Youth Association for Development

DIGITAL FRAMEWORK PLAN

YOUTH ASSOCIATION FOR DEVELOPMENT

Our Digital Frame Work Plan

Introduction	YAD IT, web-based tools and digital frame work plan is based on the theme of 'Systems and process on Digital process, online services, Social Media, networking, connecting'. Digital frame work plan is the way that can accelerate, enhance organization activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact in a strategic and prioritized way todays demand in increased technological capabilities combined with the desire for ease of use. And organizations have deal with external influences such as regulatory laws, changing values, promotion, achievements competition, and twenty first century digital globalization demands. Therefore, the main purpose of this IT, web-based tools and digital frame work plan is that the YAD is able to promote YAD professional profile, achievement and YAD businesses through the use of social media online media, websites, ICT/IT based systems in order to boost YAD resources mobilizations, resources generation, business and growth. Website based is the most important tool of an organization to showcase their services. So, keeping website up-to-date which includes adding news & updates, announcements, events, updates, picture gallery, video gallery etc. As all online resources needs up-gradation time by time because technology is up-grading every day. So it is very important to keep website on latest upgraded version. Thus, YAD digital frame work tool plan will be productive to enhance the publicity, promotion, performance, management, learning and development. YAD digital frame work tool plan is helpful in automatic process and reduce the spent on repetitive tasks.
Digital work plan	A digital work plan is an outline of a set of goals and processes by which a team and/or person can accomplish those goals, and offering the reader listener a better understanding of the scope of the projects. This digital Work plan will be used whether used in organization projects, help it stay organized while working on projects. Through work plans, break down a process into small, achievable tasks and identify the things wish to accomplish
About YAD: Background:	The Youth Association for Development (YAD) is a youth lead, peace building civil society initiative based in Baluchistan and whose roots lies with a core of volunteers in different districts of Pakistan. YAD is human rights-based approach with a multi sector development organization working on participatory development approach to bring long term change & sustainable development in the society. The idea of a civil society organization evolved in 2002, when a group of likeminded people working in the social, political, democracy, freedoms, justice, climate, gender, feminists, human rights and development sector in Baluchistan and having enough local, sub national, national and

	international exposure and experience, got together and initiated the dialogue among themselves on issues of humanism, peace, democracy, human rights, gender, right to information, transparency, accountability, data, environment, water, climate, sanitation, hygiene, health, education & other social issues in the province and country; The group concluded the need for an organization which can address the above mentioned issues through a holistic approach; promote the value of humanism, feminism, pluralism, peace, justice, tolerance, equality, equity, basic human rights, women rights, minorities rights, child rights, adolescents rights, address democratic and governance issues, conduct research and analysis, initiate dialogues among different segments of society, take steps toward a peaceful, tolerant, and democratic society, conservation of environment, climate action, generating citizens based data, open data, monitoring, evaluation, tracing, tracking, transparency, accountability, primary health care, quality education, increasing literacy, increasing enrolment, decreasing dropout, youth activism, youth, empowerment, youth development, civic spaces, safe abortion, natural resources management, agriculture development, forest & bio diversity conservation, sanitation improvement & hygiene education, WASH, WATSAN, working for IWRM, advocacy and lobbying for SDGs achievements, SDGs achievement process monitoring at Pakistan level, enforcement of SDGs and 2030 agenda in Pakistan, law, legislations, policy reforms, policy actions, strategies, actions plans, and enforcement of laws and policies, creating public and private partnership with engagement of business communities, entrepreneurships, mentorships as well as provide an enabling environment to civil society of Baluchistan
YAD Vision:	"Changing the world, upgrading the societies, achieving the Sustainable Development Goals through impact, innovation and influence"
Digitalization:	digitalization refers to something related to electronic signals. In other words digital is the convergence of multiple technology innovations enabled by connectivity -wide information system based on the technological foundation of the Internet or related technologies the integration of digital technologies into everyday life by the digitization of everything that can be digitized. The literal meaning of digitalization gives an apparent idea of development and technology dependent world. In this chapter, digitalization means computerization of systems and jobs for better ease and accessibility. The adoption of digital technologies to modify a business model. The aim is to create a value from the use of new, advanced technologies by exploiting digital network dynamics and the giant digital flow of information The use of digital technologies to upgrade processes
Concept of IT, Web based Tools and Digital Framework.	With the advent of accessible digital technology more than a decade ago, international development organizations began seeking new ways of including digital tools in their programming for improved outcomes. These efforts were initially quite successful; significant advancements occurred in various sectors, more communities around the globe were connected, and underserved populations were reached in a way that had not

