PAKISTAN BUREAU OF STATISTICS
Government of Pakistan

A Concept Note for

DATA-FEST
2024

Pak-China Friendship Centre, Islamabad, Pakistan

Date: 21st & 22nd October

By: Pakistan Bureau of Statistics (PBS)

1. Background

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

Data-fest 2024 is more than just an event; it's a celebration of how data can drive decision-making, spark creativity, and lead us to a future of knowledge and collaboration. This festival focuses on the vital role of data in improving life and starts a series of projects aimed at using data for societal good.

2. PBS Introduction

The Pakistan Bureau of Statistics (PBS) is the prime national agency mandated to collect, compile, and disseminate statistical data essential for informed decision-making, policy formulation, and national planning. As the key institution responsible for conducting comprehensive censuses and surveys, PBS recently completed the country's first-ever digital census, marking a significant milestone in data collection innovation. Currently, PBS is preparing to conduct the Agriculture Census, a crucial step in understanding and improving the agricultural sector.

In addition to these major activities, PBS regularly conducts a variety of other surveys, including the Labor Force Survey (LFS), Household Integrated Economic Survey (HIES), and Pakistan Demographic Survey (PDS). The organization is also mandated to the formulation of GDP and national accounts, ensuring that economic planning is based on robust data. Moreover, PBS plays a pivotal role in monitoring six Sustainable Development Goal (SDG) indicators, underscoring its commitment to contributing to global development objectives through accurate and comprehensive statistical analysis.

3. The Digital Paradigm Shift

PBS is transforming how data is accessed and used, in line with global digital trends. PBS is creating interactive dashboards and customized tools to give policymakers, researchers, and stakeholders timely insights. This helps with effective governance and socio-economic development.

PBS has developed the "Decision Support System for Inflation," approved by the Prime Minister, for price control decisions. During the COVID-19 pandemic, PBS's heat maps and line listings helped manage smart lockdowns. PBS is also working on decision support systems for education, health, housing, and more, using GIS technology and advanced data analysis.

4. National Strategy for Statistical System Development

Although there is a lot of data available, limited awareness and technical expertise among users prevent its optimal use. PBS aims to address these gaps with initiatives like Data-fest 2024, promoting data literacy and encouraging data-driven decision-making. This will make the National Statistical System more accessible and inclusive.

5. Event Details

The Pakistan Bureau of Statistics (PBS) is excited to present the inaugural Data Fest-2024, a pioneering two-day event at the Pak-China Friendship Centre in Islamabad from 21st & 22nd October 2024. This first-of-its-kind festival in Pakistan aims to promote statistical literacy and raise awareness about data's crucial role. Open to a diverse audience, including government officials, policymakers, students, researchers, and the general public, Data Fest-2024 will demystify data science and demonstrate its practical applications.

6. Objectives of Data-fest 2024

Data-fest 2024 aims to:

- **Promote Data Literacy:** Enhance understanding and skills in data science among participants.
- **Directly Engage Data Producers with Data Users:** Facilitate interactions to bridge the gap between data creators and users.
- **Showcase Benefits of Data Integration and Sharing:** Highlight how data amalgamation can generate holistic insights for informed decision-making.
- **Create a Marketplace for Data Exchange:** Foster an environment where data can be traded, accessed, and utilized effectively.
- **Promote Data-Driven Innovation:** Encourage new ideas and solutions through panel discussions featuring thought leaders.
- **Foster Data Literacy and Visualization Skills:** Provide training on data analysis and visualization to empower participants.

7. Thematic Areas

Data Fest 2024 activities will be centered around these themes:

- **Data for Life and Equity:** Healthcare access, social equity, education equality, and poverty alleviation
- **Data for Governance and Growth:** Price regulation, social service delivery, law enforcement, and public administration
- **Harnessing Data for Fiscal Resilience:** Revenue generation, expenditure optimization, budget transparency, and financial accountability
- **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, visual analytics, data-driven decision-making, and sustainable development goals.

7. Proposed Activities

The event will include:

- **Keynote Speeches:** Talks by international and regional experts on the role of data in various sectors.
- **Workshops and Training:** Sessions on diverse data topics, giving participants practical skills.
- **Data Product Exhibitions:** Interactive exhibits of cutting-edge data products and tools.
- **Panel Discussions:** Discussions on critical topics like data for governance, economic growth, climate resilience, and public health.
- **Networking Events:** Opportunities for data enthusiasts and professionals to connect.
- **Specialized Seminars:** Focused sessions on topics like statistics for non-statisticians, data for governance, and more.
- **Family Fun Day:** Live performance, Food and Beverages.

8. Expected Outcomes

Data-fest 2024 expects to:

- **Increase Data Utilization:** Raise awareness and use of available datasets, leading to better decision-making.
- **Enhance Collaboration:** Strengthen partnerships between government agencies, private sector, academia, and civil society.
- **Drive Innovation:** Introduce new solutions and practices in data analytics and visualization.
- **Build Capacity:** Improve skills in data literacy and analytics among participants.

9. Potential Sponsors and Stakeholders

Key stakeholders and sponsors include:

- **Government Agencies:** Ministries of Planning, Finance, Health, Education, etc.
- **Semi Government and Autonomous Bodies:** Regulatory Bodies and Autonomous Institutions like NADRA, SECP, etc.
- **Private Sector:** Corporations, Financial Institutions, Tech Firms, Data Companies, and Banks.
- **Academic and Research Institutions:** Universities, Think Tanks, and Research Organizations.
- **International Organizations:** UN agencies, International Development Banks, and Foreign Embassies.
- **NGOs & Civil Society:** NGOs, CBOs, and Advocacy Groups focused on data-driven policy.
- **Media Houses:** Media organizations for coverage and visibility.
- **Associations and Unions:** Associations Like APTA, P@SHA etc.

10. Sponsorship Tiers:

- **Platinum (10 Million PKR):**
  - Exclusive naming rights, full-page ad, prominent logo placement, speaking slots, VIP passes.
- **Diamond (5 Million PKR):**
  - High-visibility logo placement, half-page ad, prominent booth space, VIP passes.
- **Gold (2.5 Million PKR):**
  - Logo placement, quarter-page ad, exhibition space.
- **Silver (1 Million PKR):**
  - Logo placement, mention in program, exhibition space.
- **Bronze (0.5 Million PKR):**
  - Logo placement, mention in program.

Additional Sponsorships:

- **Session Sponsor:** Naming rights, speaking opportunity, logo placement.
- **Workshop Sponsor:** Naming rights, logo placement, opportunity to deliver workshop remarks.

11. Media Coverage

Pre-Event Coverage (2-3 Months before):

- Press Release
- Social Media Teasers
- Blog Posts and Articles on PBS website and social media

During the Event:

- Live Social Media Coverage
- Interviews with keynote speakers, organizers, and participants
- Live Streaming

Post-Event Coverage:

- Event Recap Blog Post: Summary of highlights
- Press Coverage and Media Thank-You: Sharing media coverage links and thanking media outlets
- Participant Recommendations: Sharing feedback and experiences on PBS website and social media