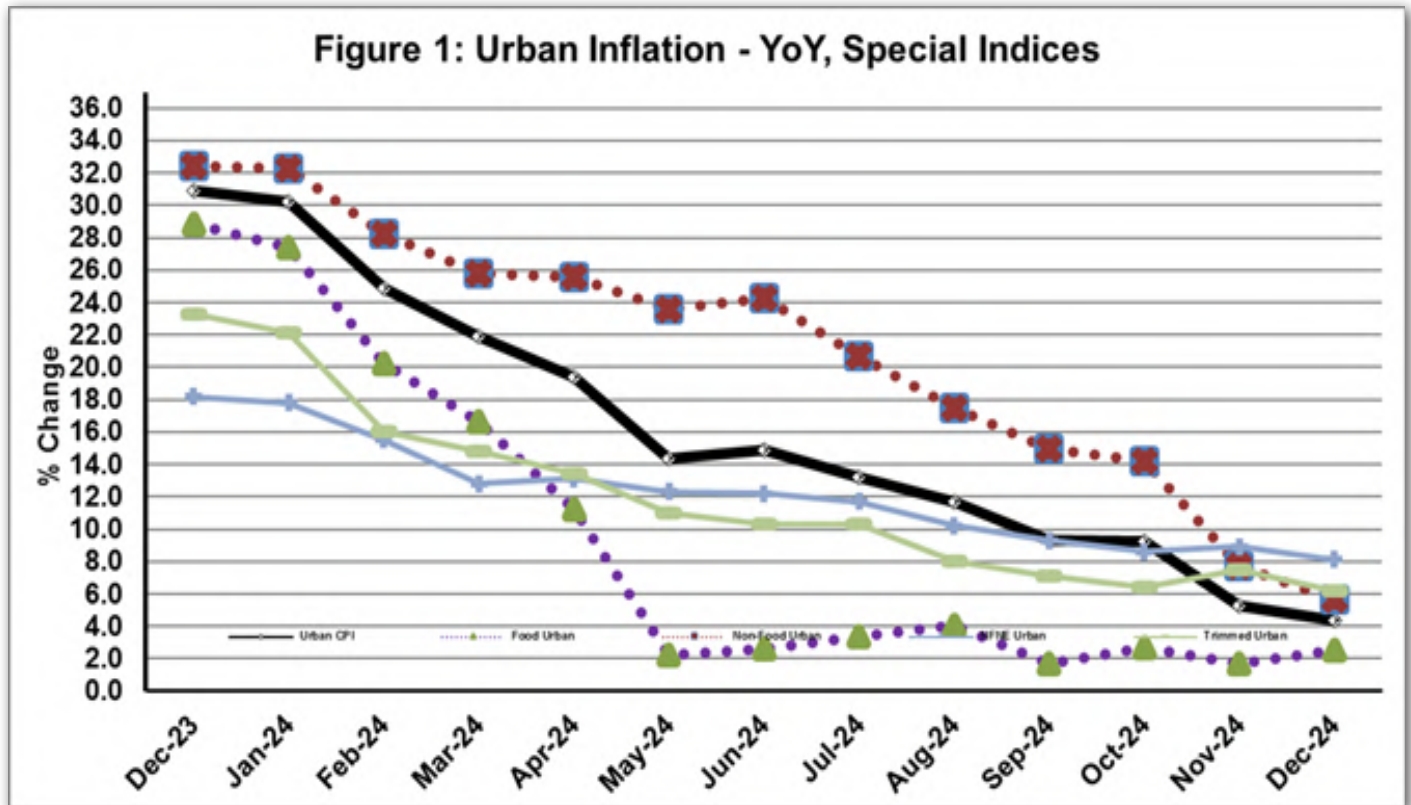


Figure 2: Rural Inflation - YoY, Special Indices

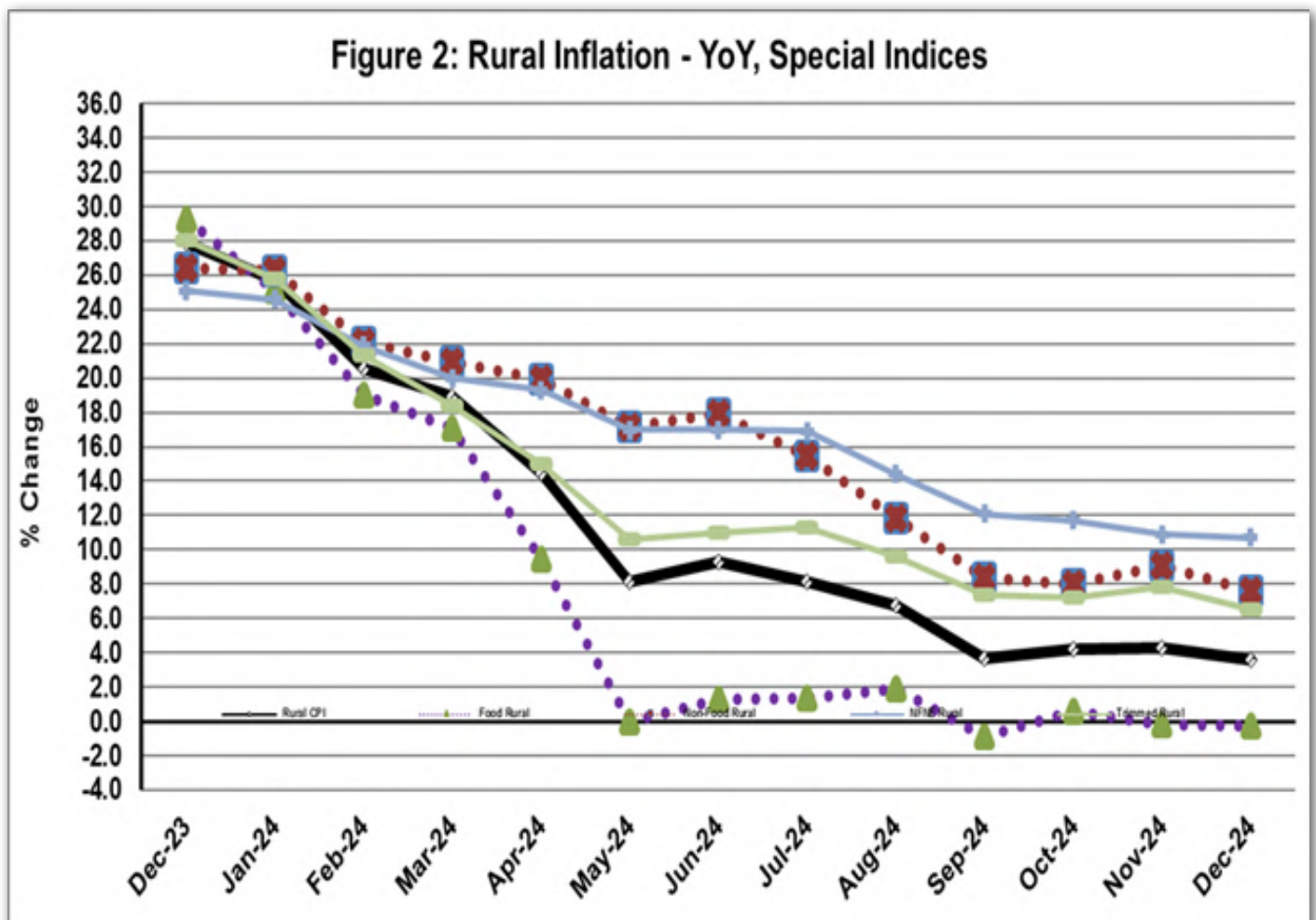


Figure 3: Urban Inflation - MoM, Special Indices