	been possible before. Donor and multilateral representatives begin discussing common challenges in implementing digital development projects. They are a set of living guidance intended to help practitioners succeed in applying digital technologies to development programs. As the use of technology from mobile phones and tablets to computers, website and social media increases globally, more and more, technology is being integrated into service delivery across sectors , while these technologies have the potential to increase efficiency, cost effectiveness and impact across the sectors, there are still major barriers to ensure that their impact is fully realized. So, we need Digital Development are a tool to help realize that full potential of ICTs. They offer nine specific best practices, each with a set of guiding questions, resources, and project lifecycle applications that will help you implement the digital on our project.
YAD Digital Framework Plan Objectives.	The YAD Digital Framework plan is to develop to assist in organization effectively embedding digital technologies into programing for improved outcomes, connect to far-flung rural and urban areas, globe, accelerate, enhance organization activities, processes, online resources needs up-gradation competencies, promotion, YAD professional profile, achievement and its businesses through the use of social media online media, websites, IT based systems in order to boost YAD resources mobilizations, resources generation, business and growth. website up-to-date which includes adding news & updates, announcements, events, updates, picture gallery, video gallery etc. As all online resources needs up-gradation time by time, performance, management, learning and development.in automatic process and reduce the spent on repetitive tasks. Further, this this digital frame work plan objective is to provide free services, and access by web, social media blogs, Apps, SEO, FM Radio massages, digitalis geographical access and Information Management System, toll free helpline and real time reach and People approaching at door step. Similarly, this tool plan will interact YAD beneficiaries, stakeholders, engagement of journalists, institutions, public and private sector rural, urban, semi urban, kacchi abadi, slums, refugees, poor, minorities, disadvantage segments, vulnerable population, NGO ,INGOs
Brief a ccount of the use of digital technologies framework purpose and benefits to YAD.	YAD Digital Framework plan supports the Digital Strategy for organisation and this framework provides a common reference with descriptors of digital competence for promoting innovative digital approaches which embed the use of digital technologies. The developed Framework holds that improving the quality ,standreds protocol and should be the main driver.Organizations use an average of Software as a service(SaaS) is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the Internet the costumer can easily access to the organisatin profile,Data,research ,resources, service and products.the digital frame work plan mean to YAD is to embedding digital technologies into programing for improved outcomes, connect to globe, accelerate, enhance organisation activities, processes, online resources needs up-gradation competencies,promotion, YAD

	professional profile, achievement and its businesses through the use of social media online media, websites, ICT/IT based systems in order to boost YAD resources mobilizations, resources generation, business and growth. website up-to-date which includes adding news & updates, announcements, conduct survey ,filling ODK form. A digital workplace is a central place where all of your important operations data lives and moves twenty four and seven and this provides infrmation all about at door step. and events,updates, picture gallery, video gallery etc. As all online resources needs up-gradation time by time, performance, management, learning and development.in automatic process and reduce the spent on repetitive tasks. This Give users mobile access so that they can check any notification or information while they are on the move as well as allow employees to upload and integrate all types of data.this digital fram worl plan implement smart strategies to give employees the tools they require to connect, collaborate, and perform their core job responsibilities in Smart and reliable communication way by providing employees with all the tools that they need to communicate and coordinate with their team members, and able to create a collaborative culture and healthy atmosphere in organization and able to make the work-life for your employees easier, which automatically leads to more productivity. That is because employees are able to use their freed up time for problem-solving and coming up with innovative ideas.
Essential of YAD digital framework plan .	YAD Digital framework plan involves using digital channels for goals of acquisition and retention. It also includes digital technology and the use of data of target health facilities care taker and provider audiences more precisely with personalized messages location Since creating awareness, advocacy, connectivity of sharing location ,access and of digital competence internal connections installation of cameras, website Facebook, blogs Emails, Microsoft and outlook for promoting innovative digital approaches which embed the use of digital technologies for best interest of organization
Need and requirement of digital frame work plan in time of crisis	Despite the challenges of COVID-19,YAD with a fully optimized digital plan have quickly adapted to the "new normal" to help the organisation works and activities which easily move into digital way.The current global crisis has led to increased online competition and highlighted the urgent need for rapid digital transformation. YAD digital transformation plan with practical concert steps enables organisation to learn through doing and get results, fast.
The focus of this Digital frame work Plan	Digitalisation is best investment tool in an organization and voital role in boosting growth promotion and innvovation skills and compatation YAD Digital transmition enriches the organization tools and resources.YAD digital transformation will accelerate with the rapid advance of new technologies like, cloud computing Like previous major

