

Government of Pakistan
Information Service Academy

YEARLY PERFORMANCE REPORT (JULY 01, 2018 – JUNE 30, 2019)

Information service Academy, a subordinate department of the Ministry of Information and Broadcasting, holds the mandate to impart Specialized Training Programme (STP) to the Information Group probationary officers. Moreover, the ISA also undertakes different capacity building courses for in-service Information Group Officers, Information Officers of Provincial Information Departments and media persons. Following are the details regarding the training conducted by this Academy during the period under review.

A. Specialized Training Programme Wing

Specialized Training Programme, a 06 months training Programme, is meant to train the Information Group Probationary Officers as future media managers through a combination of class room lectures, symposiums, seminars, syndicate exercises, Individual research papers, field visits and practical application of Public Relations theories with enhancement of personal skills and self-awareness. The visiting faculty includes accomplished academicians in the field of Journalism and Public Relations, senior civil servants, former ambassadors, representatives of civil society and renowned media persons.

i) 35th Specialized Training Programme

The 35th Specialized Training Programme of 07 newly inducted probationary Information officers commenced at Information Academy from April 2018. A study tour of the aforementioned batch to Gilgit and Baltistan was organized in the month of September, 2018. Seven (07) individual research papers and syndicate research papers were submitted by the aforementioned batch. Each Probationary Officers reviewed three books assigned to his/her. Ten field visits were conducted for probationary officers to different organizations of Information and Broadcasting Division. A passing out ceremony of the aforementioned batch was graced by the Federal Minister Information and Broadcasting and Secretary Information and Broadcasting Division.

ii) Revision of Syllabus

Information Service Academy, in order to update/ revise the curriculum of Specialized Training Programme held a consultative session with all stake holders including Federal Public Service Commission, Secretary Information and Broadcasting and Director General, Information Service Academy. In this regard senior retired and in-service Information Group officers, media experts from academia and journalism were invited. On the basis of suggestions of the experts, the curriculum of STP has been made more field oriented. Current issues presentations, workshops on exclusive topics like “research methodology” Information Technology, Social Media, etc, case studies, simulation exercises have been made essential part of the STP. Similarly emerging trend in Social Media have been made part of the training syllabus. The Probationary Officers are given extensive training to effectively handle and use social media tools for projection and defence of governments initiatives.

iii) 36th Specialized Training Programme

36th Specialized Training Programme comprising 14 Probationary Officers commenced at Information Service Academy on April 8, 2019. Curriculum recently approved by the FPSC is being taught.

B. Capacity Building Programme

Eleven (11) Information officers (BS-17 to 19) of Information Department of Khyber Pakhtunkhwa have successfully completed Professional Management Course from 08th April, 2019 to 10th May, 2019 at Information Service Academy. Various capacity building workshops on Information Technology, Research Methodology were organized during the year 2018 – 2019. The Information Service Academy in collaboration with “**Pakistan Peace Collective**” has arranged a two days’ workshop on Counter Terrorism, Strategic Communication and Media Engagement for Information Group Officers.