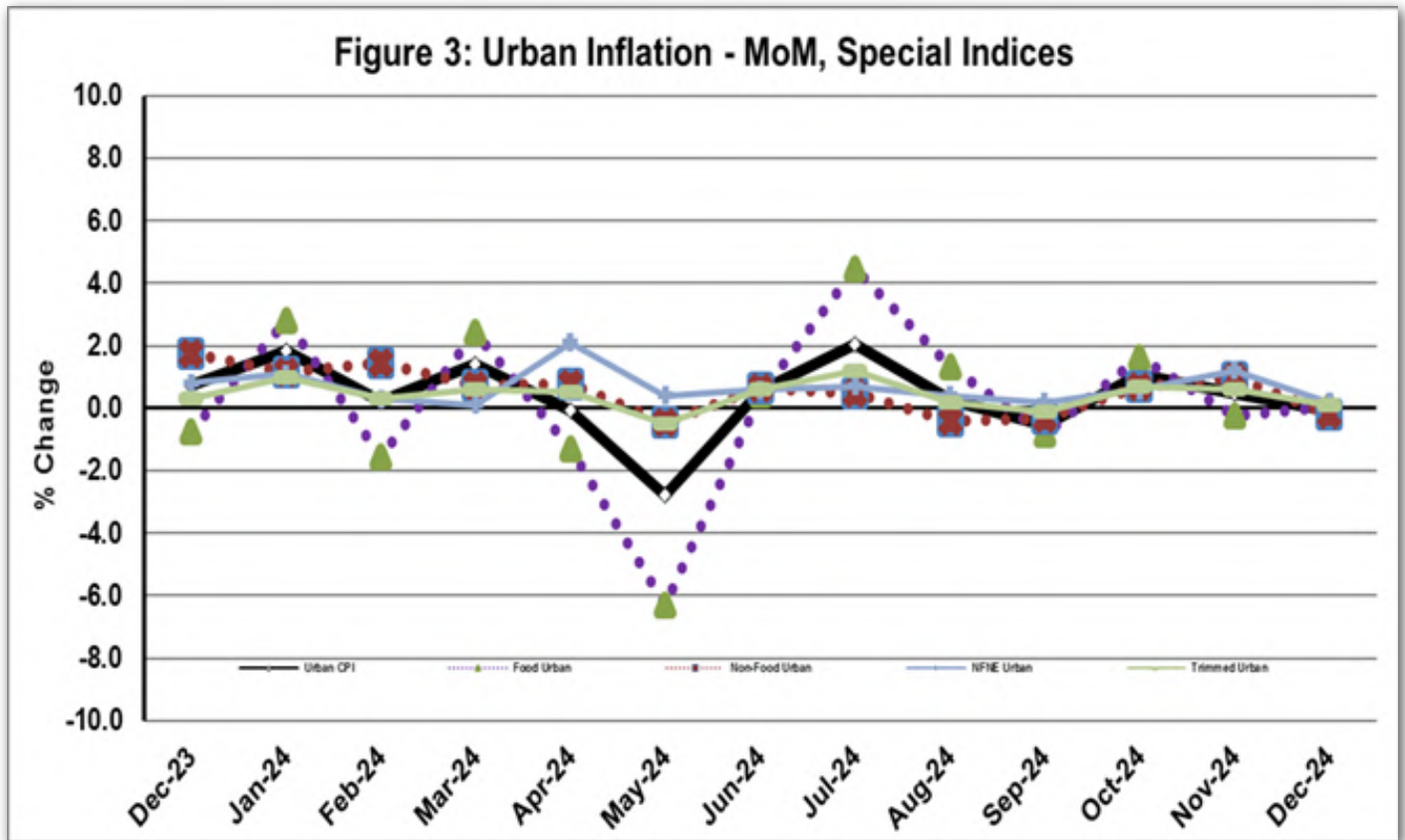


Figure 4: Rural Inflation - MoM, Special Indices

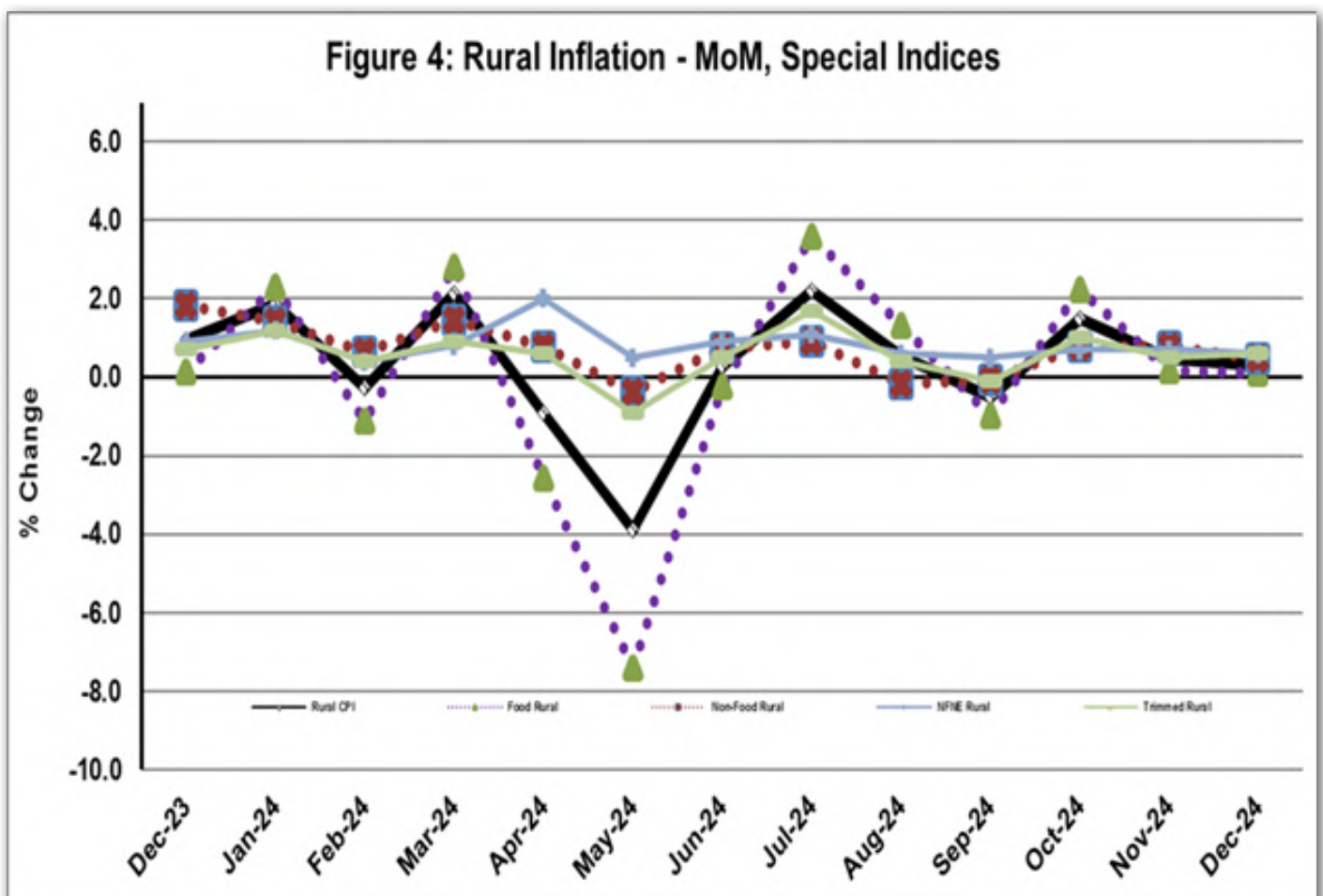


Figure 5: CPI YoY (National, Urban & Rural)