	technological advances and this will affects how people live, interact and work. It opens up access to a wealth of information and resources. This Digital plan focuses on implementation and the need to stimulate, support and scale up purposeful use of digital and innovative practices. It will draw on a wide range of aweraness, adovcacy access, provide information, save ,share and trainings and meetings including,conducting research. A key part of digital plan is ensuring equity and quality of access and infrastructure. The digital divide has many dimensions, but improving access to technology and connectivity for all. Making better use of digital technology for office purpose.Utilize all the available IT equipment's for best interest of organization Information at door step as well as developing relevant digital competences and skills for the digital transformation and Improving organisation through better data analysis and foresight
YAD Digital frame work plan tools.	**RAE concept and YAD** **R: Reach visitors, beneficiaries and fans.** YAD frame work plan will assist beneficiary's visitors and fans to give them access to YAD via web, Search Engine Optimization (SEO) Toll free, photos gallery, events, website, social media tools, storytelling hub, Mobil app technologies **A: Act, shares, stores, organize and leads.** This frame work plan will be helpful in sharing, storing organizing and leading Blogs, photos, videos public awareness massages, FM Radio Programing, develop public messaging and innovative online/offline campaign activities and materials, Data base warehouse cloud data, music, sharing, publication documents, Pictorial documentary making, media, One drive, Gmail, yahoo. Upgradation of office equipment CDs DVDs **E: Engage, repeat and referral**. YAD digital frame work plan will be helpful in engaging the beneficiaries' stakeholders NGOs INGOs Media houses etc through the repetition referral via social media sharing, publications online services, conducting surveys and voices, marketing cloud and campaigning, Video Advertisement, Mobil technology massage reminder awareness, Toll free
Actions to be done	**1. Website Updating & Upgrading** Website is the most important tool of an organization to show their services, keeping of website up to date which includes adding news and updates, announcements, events, updates, picture gallery, video gallery art etc. As all online resources needs upgradation time to time due to new induction in technology and important to keep YAD website updated version YAD Pakistan Website will be checked and maintained on regular basis to avoid the website issues and mistakes and keeping it updated and relevant. This should be done on a consistent basis in order to keep YAD website healthy,

	encourage continued traffic growth, and strengthen. YAD Pakistan website will maintained on weekly monthly, quarterly and annual basis to check that all pages are loading without errors, make updates to website software and plugins, Check that all of organization forms are running properly, remove any spam comments from pages and posts, check the load speed review your website design and structure.
	2 Tacking Backup of website Website backup is important and essential on regular basis and it need back up on weekly and monthly basis. YAD will keep update and back up of website on regular basis. The website backs up mean to the similar copy of content and data that keep it safe whatever happens to your website. Website backup minimize the threat of lost data and all available to you and it can use for all time. .
	3. Blogging YAD Blog pots allow it to publish insights, thoughts, and stories on website about any topic. They can help boost traffic, brand awareness, credibility, promotion and conversion. people and organizations of all walks of life manage blogs to share analyses, instruction, criticisms, information, and more. There are many popular blog formats. YAD website will have its own blog where organisation will published blogs on regular basis. Blogs are important to bring your website in search engine optimization (SEO) on good ranking and also important to aware public about YAD services. Blog writing is a very technical skill and experienced bloggers will write blogs for YAD and will share latest blogs on website on regular basis
	4.Website Security from Hacking Attacks The hacking of the websites is common. The hackers hack several websites on the daily basis and gain the control in own hand and The hackers gain the control over the website, and this may result in losing the data of website. YAD-Pakistan will hire the services of IT consultant to protect the website from hacking and the IT consultant service will keep the YAD website protect and safe .

