
**EFFECTS OF UNIVERSAL PRIMARY EDUCATION COMMUNICATION CAMPAIGN ON PARENTS
IN DISTRICT LODHRAN-PAKISTAN**

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ABSTRACT

The study “The effects of Universal Primary Education Communication Campaign on Parents: The case study of District Lodhran” conducted to check the effectiveness of UPE campaign on the citizens of the Lodhran, South Punjab, Pakistan. The study also analysed the awareness and adoption level of UPE campaign as well as find out different methods used by UPE communication campaign. For this study a questionnaire comprising 42 questions was distributed among 300 respondents in District Lodhran to find out results. As well as SPSS used for data analysis and statistical tools for hypothesis testing. Result presented in the form of tables, graphs and charts. The result shows that the residents of Lodhran have sufficient knowledge about the Universal Primary Education. It also reveals that interactive communication campaign as door to door campaign and teachers are more effective in the promotion of Universal Primary Education in Lodhran. The study supports the theoretical framework of “Social Learning Theory” completely and cultivation theory and agenda setting theory to some extent as majority of people aware about Universal Primary Education from interactive communication and some percent from media.

KEYWORDS: Primary, education, Parents, Campaign, Communication

Introduction

Education is a fundamental human right. It is very important instrument in enhancing human capabilities and in achieving the desired economic objectives. Education is the basic source of tolerance, awareness, confidence, self-esteem and guidance which empower the people to reduce poverty and inequality. It is also helpful in improving status, health, good governance and socio-economic conditions. It enables people to protect their rights and ideologies. Education is the great source of transmitting knowledge, skills, culture, values, traditions and ideologies to the next generation. It is not only beneficial for individuals as well as for national development. The proposed research is also related to the field of education. Its main focus is on the effects of universal primary education communication campaigns on parents. The government of Punjab has launched communication campaign through media and other sources to promote universal primary education (UPE). To check the effectiveness of this campaign the researcher conducts a survey from parents in district Lodhran. Education department uses media as a communication tool in UPE program to promote educational awareness in children and parents. NCHD (National Commission for Human Development) launched a campaign in the favour of UPE in 2006. The main focus of this campaign is to promote education in the children at the age of 4 to 9 years. For this purpose NCHD used; print & electronic media, door to door survey, community awareness meetings, announcement in mosques, posters, banners, handbills and awareness walks. NCHD also helped out education department in technical areas and UNICEF in financial areas. The purposed research conducted to check the effectiveness, role and importance of this communication campaign on parents. UPE is the abbreviation of Universal Primary Education which focuses on compulsory primary education to all children at the age of 4 to 9 years. UPE is the project of education department of government of Pakistan to achieve the target of basic 5 years education. UPE can solve all the problems of education in all over the country. Universal primary education can be technically defined as; *"Everyone should have full primary school education"*. This term can also be interchange with the other terms such as; basic education, schooling for all & education for all. The Education Department of Pakistan launched communication campaign with the help of media in Pakistan especially in the some regions like Rawalpindi, Lahore, Sialkot, Vehari, Khanewal and Lodhran. The researcher focused on the effects of this communication campaign on parents of district Lodhran.

The government of Punjab started different activities in communication campaigns to achieve UPE. Some of these activities are given as under;

- Community meetings with parents.
- Preparation of lists of out of school children through survey.
- Preparation of UPE registers.
- Social mobilization for enrolment at village level.
- Monitoring of enrolment.
- Enrolment day celebration.
- Media campaign in leading newspapers and electronic media.
- Preparation of posters, banners, handbills, booklets and their dissemination.
- Door to door communication campaign for new admissions.

Objectives of study:

This research is conducted to explore some basic objectives of UPE communication campaign. The objectives of research are given as under;

- To analyze the awareness level created by UPE communication campaign.
- To explore the effectiveness of the UPE communication campaign.
- To determine the adoption level of the UPE communication campaign.
- To evaluate the implementation process of the UPE communication Campaign.
- To examined the methods which are adopted by UPE communication campaign?
- To check the effects of UPE communication campaign on parents of children in Lodhran district.
- Comparison of effectiveness of different methods used by UPE Communication Campaign.
- To check the role of media and education department in UPE communication campaign.

Research Design:

The researcher used survey method to dig out “The effects of universal primary education communication campaign on parents”. Brief detail of survey and interview method is given as under;

Survey Method:

Researcher used survey method to collect the data of purposed research. Actually survey method is a technique through which researcher used different tools as; questionnaire, interview, panel study to dig out the answers of research questions and hypothesis of the purposed research.

Data Collection Tools:

In this research the researcher used questionnaire and interview as a data collection tool. Brief about these are given ahead.

Distribution of Questionnaire:

450 questionnaires distributed among the target samples from which 325 questionnaires completely filled received while 47 questionnaires received uncompleted and 78 questionnaires not received back.