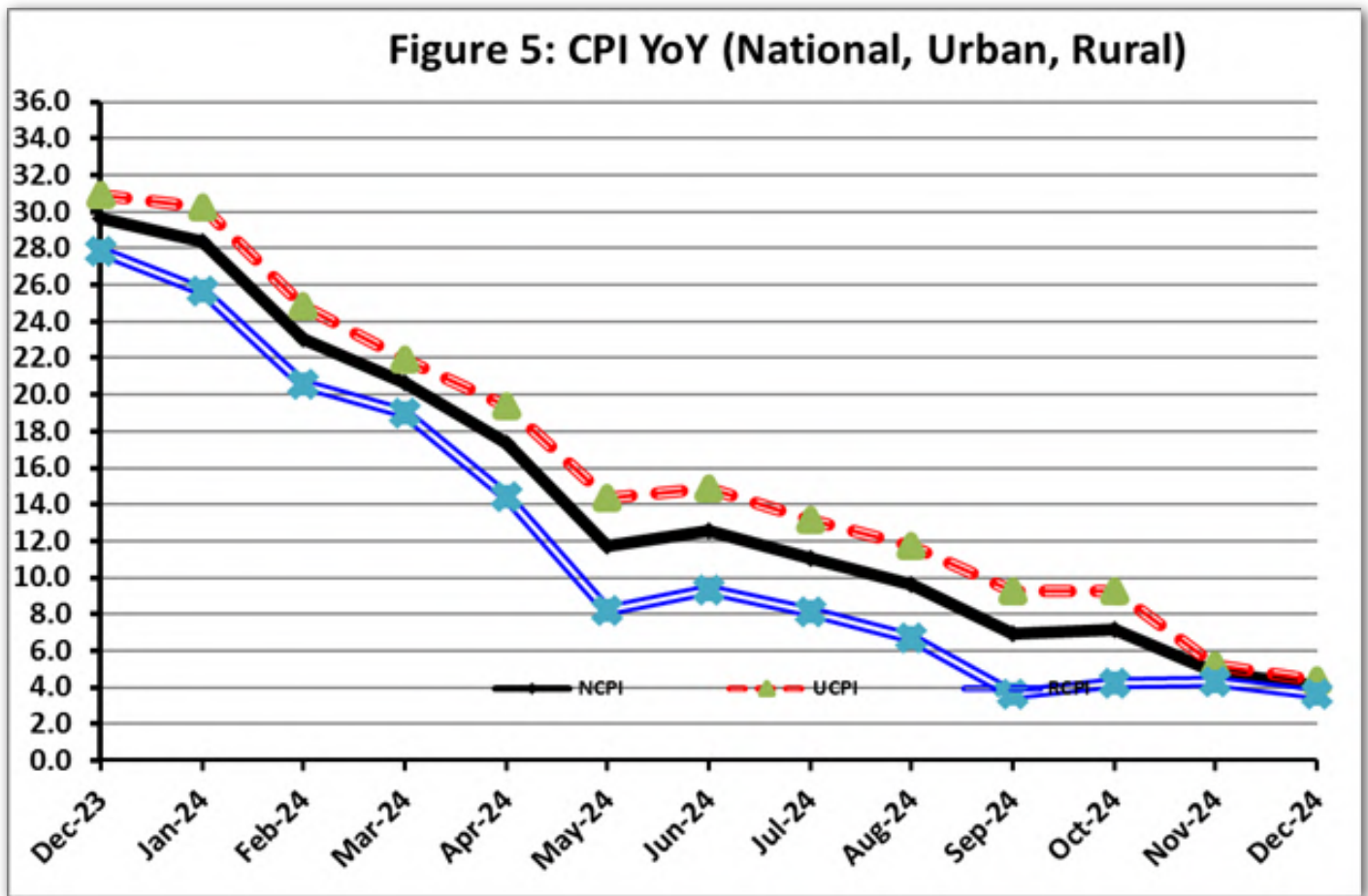
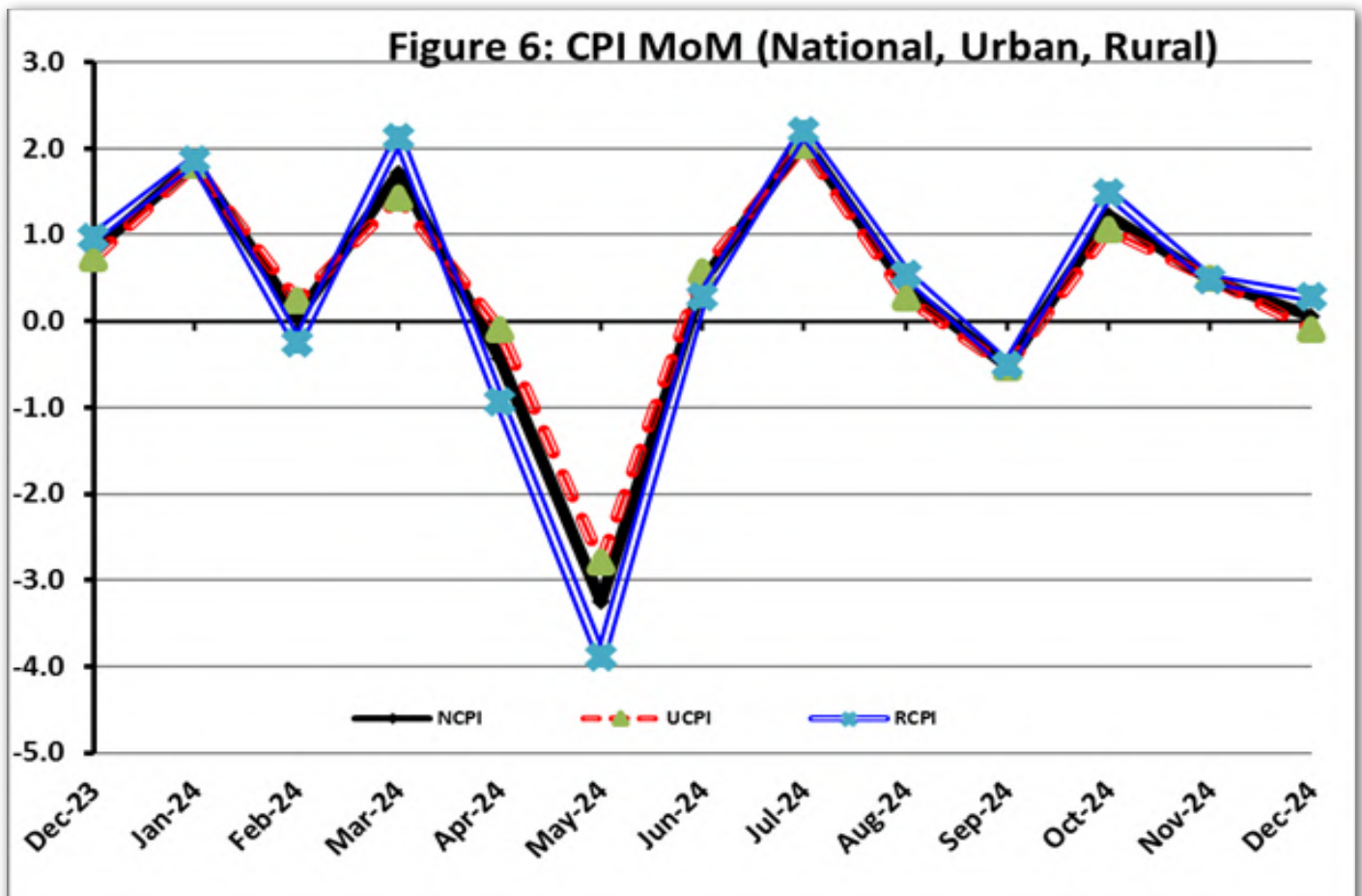