	5.Search Engine Optimization (SEO) World has become a global village and people search everything online before taking any action. People search service,products online and read about.searching engines helps people to select the product or service and people believe on it. Google Search engine is World's No.1 search engine and people find products and services on Google. SoYAD website will bring on Google page.this will help in YAD service , promotion and its online publicity.
	Documentary photography usually refers to a popular form of photography used to chronicle events or environments both significant and relevant to history and historical events as well as everyday life. It is typically covered in professional photojournalism, or real life reportage[1]but it may also be an amateur, artistic, or academic pursuit.
	6.Digital Asset Management (DAM) is a system that stores, shares and organizes digital assets in a central location. It amplifies the benefits of creative files such as images, videos and other media. Digital assets are files like videos, music, photos, documents and other media. If these digital files contain the rights to use them, they are consi dered an asset. Digital assets grow exponentially as digital content creation and sharing increases time for marketing professionals to learn more about it and investigate how it could improve their reach and overall effectiveness with campaigns.
	7.Mobil technology Mobile technology includes portable devices such as smartphones, tablets that provide users the functionality and connectivity. Moreover, the modern high-speed mobile internet gives the freedom to to reach access the customers to browse on the web,communicate, entertain, shop and pay anytime anywhere. So, digital firms have adapted to the dynamic patterns of onsumer behavior and gradually shift towards mobile communication channels to minimize mobile disruptions. On the other hand, employees also expect lots of flexibility or mobility in a workplace, but efficient digital firms are also minimizing such challenges by digitally transforming the conventional office workflow to the smart office (Bongiorno et al., 2018). The employees of the digital firms can also 'work from home' as if they are in office. They can access their

internet telephony system, emails, a conferencing system and their office files from home – that make them feel as if there are sitting in their office.

8.Social Media Marketing
A social media accounts/ pages are hands-down the best way to gain access and to be touched with massive number of potential organizations, consultancies firms, public and customers across the globe. Reaching to people to showcase about YAD services the more reliable way is social media by boosting of Facebook accounts posts it can reach to thousands of people every month. So Social Media Marketing is smartest way of marketing in this social media era YAD team will Our teach will design creative picture ads using latest software and will promote YAD services via Social Media like Facebook, Instagram, YouTube Twitter, link din etc

9. Video clips advertisement
Video advertising is one of the most popular ways to reach online audiences .experts believe video advertising will dominate the next decade, which suggests that now is an ideal

FM broadcasting
 FM radiois a method of radio broadcasting using frequency modulation. FM is used to provide high fidelity sound over broadcast radio. FM broadcasting is capable of higher fidelity that is, more accurate reproduction of the original program sound proved far more effective in mass communication. The FM radio which did not require transportation of the message drew immense attention of common people.YAD has planned and will convey the public Awareness massages regarding maternity health, HIV Aid ,End early child /forced marriages and COVID 19.

StoryteStory telling
it is old form of educating transfer culture, and faith but today story telling is a design process to present a research results in an engaging way and create empathy with your target users. This will help steer the design process and keep it user-centric.and YAD will present the poewer full stories on frequent and need basis probly after conducting