Interview:

Interview is the method of qualitative research which used to check the individual personal information. Interviews also conducted form authorities of UPE communication campaign as from EDO education and District Program Manager UPE (NCHD).

Universe of the Research:

In this study all population of Lodhran district (Lodhran, Dunya Pur & Kehror Pacca) considered as the universe of the study.

Population and Sampling:

The population of this research study includes parents whose children under the age of 5 to 9 years are out of school or not admitted in school yet. In this research purposive sampling is used for gathering data.

Sample Size:

The sample size is 300. It comprised on those parents whose children's are not attending primary school education.

Data Analysis and Hypothesis Testing Technique:

The researcher used Chi-Square technique for hypothesis testing while SPSS used for complete analysis of purposed research including percentage, frequency, distribution, bar charts, pie charts, crosstabs and associations. The researcher also used Microsoft Excel and In Page for questionnaire preparation and analysis.

Research Questions:

1. Do the parents of District Lodhran know about Universal Primary Education?
2. Do the parents accept the message of UPE communication campaign?
3. Do the parents agree to admit their children in schools due to UPE communication campaign?
4. Do the parents satisfied with government to provide facilities?
5. What are suggestions of parents to improve UPE communication campaign?

Hypothesis:

H1: It is more likely that citizens of Lodhran do not have knowledge about the Universal Primary Education.

H2: It is more likely that interactive communication campaigns are more effective in promotion of Universal Primary Education in Lodhran.

This research is conducted under three theoretical perspectives. 1. Social learning Theory. 2. Agenda setting Theory. 3. Cultivation Theory

Findings

Table - 1 Demographic Characteristic of Respondents.

Education		Occupation		Annual Income in PRs		Mother's Tongue	
Level	Percent (f)	Occupation	Percent (f)	Level	Percent (f)	Language	Percent (f)
Illiterates	38.0% (114)	Agriculture	23.0% (69)	Up to 25000	46.0% (138)	Punjabi	12.3% (37)
Literates	21.3% (64)	Shepherd	4.7% (14)	25000 to 50000	26.3% (79)	Saraiki	76.3% (229)
Primary	23.7% (71)	Shopkeepers	4.3% (13)	50000 to 75000	20.7% (62)	Urdu	11.3% (34)
Middle	8.3% (25)	Drivers	4.0% (12)	From 75000 to 100000	3.7% (11)		
Matriculation	5.0% (15)	Imam Masjid	2.0% (6)	Above 100000	3.3% (10)		
Above Matric	1.3% (4)	Labor Works	62.0% (186)				
Hafiz e Quran	2.3% (7)						
Total	100.0% (300)	100.0% (300)	100.0% (300)	100.0% (300)	100.0% (300)	100.0% (300)	100.0% (300)

Table-2 Knowledge and understanding about the Universal Primary Education

Knowledge and Understanding	Yes	No	To Some Extent
Knowledge about Universal Primary Education.	17.3% (52)	37.0% (111)	45.7% (137)
Knowledge about Punjab Education Department with collaboration of NCHD and UNICEF launched Universal Primary Education (UPE) Communication Campaign to achieve 100% enrollment.	8.0% (24)	31.0% (93)	61.0% (183)
Understanding the message of campaign.	23.7% (71)	7.3% (22)	69.0% (207)
100% enrollment to school	12.0% (36)	30.3% (91)	57.7% (173)

Table-3: Satisfaction about the facilities of Government of Punjab and role of media in promoting UPE campaign

Satisfaction	Yes	No	To Some Extent
Satisfaction with facilities of the Government of Punjab.	6.7% (20)	53.3% (160)	40.0% (120)
Satisfaction about the communication campaign launched by Government of Punjab for UPE	11.7% (35)	21.7% (65)	66.7% (200)
Satisfaction with the role of Media in promoting UPE	12.3% (37)	55.7% (167)	32.0% (96)

Table-4 Perception of UPE regarding communication campaign

Knowledge	Yes	No
Team conveying message of UPE campaign	95.7% (287)	4.3% (13)
Sharing of message of UPE to any other person	19.7% (59)	80.3% (241)
Free education regarding to 18th amendment Government of Pakistan for all children having age 5 to 16 years	55.7% (167)	44.3% (133)

Table-5 Media Exposures

Media Types	Yes	No	To Some Time
Radio	18.0% (54)	58.3% (175)	23.7% (71)
Television	31.0% (93)	27.7% (83)	41.3% (124)
Cable channel	5.0% (15)	89.0% (267)	6.0% (18)
Newspaper	11.0% (33)	63.3% (190)	25.7% (77)