Figure 6: CPI MoM (National, Urban & Rural)



External Trade Statistics

Exports from Pakistan

According to the provisional figures compiled by the Pakistan Bureau of Statistics, exports from Pakistan during November, 2024 amounted to Rs.787,152 million (provisional) as against Rs. 828,052 million in October, 2024 and Rs. 734,504 million during November, 2023 showing a decrease of 4.94% over October, 2024 but an increase of 7.17% over November, 2023.

Exports during July – November, 2024 (FY2024-25) totaled Rs. 3,816,094 million (provisional) as against Rs.3,499,216 million during the corresponding period of last year showing an increase of 9.06%.

Main commodities exported in November,2024 are given below:-

S.No.	Commodities	Volume (Million Rs)
1	Knitwear	114,997
2	Rice others	104,754
3	Readymade garments	91,306
4	Bed wear	70,653
5	Cotton cloth	37,899
6	Sugar	24,578
7	Towels	23,694
8	Cotton yarn	22,393
9	Madeup Articles (Excl. Towels & Bedwears)	17,543
10	Basmati rice	15,085

Imports from Pakistan

Imports into Pakistan during November, 2024 amounted to Rs. 1,255,209 million (provisional) as against Rs. 1,268,299 million in October, 2024 and Rs. 1,291,997 million during November, 2023 showing a decrease of 1.03% over October, 2024 and of 2.85% over November, 2023.

Imports during July – November, 2024 (FY2024-25) totaled Rs. 6,248,611 million (provisional) as against Rs. 6,183,052 million during the corresponding period of last year showing an increase of 1.06%.

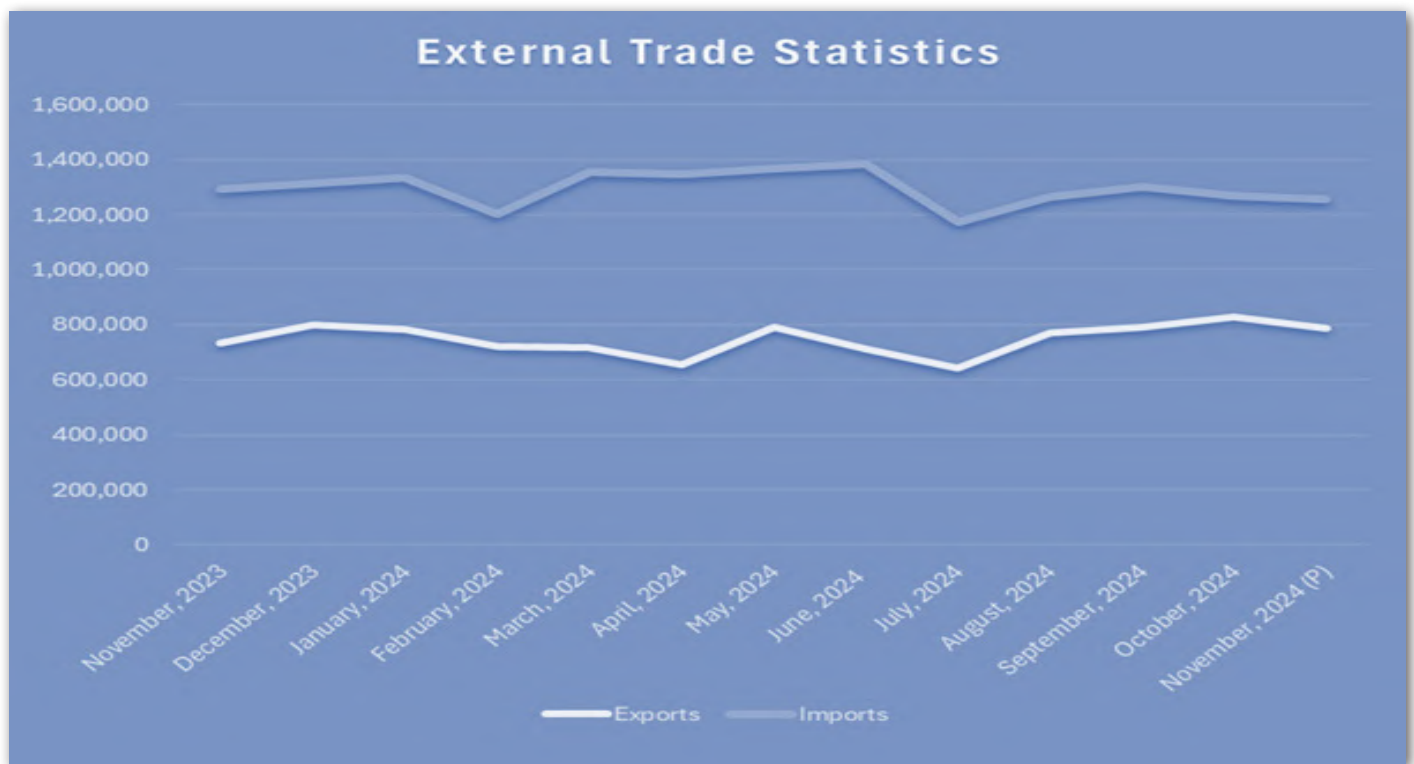
Main commodities imported in November, 2024 are given below:-

S.No.	Commodities	Volume (Million Rs)
1	Petroleum products	175,763
2	Petroleum crude	118,744
3	Natural gas, liquified (LNG)	65,864
4	Palm oil	65,449
5	Plastic materials	59,114
6	Iron & steel	45,237
7	Mobile Phones	41,498
8	Electrical machinery & apparatus	41,442
9	Raw cotton	31,360
10	Liquified petroleum gas (LPG)	30,582

Balance of Trade

Based on the provisional figures of imports and exports the balance of trade in November, 2024 was (-)468,057 million in terms of Rupees. The balance of trade figures cumulative from July – November, 2024 (FY2024-25) was (-)2,432,517 million in terms of Rupees.