	research After research conducted the powerful stories in mind, participants' powerful messages that influence and drive design and innovation.
	Application (App). Mobil application refer to software application design to run the Mobil devices such as phone, tablet apps caused to rapid expansion into the other areas such as Mobil factory automation YAD has developed the project based App that assis the people access, information,., location
	Toll free number Toll free numbers are telephonic numbers dial able free of cost to the person desirous of calling and YAD Toll Free number will allow the caller to reach out of the area without being charged along distance free for YAD has developed a toll free number which will provide all concerned with uninterruptible service being 24/7 availalble.
	10.Cloud Computing Cloud computing is the delivery of different services through the Internet. These resources include tools and applications like data storage, servers, databases, networking, and software. and that data is usually stored in the cloud, on-demand provision of computing services such as a server, storage, network over the internet. Cloud has its particular infrastructure, platform, and applications.
	11. File mail Filemail lets you send and share your pictures, videos and other files from your Android device to any e-mail for free. People you send to don't have to struggle with noisy download sites. You click "Send". They get a fast download link in their e-mail. Simple as that! So simple in fact, that millions of people and thousands of businesses decided to use Filemail so far! Key functionality: • The fastest and easiest way to transfer large files and media from your tablet or smartphone • Send large files with no restrictions for free to any e-mail address! • Send any file using "Open In…" functionality • The recipient gets a fast, hassle-free download link

	• Unlimited number of downloads • You always know when (and if) the file was received • Download files you receive with Filemail directly from the app
	Google meet Google Meet **Google meet** (formerly known as Hangouts Meet) is a video-communication service developed by Google. It is one of two apps that constitute the replacement for Google Hangouts, the other being Google Chat.
	Google drive **Google Drive** is a file storage and synchronization service developed by google.Google allows users to store files on their servers, synchronize files across devices, and share files. ... Files created and edited through the office suite are saved in google drive.
	WeTransfer WeTransfer is a cloud-based online platform designed to allow you to transfer different types of files for free to other users on the Internet. Its use **is** very simple and increasingly frequent, especially because it allows you to send very large or heavy files in a very convenient, easy and 100% effective.
	Survey Monkey Survey Monkey is an online survey development cloud-based software as a service company, Survey Monkey provides free, customizable surveys, as well as a suite of paid back-end

	ALL ARTS is a multimedia platform devoted to engaging with numerous artistic genres. YAD document and showcase established and emerging artists working in visual art, music, theater, dance, film, literature and more. All arts cover artists from diverse backgrounds and origins with content presented in the form of videos, interviews, written commentary and social media.
	Communication in crisis. zoom meeting one drive, digital mapping facilitator volunteers For the time being it becomes difficult to meet face by face in this case zoom meeting helps coming in contact and conferencing on any issue. This can take place on requirement basis. Conferencing is a modern tool of decision making meetings and conferencing it helps management bodies online meeting / video conferencing in crisis days like existing covid-19 situation.
2.3. These are a summary of our strengths with regards digital frame work plan.	IT advances have rapidly taken place since last few decades. Nowadays IT plays the role of backbone in an organization. It is needed in every field for smooth functioning of any organization. From daily attendance of staff to decision making each and every step needs digital supporting system including the maintenance of data, recordkeeping, accounting, advertising, communication, meetings and seminars, coverage of events and activities, saving of information, attracting the people towards an organization. YAD has also tried its level best to come upto the standard in evey walk of IT. Through various tools of digital planning and development like modern source of data saving, accountancy, communication, planning and relationship development YAD has gone across every possible source. In future advances will be kept in mind to keep us updated and upgraded.

Digital Learning Action Plan

ACTIONS (What needs to be done?)	TIMEFRAME (When is it to be done by?)	PERSONS / GROUPS RESPONSIBLE (Who is to do it?)	CRITERIA FOR SUCCESS (What are the desired outcomes?)	RESOURCES (What resources are needed?)
1.Website Updating & Upgrading Taking Backups of website	Website will be checked and maintained on regular basis to avoid the website issues and	YAD will hire IT exert (Software	Website will have long lasting impact on the	• System or Work station • IT expert

