

Government of Pakistan  
Information Service Academy  
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**YEARLY PERFORMANCE REPORT (JULY 01, 2017 – JUNE 30, 2018)**

Information service Academy, a subordinate department of the Ministry of Information, Broadcasting, National History and Literary Heritage, holds the mandate to impart Specialized Training 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 nine month 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, individual researches, field visits and practical application of strategic and tactical positioning along with enhancement of personal skills and self-awareness. The visiting faculty includes accomplished academicians, senior civil servants, former ambassadors, representatives of civil society and renowned media persons.

**i) 34<sup>th</sup> Specialized Training Programme**

The 34<sup>th</sup> STP comprising 06 officers, commenced on April 17, 2017. A study tour of the aforementioned batch to Gilgit and Baltistan was organized in the month of September, 2017. Six (06) individual research papers and two (02) Syndicate Research Papers were submitted by the aforementioned batch. Each Probationary Officers reviewed three books assigned to them. Ten fields 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 Minister of State for 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 in the month of January, 2018. The said session was chaired by the Minister of State for information and Broadcasting. 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, cinema, etc, case studies, simulation exercises have been made essential part of the STP.

iii) **35<sup>th</sup> Specialized Training Programme**

35<sup>th</sup> Specialized Training Programme comprising 07 Probationary Officers started on April 05, 2018. Curriculum recently approved by the FPSC is being taught.

**B. Capacity Building Programme**

Various capacity building workshops on Information Technology, Research Methodology and Pakistani Cinema were organized during the year 2017 – 2018. 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 in December, 2017.