Period	Exports	Imports	Balance of Trade
November, 2023	734,504	1,291,997	-557,493
December, 2023	799,545	1,313,026	-513,481
January, 2024	782,642	1,333,136	-550,494
February, 2024	721,064	1,202,117	-481,053
March, 2024	715,458	1,353,085	-637,627
April, 2024	653,957	1,347,817	-693,859
May, 2024	789,940	1,367,656	-577,715
June, 2024	712,281	1,382,232	-669,950
July, 2024	642,272	1,173,703	-531,431
August, 2024	769,402	1,262,945	-493,543
September, 2024	790,119	1,299,939	-509,820
October, 2024	828,052	1,268,299	-440,247
November, 2024 (P)	787,152	1,255,209	-468,057



Summary of Provisional Quantum Index Numbers of Large Scale Manufacturing Industries (QIM) for October 2024

The provisional quantum indices of Large Scale Manufacturing Industries (LSMI) for October, 2024 with base year 2015-16 have been developed on the basis of latest data supplied by the source agencies. The indices for October 2024 and July-October 2024-25 along with growth are as follows: -

- QIM estimated for October, 2024 is 109.10.
- The LSMI output increased by 0.02% for October, 2024 when compared with October 2023 and decreased by 2.24% when compared with September 2024.
- QIM estimated for July-October, 2024-25 is 109.63
- Overall Large Scale Manufacturing Sector has shown a growth of -0.64% during July- October 2024-25 when compared with the same period of last year.

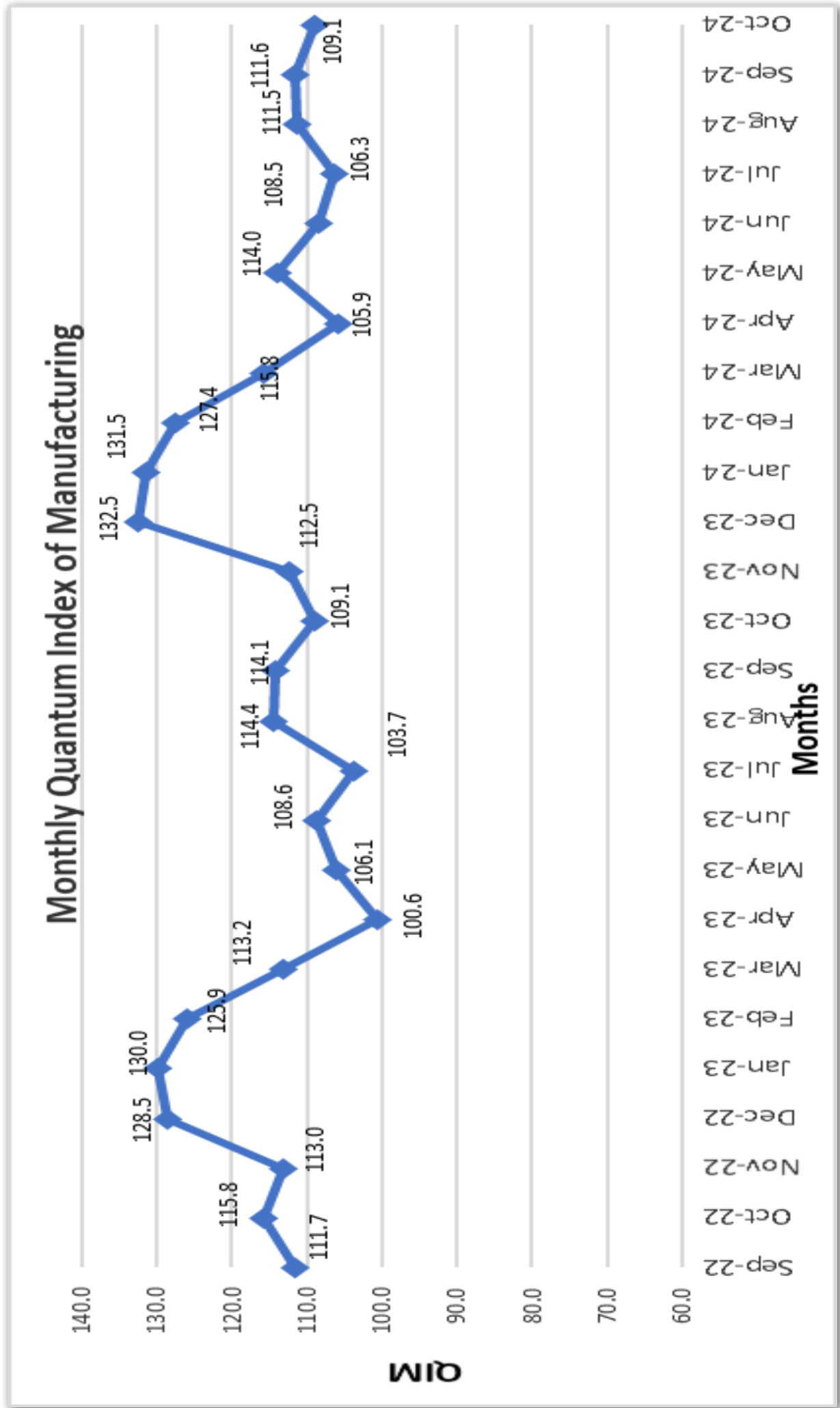
Jul-October 2024-25			Monthly Indices and Growth				
Index for		Growth	Index for		Growth	Growth	
2024-25	2023-24	2024-25	Oct-24	Oct-23	Sep-24	MOM	YOY
109.63	110.33	-0.64	109.10	109.08	111.60	-2.24	0.02

The growth of important items/group of items is as follows;

Manufacturing Sector	Weight	% Change October-24	Balance of Trade Jul-October 2024-25
Cotton Yarn	8.88	8.80	8.80
Cotton Cloth	7.29	0.76	0.81
Garments	6.08	12.02	16.09
Petroleum Products	6.66	-18.97	1.33
Fertilizers	3.93	5.77	3.82
Cement	4.65	1.08	-11.82
Iron & Steel	3.45	-11.86	-12.42
Automobile	3.10	109.63	42.86

The main contributors towards overall growth of -0.64% are, Food (0.28), Tobacco (0.41), Textile (0.45) Garments (2.44), Petroleum Products (0.09), Automobiles (0.69), Cement (-0.76), Iron & Steel Products (-0.63), Electrical Equipment (-0.71), Machinery and Equipment (-0.31) and Furniture (-2.39).

Month-wise trend of QIM from September, 2022 to October, 2024 is given in the following graph:



DataFest 2024

DataFest 2024, hosted by the Pakistan Bureau of Statistics (PBS) on October 21-22 at the Pak-China Centre in Islamabad, brought together stakeholders from government, academia, international organizations, and the private sector to promote data-driven decision-making and enhance collaboration. The event highlighted PBS's commitment to high standards of data governance, transparency, and accessibility, emphasizing the role of accurate data in sustainable development. It also showcased how data can support Pakistan's digital transformation goals. To ensure future success, PBS established a DataFest Secretariat to coordinate planning, engage stakeholders, and evaluate impact, fostering data-driven solutions for national progress.

The success of DataFest 2024 was driven by strategic partnership between PBS and several international organizations, including UNICEF, UNFPA, UNHCR, UNDP, the World Bank, FAO, ADB, and ILO. Their support helped align the event's objectives with global development goals, promoting data-driven decision-making and transparency. These collaborations enhanced the event's execution and paved the way for long-term innovation and a data-driven culture in Pakistan.



