



**PRIME MINISTER'S OFFICE**  
**ISLAMABAD**



Subject: **PUBLIC AWARENESS REGARDING USEFULNESS OF PAKISTAN CITIZEN'S PORTAL.**

Since, launching of Pakistan Citizen's Portal on 28<sup>th</sup> October 2018, PMDU has been consistently doing efforts to spread awareness amongst general public to make proper use of Pakistan Citizen's Portal and avoid (where possible) conventional means of lodging complaints for redressal. The role of Ministries/Divisions and their attached departments has so far been commendable in adoption of the new system and its enforcement to lower tiers. However, on citizen's side a major segment of the society is still unaware which needs proper attention. In order to bridge this gap, there is a dire need to run a public awareness campaign wherein the role of Federal Govt's Organizations is instrumental.

2. It is therefore desired to convey that all Federal Ministries/Divisions shall issue instructions to their respective attached department and field formations (if any) to display public awareness banners regarding the subject Portal on the entry points of offices/public waiting areas /service delivery centres etc as per the attached template. It is further to convey that different philanthropist organizations/ individuals /business community/ cellular companies/youth volunteers and social media activists may be engaged/invited to participate in the campaign as a social responsibility where possible.

3. Necessary action on the above stated lines shall be initiated and compliance be submitted in 30 days for perusal of the high ups, please.

(ADIL SAEED SAFI)  
Deputy Secretary (PMDU)  
Ph: 051-9201637

**All Secretaries, Ministries/Divisions, Islamabad/Rawalpindi.**

P.M's Office u.o.No.1 (3)/DS (PMDU)/2018-365 dated 1<sup>st</sup> August, 2019:1730hrs

CC: DS (SPM)