Q and significant change in the quantifiable results.

Business, Branding

Qno 2. ProposedCommunication Plan to strategize Effective Communication of SDG Unit Step1. Devising the short term and long termobjectives of the SDGs. Devisingand prioritizing the short and long term goals are very important to seed thefootprints of the objectives and proposed interventions, which will literallyfeed the process step by step for disseminating the right messages in print andelectronic media and changing the mindset of the larger and targeted audiences. Thecommunication Strategy cum plan must focus the local norms and dignity into theconsideration for acquired advocacy and branding of the project inline with theinternational standards. Evolving an SDG Framework and localization strategyfor planning and implementing SDGs in Balochistan's context may be possible if360 Degree evaluation of the stakeholder is being initiated. Developing andimplementing an integrated monitoring and evaluation framework for SDGs andwider development initiatives of Balochistan for improved planning and resourceallocation, which should address the ground needs and significant change in thequantifiable results.

Pursuing communication and outreach strategy focusing onproject outcomes, objectives and activities; which must be different fromdistrict to district inline with the Socio economic diversification ofBalochistan. Publishing midline, baselines and endline targets for sustainable development inBalochistan to feed into the SDGs Action Plan for media. Ensuring communication with sectorspecific thematic working groups and Technical Committee withmulti-stakeholders involvement to provide the institutional mechanism forcoordination and oversight for larger community. · Indicate what the project wishes to achieve on

thecomunication front. It is an important communication tool, which will make the audience to absorb the integration and acquired benefits ofthe project, which will improve the leavings of the common person. · Objectivesgrowth vs branding and marking. The objectives growth may be revitalizethrough SGDs unit media policy, where Press releases and media briefingconduction may boost the process as meaningful.

Step 2. Prioritizing the objectives and audiences to support the Larger Goal.·   Aiming& Product selling.·   IdentifyingFS1 the audience and treating them in local conditions.·   IdentifyingKey stake holders.· PlanTo reach the target audiences. Step. 3 Interpretation of yourObjectives vs implementation.

·   Localrecognition and ownerships. Forlocalization of the SDGs it is very important to focus local tools for externalcommunication through public messages, i. e Cable tickers, Radio messages /spots. The internal communication with the SDG Unit and among immediatestakeholders may not be a challenge as compare to the external communicationand justifying the set bench marks.·   Transmissionof Project messages to the targeted audiences.

·   Reliabilityof Project goals and objectives in local context and based on the lesson learntwith MDGs.·   Defining'sRisks, Motives and benefits of the project Beneficiaries.·   UpliftingLocal economy and making the difference.·   Identifyingfeedback within and outside the SDG unit.·   SecuringPlan B for exploitation of messages from positivity to negativity. Q. No 1.

TalkingPoints for CD UNDP.·   Civil society is playing a critical rolein determining the course of the SDGs and the role of the private sector withinthem. The people-centred mandate of the 2030 Agenda points to the centrality ofcivil society will link the SDGs' global ambition with the realities and rightsof people affected by the practices and impacts of the private sector. ·   Partnershipwith civil society, private sector and other actors will be developed for financing, innovation and sustainableeconomic growth will change the lives of the poorest of the poor. ·   Theseinclude connecting support from the private sector and enhancinginternational   development collaborationto ensure that sufficient financial resources are in place to achieve SDGs ·   TheProject envisages to build partnership with donor organizations and privatesector for resource mobilization. .

·   Only an empowered civil society canelevate the voices of people living in poverty to places of political power anddecision-making. ·   An organised and empowered civil societyis also a key accountability mechanism for the private sector and the SDGs. Itis up to civil society to hold the private sector's feet to the fire and toensure that its engagement in the SDGs occurs in an accountable manner. ·   Third, civil society plays a key role in localizingthe SDGs and helping to create a more balanced playing field at the nationaland sub-national levels.

There is a real risk that the capacity of civilsociety to steer the SDG process will lag behind the momentum around newprivate sector-led initiatives and modalities to implement the SDGs. We haveseen similar trends in the business and human rights arena, where a lack oflocal civil society capacity

represents a key obstacle to the implementation ofthe UN Guiding Principles on Business and Human Rights. · One avenue is the SDGs' Follow Up andReview process, which is supposed to be " robust, voluntary, effective, participatory, transparent and integrated.

" Civil society will be a key actorto ensure that information regarding the private sector's SDG contribution is channeledinto these processes at the sub-national, national and global levels. · The stakes are high for civil society. Thesimultaneous trends of rising private sector influence on the sustainabledevelopment agenda and closing civil society space represent significantchallenges to civil society's enduring power and influence.