Establishment of Management Committee:

A dedicated Management Committee was established to oversee all aspects of DataFest 2024, ensuring accountability, efficiency, and transparency in its execution. The committee managed financial planning, event logistics, stakeholder coordination, and operational activities. Various officers were assigned key responsibilities, including overseeing IT development, guest management, workshops, and venue logistics. Specific committees handle areas like marketing, transportation, refreshments, and feedback collection. This comprehensive structure not only guarantees the smooth execution of DataFest 2024 but also fosters a culture of collaboration and effective management across all activities. By clearly defining roles and responsibilities, the Management Committee was poised to create a vibrant environment that celebrates innovation and

knowledge sharing in the realm of data.



Development of DataFest Portal

The Information Technology (IT) Support Services Section of Pakistan Bureau of Statistics (PBS) played a crucial role in creating a comprehensive event portal for DataFest 2024, providing key functionalities to enhance attendee experience. The portal was accessible at <https://datafest.data.gov.pk>, featured user-friendly tools, QR codes, official email addresses, and event-specific domain to streamline event organization and communication.



Media Section Activities at Datafest

PBS engaged stakeholders through outreach letters in October, followed by preparing a Memorandum of Understanding (MOU). Due to media policies, formal partnerships via MOUs were not possible, prompting

PBS to explore alternative collaboration frameworks to align with media guidelines.

Event Material Design

The event stall's layout is designed to ensure optimal visitor engagement with a thematic focus on promoting data-driven culture. Branding elements like logos, merchandise, and visual concepts are carefully curated for consistency and to enhance attendee interaction.



Content Creation

PBS developed promotional materials, including videos, banners, and publicity items like invitation cards, brochures, and social media posts. A budget review ensured effective fund allocation for these activities.

DataFest 2024
PAKISTAN BUREAU OF STATISTICS (PBS) IS PROUD TO ANNOUNCE DATAFEST 2024 HAPPENING ON
21st - 22nd October 2024
Venue: Pak-China Friendship Centre, Islamabad

Empowering Decisions with Data

WHAT WILL BE THE CONTRIBUTION OF MEDIA IN DATA FESTIVAL?

- Highlight the significance of Data Festival through News & TV Programs
- Interviews with Representatives of Organizers
- Featuring featured artists & special equipment
- Coverage of significant events & activities
- Live coverage & web live activities
- Broadcast Analysis Techniques & performance
- Publication documents & materials

BENEFITS OF COLLABORATION

- Exclusive Data expert in events
- Exclusive Access of media personnel to experts, content and resources to facilitate of people meeting and sharing
- Collaborative growth to promote data driven society
- Recognition and Awarding Opportunities e.g. Sponsorship, Standing Opportunities

TARGET AUDIENCE

The message highlighting significance and importance of Data Festival is to identify, Educate, Inspire, Develop, and Empower. From these, various business, Government Organizations, International Organizations, and Service Public.

PAKISTAN BUREAU OF STATISTICS IS PROUD TO ANNOUNCE: DataFest 2024
21st - 22nd OCTOBER 2024

The National Data Fest is a key event for sharing knowledge, generating ideas, fostering innovation, and encouraging collaboration in the field of data. As data becomes more critical in our lives, this fest highlights its importance. It's a place for professionals, researchers, and enthusiasts to come together, connect, and network. Beyond just data and technology, the fest aims to build connectivity, boost economic growth, and push our nation towards data-driven progress.

Defined Data Fest is more than just an event, it's a celebration of how data sets into motion-making, growth, innovation, and leads us to a future of knowledge and collaboration. This fest focuses on the vital role of data in improving life and sets a series of projects aimed at using data for societal good.

OBJECTIVES:

- Enhance Data Literacy: Promote understanding and usage of data across various professions.
- Strengthen Digital Presence with Data: Encourage businesses to utilize data for better decision-making and growth.
- Maximize Benefits of Data Integration and Sharing: Apply data insights to enhance service quality, improve efficiency, and foster innovation.
- Develop a Data-Driven Culture: Encourage organizations to adopt data-driven decision-making.
- Improve Data Literacy and Skills: Provide training on data analysis and visualization to empower individuals.

DATA FOR LIFE AND EQUITY

Healthcare access and Social equity, education equity and poverty alleviation, Women and Children.

HARNESSING DATA FOR FISCAL RESILIENCE

Revenue generation, operational efficiency, budget transparency and financial accountability.

DATA FOR GOVERNANCE AND GROWTH

Policy regulation, social service delivery, law enforcement, and public administration.

CLIMATE CHANGE, ADAPTATION AND DISASTER RISK MANAGEMENT

Climate resilience strategies, disaster preparedness, risk assessment and mitigation measures.

DATA INTEGRATION AND VISUALIZATION FOR DEVELOPMENT

Interdisciplinary Data integration, robust analysis, data-driven decision making and sustainable development goals.

THE EVENT WILL INCLUDE:

- Keynote Presentation
- Workshops and Trainings
- Data Product Exhibition
- Panel Discussions
- Networking Events
- Specialized Seminars
- The Music & Fun Zone
- Quiz

IMPORTANCE OF DATA FEST

- Promote Data Literacy
- Foster Innovation
- Builds Community Linkages
- Showcase Best Practices
- Enhance Decision Making
- Encourage Data-Driven Storytelling
- Support Education and Research
- Facilitate Knowledge Sharing
- Celebrate Data-Driven Achievements
- Inspire New Ideas

DataFest 2024
21st - 22nd OCTOBER 2024



Publicity Strategy

The media strategy involved streamers at high-traffic locations to maximize visibility, social media campaigns on platforms like Instagram, Facebook, and Twitter, and influencer collaborations to broaden event reach and engagement.

Boosting Post

EMPOWERING DECISIONS WITH DATA

DataFest 2024

Join Us for Innovation, Insights, and Networking

21st-22nd October 2024

Pak-China Friendship Centre, Islamabad

REGISTER NOW!

Partners: UNICEF, UNFPA, WORLD BANK GROUP

Please register yourself at the address through the link: <https://datafest.data.gov.pk>

SCAN ME

Facebook.com/PBSofficialpak @PBSofficialpak

Twitter.com/PBSofficialpak @PBSofficialpak

Instagram.com/pbsofficialpak

LinkedIn.com/company/pbsofficialpak

www.pbs.gov.pk <https://datafest.data.gov.pk>

Partners: UNICEF, UNFPA, WORLD BANK GROUP

You're invited to Data Fest 2024!

Which is a revolutionary initiative to unite professionals from diverse sectors to harness data-driven insights and tackling pressing challenges. The main features of the Data Fest 2024 are keynote addresses by renowned national and international experts on thematic areas, Panel discussions on thematic areas, Showcases of innovative data products and services, Networking opportunities with global stakeholders.

Thematic Areas of Data Fest 2024

- Data for Life and Equity
- Data for Governance and Growth
- Data Integration and Visualization for Development
- Harnessing Data for Fiscal Resilience and Climate Change
- Adaptation and Disaster Risk Management etc.

Join us at Data Fest 2024 and be part of the data revolution!