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	mistakes and keeping it updated and relevant. This should be done on a consistent basis in order to keep YAD website healthy, encourage continued traffic growth, and strengthen. YAD website will maintained on weekly monthly, quarterly and annual basis to check that all pages are loading without errors, make updates to website software and plugins	Engineer) on contract basis. This person will be provided with data on requirement basis and he will be responsible for uploading the same and maintaining the web in general.	memory of its visitors, keep the visitors and all concerned updated with latest news, events and activities regarding YAD. It will also convey the mandate of YAD to its visitors time to time.	• Secondary tools / required accessories. • Provision of uninterruptible internet connection etc.
2 Blogs	YAD Blog pots allow it to publish insights thoughts, and stories, video clips on website about concerned topics. Blogs will be shared in frequency of a single blog fortnightly or more on requirement basis.	Blog writing is a very technical skill and experienced bloggers (YAD core staff) and blog expert on need basis will write blogs for YAD and will share latest blogs on website.	Expression and passions, sharing of knowledge enhance writing skills to build YAD professional networks and thi will be published in national int3ernalon and local online newspapers and journals, Webster, magazines and YAD official word press account earn	• YAD skilled writers and administration • Any outsider writer while deemed to be necessary.

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			more exposure to become an authority	
Social Media	Social media accounts/ pages are hands-down the best way to gain access and to be touched with massive number of potential organizations, consultancies firms, public, visitors, audience across the globe. Reaching to people to showcase about YAD services the more reliable way is social media by boosting of Facebook accounts posts it can reach to thousands of people every month. So Social Media Marketing is smartest way of marketing in this social media era YAD team will Our teach will design creative picture ads using latest software and will promote YAD services via Social Media like Facebook, Instagram, YouTube Twitter, LinkedIn Tumblr etc.	No time frame can be fixed for this category.it will be done frequently as more as possible	Social links of all YAD personnel will be fought in to use ,as the social media is most popular source of information ,awareness, mobilization, advocacy thus way will be a source of to be touch with and popularity	Facebook, Instagram, WhatsApp YouTube channel Twitter, link din tiktok etc.
2 **Video clips**	Videos are advanced and latest media type advertising. these videos to raise awareness and educate community on health, hygiene rights and behaviors it .is one of the most popular ways to reach online audiences. Experts believe video advertising will dominate the next decade,	This action will be made on frequent basis keeping in view of the availability of funds and resources	People attention to videos is more than other media.presention of videos will attract the audience this may likely to be a source of advertising for YAD which can	Presenters, Digital camera, producer ,Mic ,stand and video editor

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	which suggests that now is an ideal		be assessed through evaluation of frequency of viewers ,likes, comments and share	
5 Digital Asset Management (DAM)	Digital Asset Management is a system that it is age of modern technologies the word has been digitalized since last decades' success of an organization in this era is correlated with its digital assets stores, shares and organizes in a central location.	Efforts through YAD core staff facilitators volunteers	YAD will be digitalized in all respects including maintaining retain of record, advertising, information these digital files contain the rights to use them, they are considered an asset. Digital assets grow exponentially as digital content creation and sharing increases producing and marinating of digital assets will be started /upgraded immediately and will be continued until success	Creative files, image gallery. video collection, record maintaining software, music, photos, documents and other media. If

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1. **Stories telling,**	storytelling is a design process to present a research results in an engaging way and create empathy with your target users. This will help steer the design process and keep it user-centric. And YAD will present the power full stories on frequent and need basis after conducting research	After conducted research and 0btaind results the YAD chief executive or project coordinator will be in authority to share the story	After research conducted the powerful stories in mind, participants' powerful messages that influence and drive design and innovation.	Conducted research, powerful story, educative mind
2. Pictorial documentary making	Documentary photography usually refers to a popular form of photography used to chronicle events or environments both significant and relevant to history and historical events as well as everyday life. It is typically covered in professional photojournalism, or real life reportage but it may also be an amateur, artistic, or academic pursuit.	Photographer, photo editor and characters as detailed by YAD.	Photographical documentaries are interesting and attention catching from user side. They may create interest among public to know about YAD.	Camera, editing system and uploading software etc
3. FM Radio programing	FM broadcasting is more effective in mass communication. The FM radio attain immense attention of common people. YAD will on frequent and need basis convey the public Awareness massages regarding maternity health, HIV AIDs ,End early child /forced	Influential people .radio jokes, social activists, motivational speakers , human rights activists Radio station ,	Increase in individual awareness in SRHR access to SRHR resources ,services information and transform social norms.	FM radio station human resource and audience P/Ro