Please register yourself at the address through the link: <https://datafest.data.gov.pk>

SCAN ME

www.pbs.gov.pk <https://datafest.data.gov.pk>

Pakistan Bureau of Statistics (PBS) is proud to announce: **DataFest 2024**

Partners: UNICEF, UNFPA, WORLD BANK GROUP

Pakistan Bureau of Statistics cordially invite for the 1st ever Data Fest 2024, on October 21st-22nd at the Pak-China Friendship Centre, Islamabad. This event brings together experts, policymakers, and innovators to explore data-driven solutions for challenges.

Data Fest 2024 offers a unique opportunity to:

- Drive informed decision-making and policy development
- Shape the future of data-driven governance and public services
- Foster collaborations and knowledge sharing among stakeholders
- Promote data-driven innovation and entrepreneurship
- Address pressing socio-economic challenges through data-driven solutions

Together, let's unlock the potential of data to build a prosperous, resilient, and sustainable Pakistan.

Please register yourself at the address through the link: <https://datafest.data.gov.pk>

SCAN ME

www.pbs.gov.pk <https://datafest.data.gov.pk>

Pakistan Bureau of Statistics (PBS) is proud to announce: **DataFest 2024**

Partners: UNICEF, UNFPA, WORLD BANK GROUP

OCTOBER 21ST-22ND 2024

AT PAK-CHINA FRIENDSHIP CENTRE

Partners: UNICEF, UNFPA, WORLD BANK GROUP

To maximize audience reach, the DataFest Awareness Campaign also utilized boosted posts on social media, an effective strategy executed by the media section. Additionally, a promotional video created by the event management company was uploaded on social media platforms, to enhance the campaign's visibility and engagement.

Leadership Messages shared by PBS: -

On the day of DataFest 2024, the President of Pakistan conveyed a powerful message through social and digital media, emphasizing the critical role of data in driving the country's future growth and innovation. The message underscored the commitment of the government to support digital transformation, empowering young minds



to leverage data for solving real-world challenges and contributing to Pakistan's technological advancement.

The Prime Minister of Pakistan, through a message shared across various social media platforms, stressed



the importance of DataFest 2024 as a pivotal event in the country's journey toward a data-driven economy and praised the event for its role in connecting experts, innovators, and industry leaders, emphasizing that Pakistan's future lies in harnessing data to create sustainable solutions and improve lives.

The Minister of Ministry of Planning Development & Special Initiatives (PD&SI) delivered a message through live-streamed channels, underscoring the government's strong support for initiatives like DataFest. In his message, he highlighted how the event fosters innovation and serves as a platform for young talent to explore and contribute to the data science field.



Seminars at Universities

Pakistan Bureau of Statistics conducted Seminars at various universities to aware faculty and students about the available opportunities for them in Data Fest. These seminars aimed to motivate students to participate in the Data Festival. The PBS team presented details about the



festival, highlighting the importance of data in today's world. By showcasing how data drives decision-making and innovation, the seminar emphasized the critical role that accurate data plays in societal development.



Engaging students in this discourse not only fostered their interest in data analytics but also prepared them for future careers in a data-driven environment. This initiative underscores the significance of seminars as platforms for knowledge sharing and skill development. At the end of all Seminars students were registered online as volunteers for Data Festival.

Motivational Meeting for PBS Staff Ahead of DataFest 2024

On October 18, 2024, a motivational meeting was held, led by Chief Statistician Dr. Naeem-uz- Zafar and co-chaired by Mr. Muhammad Sarwar Gondal. The session inspired the Pakistan Bureau of Statistics (PBS) staff as they prepared for DataFest 2024. Dr. Naeem-uz-Zafar emphasized the event's significance in addressing national challenges through data and urged the team to take ownership of their roles for its success.



Mr. Muhammad Sarwar Gondal (SI) highlighted the importance of teamwork and collaboration in ensuring seamless execution. The session energized the PBS staff, fostering a strong sense of commitment and enthusiasm for making DataFest 2024 a landmark event

Orientation Session at Pak China Friendship Centre

To ensure the smooth execution of DataFest, 541 volunteers were registered as Data Fest Ambassadors, with an orientation session held on 20th October 2024 at Pak China Friendship Centre. The session, led by Mr. Muhammad Sarwar Gondal, outlined the event's goals, distributed responsibilities, and provided a team-building exercise, fostering collaboration between volunteers and organizers for a successful festival.



Inauguration

The event was inaugurated by Minister for Planning, Development, and Special Initiatives, Prof. Ahsan Iqbal, who emphasized the critical role of data in informed decision-making and national progress through collaboration across sectors. Secretary for Ministry of Planning, Development, and Special Initiatives, Mr. Awais Manzur Sumra toured various stalls and workshops, showcasing the latest advancements in data science and technology.



MOU signing Ceremony

The MOU signing ceremony on the first day of DataFest 2024 marked a key milestone, with PBS formalizing partnerships with organizations like CCP, NADRA, and various universities. These collaborations aim to enhance data sharing, improve quality, and drive innovation for better decision-making and policy development, emphasizing the importance of teamwork in advancing Pakistan's data ecosystem.



Exhibitions and Stalls

The exhibition stalls were one of the most engaging components of DataFest, with a total of 48 stalls showcasing innovative projects, tools, and solutions. These stalls offered a platform for various sectors to display their contributions to data-driven development, allowing attendees to explore cutting-edge technologies and advancements. The interactive nature of the stalls encouraged active engagement and knowledge exchange, helping participants better understand how data can be leveraged for development.



Panel Discussions

The panel discussions at DataFest 2024 delved into crucial topics related to Pakistan's socio-economic development, exploring themes such as data for life and equity, fiscal resilience, governance, climate change, and data integration for development. Experts from government, academia, and the private sector gathered to discuss how demographic and education data can address social equity challenges, optimize fiscal policies, and improve governance and service delivery. Additionally, sessions focused on data-driven solutions for climate resilience, disaster risk management, and the use of visual analytics for evidence-based decision-making. These discussions provided actionable insights, fostering collaboration and proposing sustainable solutions to challenges in data governance, privacy, and the integration of emerging technologies like artificial intelligence.



Workshops

Skill-building workshops were a cornerstone of DataFest 2024, offering hands-on sessions in areas such as data science, analytics, machine learning, and policy applications. These workshops empowered participants with practical tools and techniques that they could apply to their work, equipped them with the expertise needed to navigate the evolving data landscape. A total of 56 Presentations were delivered across 42 time slots at 6 workstations.



Data Product Demonstrations

Live demonstrations of cutting-edge data technologies and innovations were featured throughout the event. These demonstrations allowed participants to experience firsthand the real-world applications of emerging data-driven solutions, providing a deeper understanding of how these products could be used to solve critical issues in sectors such as healthcare, education, and urban planning. PBS introduced new data platforms and interactive dashboards, demonstrating how these tools make real-time, reliable data accessible for various applications. More than 20 new data tools and dashboards were demonstrated, drawing interest from both public and private sector attendees.



Incubation Center:

The Incubation Center at DataFest-2024 served as a dedicated space for young innovators, university students, and entrepreneurs to showcase their projects, ideas, and technology solutions. It was an opportunity for budding talent to receive valuable feedback, build connections, and explore potential collaborations. The incubation center aimed to foster a spirit of entrepreneurship and innovation, helping students and startups gain visibility and support to further develop their ideas.