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	marriages and COVID 19. As it is an expensive source of advertisement, it cannot be accessed frequently it will only be accessed on requirement basis.			
4. Boosting in social media and online media	Social media is a source of urgent info sys and YAD may adopt this sys on regular interval for boosting YAD media.	YAD own staff will do it as primary role and volunteers will do the same as secondary source	Now a days this is a time of business and social life race and to remind the existing of YAD this will be done.	YAD Core staff, volunteers , social mdia contacts, accounts etc.
5. Monkey survey	Survey Monkey is an online survey development cloud-based software as a service company, Survey Monkey provides free, customizable surveys, as well as a suite of paid back-end programs that include data analysis, sample selection, bias elimination, and data representation tools. Survey Monkey is a tool that allows users to create their own surveys using question format templates. The basic version of Survey Monkey is free; an enhanced version is also available at a cost	A hired IT expert in collaboration with YAD Core Staff will be responsible for said purpose	Survey is a very useful and modern tool of data collection and approaching the opinion of various users at their end. This may enable YAD to appraise its functioning and opinion of the public about YAD.	IT equipment Online application

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6. Video Documentary	A documentary is a film or video examining an event or person based on facts. A documentary film is a non-fictional, motion picture intended to "document reality, primarily for the purposes of instruction, education, or maintaining a historical record. On requirement basis as per new projects.	Cameraman, Characters.	Video documentary is advanced from photographic documentary. This creates more interest amongst users and also diverts their attention towards YAD info.	Camera, Video editing software and system for creating, editing and developing videos etc.
7. Application	Mobile application refer to software application design to run the Mobil devices such as phone, tablet apps caused to rapid expansion into the other areas such as Mobil factory automation YAD has developed the project based App that assist the people access, information,., location and other concerned knowledge and updates on YAD the Application will be maintained and updated/upgraded on regular basis	IT expert hired on contract basis will be responsible for upgradation and maintenance of this Application whereas YAD detailed reps will be responsible for providing him material relating to media and news regarding YAD	Access and Information Management System (DGAIMS) an Android Based application, devise for both tasks & to connect of quality health care, seekers to the quality health care's providers with & between providers to provide access, geography, location information, services, referral, linkages mapping, data & follow up (Sehat	YAD application, storage media and maintainer etc

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			Tak Rasia Access to SRHR services that are right based culturally appropriate and gender sensitive .access to safe abortion and legal abortion access to health comprehensive abortion maturity ,HIV AID education, information as well as SRHR services.	
8. Toll free	Toll free numbers are telephonic numbers dial able free of cost to the person desirous of calling and YAD Toll Free number will allow the caller to reach out of the area without being charged along distance free for YAD has developed a toll free number which will provide all concerned with uninterruptible service being 24/7 availalble.	Toll free number has been installed in collaboration with PTCL with prior permission from PTA. Operator ex YAD has been assigned for attending the toll free and responding thereof.	Number of concerned people have quries and are desirous to contact YAD toll free is providing them with free of charge facility which makes them feel convenient to call any time from anywhere. This is a major source of contacting and responding	Toll free service connection, 3 x landline numbers, operator etc

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			between the YAD concerned people and YAD itself	
9. Mailing service	Email is a also a very important soruce of communication which provides the links and interatction and communication between YAD and its audience, stakeholders and beneficiaries Emails may be recived time to time and will be replied / responded on weekly / fortnightly basis. project need base	YAD Core staff / detailed official will be responsible for this.communicatin and public relation officer	Email is a very reliable and secure source of info / contact between the parties i.e YAD and its concerned people.	Email IDs, respondent, computer system
10. Data base warehouse cloud data warehouse	Database is very helpful and authentic source of recordkeeping and maintaining the accounts and saving the info of YAD it will be maintained on regular basis with a strong backup	YAD official staff is responsible for accurately maintain its records and the management bodies to check it time to time.	Database of any organization is urgently needed and permanently required it will help management in evaluation, assessments and decision making	Database system, memory and backup devices and recordkeepers
11. Communication in crisis. zoom meeting one drive, digital mapping facilitator volunteers	For the time being it becomes difficult to meet face by face in this case zoom meeting helps coming in contact and conferencing on any issue. This can take place on requirement basis.	Concerned staff will be taken into contact / conferencing	Conferencing is a modern tool of decision making meetings and conferencing it helps management bodies online meeting / video conferencing in crisis days like	Zoom application, accounts, availability of netwok, smartphone for each person included in conferencing.