Quiz Competition

On the first day of DataFest 2024, a highly anticipated Quiz Competition tested participants' knowledge in data science, AI, and technology trends. The competition fostered both individual brilliance and teamwork, with questions designed to challenge attendees. Winners were awarded prizes, including gadgets and certificates, inspiring continued learning and engagement.



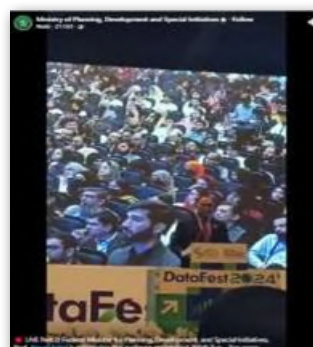
Official Dinner Hosted by PBS on 1st Day of Data Fest:

An official dinner hosted by PBS on October 21st, 2024, celebrated the launch of DataFest, with Minister Prof. Ahsan Iqbal and key dignitaries in attendance, fostering networking and collaboration among stakeholders.



Live coverage

The live coverage of DataFest 2024 significantly expanded its reach, generating 1.9 million views and a 4500% increase in impressions. Real-time streaming on platforms like Facebook, Instagram, and YouTube allowed global participation, while dynamic updates and live Q&As kept audiences engaged. Influencer collaborations and branded hashtags further boosted visibility, attracting a younger, tech-savvy audience and encouraging both in-person and virtual attendance. This strategy successfully enhanced interaction and broadened the event's digital presence.



Closing Ceremony: -

The closing ceremony was a moment of reflection and celebration, recognizing the outstanding contributions of exhibitors, academic institutions, and partners.

Special awards and certificates were distributed to individuals and organizations that demonstrated exceptional efforts in advancing data-driven solutions. Additionally, cultural performances helped create an inclusive and vibrant atmosphere, fostering informal networking and deeper collaboration among attendees.



At the closing ceremony Prof. Ahsan Iqbal, Federal Minister for Planning, Development & Special Initiatives, expressed his heartfelt appreciation for the successful conclusion of DataFest 2024. This groundbreaking event, organized by the Pakistan Bureau of Statistics (PBS), marked a historic milestone, being the first of its kind.

Cultural Event

The evenings of DataFest 2024 featured vibrant cultural performances and amusement activities, offering attendees a chance to unwind after a day of sessions. Highlighting Pakistan's cultural heritage, the events included traditional music, dance, and local art displays. These activities fostered community spirit, creating a relaxed and memorable atmosphere that complemented the event's professional focus.

Data Fest 2024, Pictures



Workshop to devise a way to clean the Economic Census Frame Data

The 7th Population and Housing Census of Pakistan conducted in 2023 gathered Socioeconomic data of 241 million individuals in Pakistan. The census also captured residential, commercial, and industrial structures, in addition to documenting economic activities, thereby laying the foundation for the Economic Census to make this data useable and workable for further data driven policy planning, the process of refining Economic Census Frame Data was commenced in March 2024. This task proved to be gigantic as approximately 07 million economic establishments were documented. After initial analysis an issue arose where a significant proportion of the reported activities were labeled by the enumerators as "Others with some textual description of activity," which contained errors such as misspellings and the use of Roman Urdu etc. Addressing these inaccuracies posed a formidable challenge in data cleansing. Various strategies were designed and implemented to rectify it, including manual code assignment, compiling a dictionary to rectify misspellings, and conducting fieldwork verification in Lahore and Karachi.



The training workshop was conducted by UNFPA consultant Mr. Guido Pieraccini Personnel from the Economic Census Section and DP Centre responsible for refining the Economic Census Frame participated in the workshop. The training proved instrumental in formulating a methodology for purifying the Economic Census Frame by accurately identifying economic activities and assigning precise PSIC codes to them. The process entailed Activity Description Normalization (Step 0), Fuzzy Matching with Similarity Ratio (Step 1), and Common Words Matching (Step 2). Stringent testing and validation protocols were enforced to ensure the precision and resilience of this approach. The refinement process was further optimized by developing strategies for leveraging Artificial Intelligence and machine learning algorithms. These techniques were applied in Karachi and Faisalabad, resulting in 85 percent of PSIC Codes being updated through algorithms, with the remainder being revised through meticulous consistency checks.

Virtual Training of Field Staff for Field Verification at Faisalabad



To enhance the clarity and precision in the process of cleansing the Economic Census Frame, a 10-day Workshop was organized in partnership with UNFPA at the PBS Head office from November 12, 2024 to November 22, 2024. The primary aim was to formulate a strategy for cleansing the Economic Census Frame in a manner that the remaining regions of Pakistan could be handled through Desk Work without requiring Field Verification.



It was decided to verify the accuracy of the process and algorithm through Field Verification in Faisalabad. Prior to commencing Data Verification in the field in Faisalabad, a training session was conducted for enumerators of the Faisalabad Regional Office. The training session was presided over by Member (SS/RM), Mr. Muhammad Godal Sawar (SI). Ms. Rabia Awan (DDG), Syed Qader Shah (DG-EC), and other



were present in the session. This training session was held virtually via a Zoom link. The participants from the Faisalabad Regional Office included Mr. M. Rashid (CSO), Mr. Arfan Dilbar (SO), Mr. Kashif Haider (S.A), Mr. Umar Awan (S.A), Mr. Usman Siddique (S.A), Mr. Abuzar (S.A), and Javed Iqbal (S.A).

Field Verification at Faisalabad

The Verification exercise in Faisalabad took place from December 16th to December 19th, 2024.

The field staff was furnished with the original data gathered during the 7th Population and Housing Census for validation. They were allocated a sample of 7,527 establishments across 25 blocks.



Review of Field Verification at Head Office

The fieldwork, along with the coded information, was assigned to teams at the Head Office for the purpose of validating the accuracy of the applied codes. The officers at the PBS Head Office were instructed to present the percentages of various cases separately in a consolidated Excel file after the teams completed the verification process. This included cases of Exact Match, establishments reported as closed previously but now open, establishments reported as open previously but now closed, changes in activity descriptions, slight discrepancies within groups, wrongly imputed codes,

Block Wise Summaries for further elucidation, and an Analysis of Incorrect Codes for updating the Dictionary. Upon scrutinizing the imputed codes against the field data, it was determined that 88% of the cases were accurately matched. The 156 cases with incorrect codes were thoroughly examined, leading to enhancements in the Dictionary.

Regular Progress Review Meeting

Progress Review meetings on regular basis were conducted throughout the quarter to present the advancements of the Economic Census Section to the senior management of PBS. The issue regarding the dissemination of data pertaining to the establishments in the 3 main cities of Pakistan to SMEDA, in accordance with 21 major PSIC Codes, was successfully addressed during these meetings.

Additionally, discussions were held regarding the integration of 14 surveys from CBNA into the Economic Census during these meetings.

Application of Algorithm on Gujranwala

After the cleansing of Karachi, Lahore, and Faisalabad, the confidence in the Machine Learning Algorithm and Dictionary was significantly enhanced, leading to the decision to employ Algorithmic methods for data refinement.

The verification process was conducted by officers from the Economic Census Section during the last week of December. The verification results indicated a confidence interval of 80-90%, confirming the accurate application of PSIC Codes to the data from Gujranwala. Building upon the timelines and outcomes observed in Gujranwala, the section will formulate a comprehensive action plan for the Economic Census.

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