ACTIONS (What needs to be done?)	TIMEFRAME (When is it to be done by?)	PERSONS / GROUPS RESPONSIBLE (Who is to do it?)	CRITERIA FOR SUCCESS (What are the desired outcomes?)	RESOURCES (What resources are needed?)
			existing covid-19 situation.	
12. One drive	Microsoft's cloud storage service, which allows users to upload files and access them from Windows PCs, Macs and mobile devices. OneDrive functionality is built into newer versions of Microsoft applications as well as Windows			
13. Upgradation of office equipment	Office equipment's, software's and digital devices including storage devices are needed to be upgraded on regular basis with the passage of time	All concerned with the consultancy of IT experts	This is an age of innovation and novelty where updated digital world is being advanced in no time. Upgradation of office digital world will help to easier the work and faster the activities with latest technology	Consultant, upgradation tools and replacement of outdated tools etc.
14. Print Media Newspaper	Print Media has nowadays also taken place in digital internet world. On requirement basis, advertisements and news are published on newspaper which are then placed online by news agencies for public access.	YAD News writer ,material provider and coordinating staff in collaboration with A news agency are assigned for purpose.	Nowadays, people have very little time to read news and mostly people don't like to read hardcopy of a newspaper like traditional method. Placing of a newspaper online through	News writer News Agency with digital uploading system

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			internet provides people access it on internet. YAD published material, advertisements , statements and YAD special edition placed online in such a method is accessible by all concerned	
15. Cable ads	Intercity cable network is a most popular source of family viewers and audience. YAD news are shared on cable network through intercity cable network on casual basis.	Cable agency is accessed for the purpose.	News being casted / advertised via cable network let the people access news through said network.	Cable network agency
16. Web based ads	Ads are given on most frequently accessed websites through IT experts on rear basis	IT expert is approached for the purpose	Internet has taken a vital part in people's life, web based published ads let the people know about YAD activities	Web designers IT experts
17. Helpdesk via Email	Like provision of toll free number a helpdesk has been designed through E-mail ID where quries and questions of concerned people are solved on permanent basis	YAD Core staff / person assigned to check the Emails and reply thereof on regular basis.	This helpdesk is an easier way of providing the info and solving the queries of all concerned as it not only has authentic reply	Email ID and operator

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			by YAD but it also lets the YAD staff design and provide a more reasonable reply with enough time	
18. E-tutorial	Tutorials and lectures by YAD reps are given online on requirement basis	YAD representative as tasked by management	This method helps the concerned to have proper training and education on requirement basis	Lecture material and lecture arrangement
19. WhatsApp Gp	WhatsApp group is an increasing trend through social media nowadays a group has been created with maximum number of group members to be attached with YAD on permanent basis	WhatsApp group administrator assigned by the YAD management	WhatsApp group is a top trend nowadays very popular among public and easy to access by the desirous it lets the YAD acitivies to be on the board for info and realization of all concerned	WhatsApp group Digital devices
20. Facebook Page	Facebook page like abovementioned whatsapp groups is also a very popular worldwide source of info which is being maintained and updated by YAD on regular basis	YAD representative	Through facebook page all concerned are approached and all of them have access to the news, ads,	Facebook page Digital devices.

ACTIONS (What needs to be done?)	TIMEFRAME (When is it to be done by?)	PERSONS / GROUPS RESPONSIBLE (Who is to do it?)	CRITERIA FOR SUCCESS (What are the desired outcomes?)	RESOURCES (What resources are needed?)
			events, audio and visual info.	