Table-6 Media programs about UPE campaign

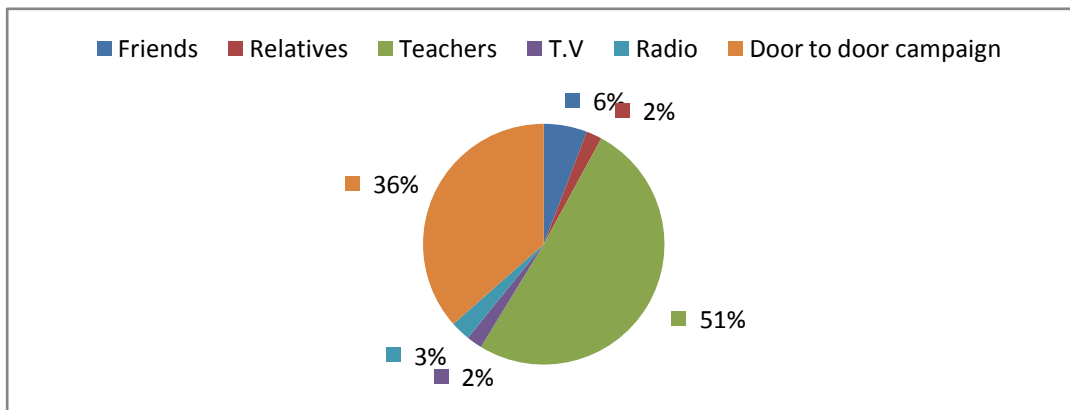
Media Types	Yes	No
Radio	8.3% (25)	33.3% (100)
TV	18.7% (56)	57.3% (172)
Print	8.7% (26)	27.7% (83)

Table-7 Number of children admitted and non-admitted to school

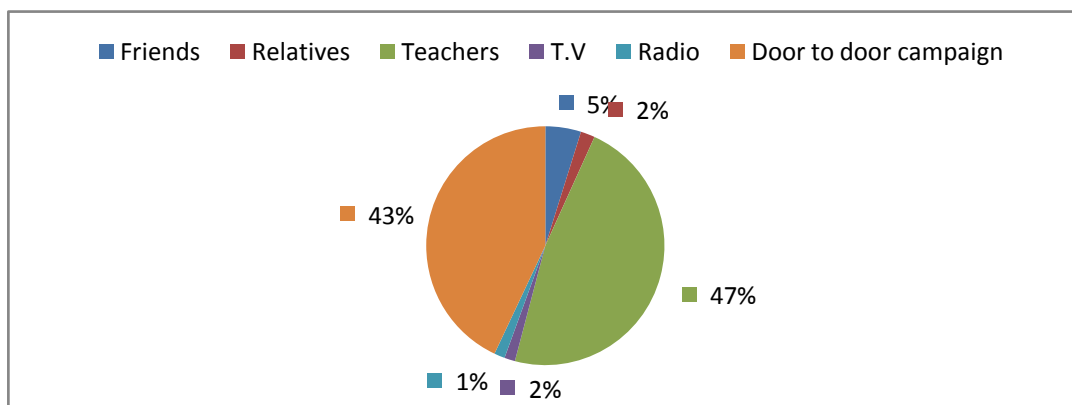
Number of children	One	Two	Three	Four
4 to 9 years	17.7% (53)	43.7% (131)	30.7% (92)	8.0% (24)
Admitting children to school by accepting effects of UPE campaign	28.3% (85)	11.7% (35)	0.0% (0)	0.0% (0)
Children not admitted to school	35.0% (105)	53.0% (159)	11.0% (33)	1.0% (3)
Number of children admitted by other person due to sharing of information	5.3% (16)	4.0% (12)	1.3% (4)	0.3% (1)

Graphical Representation of Data

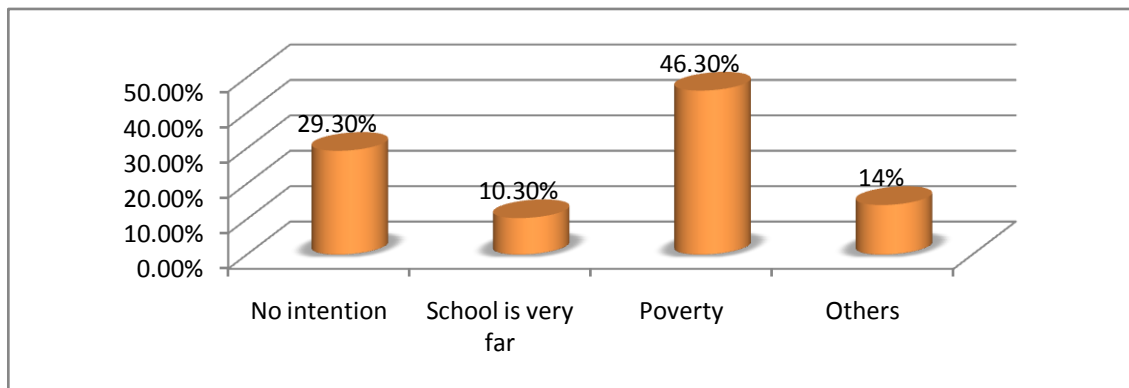
1. Source of information about universal primary education



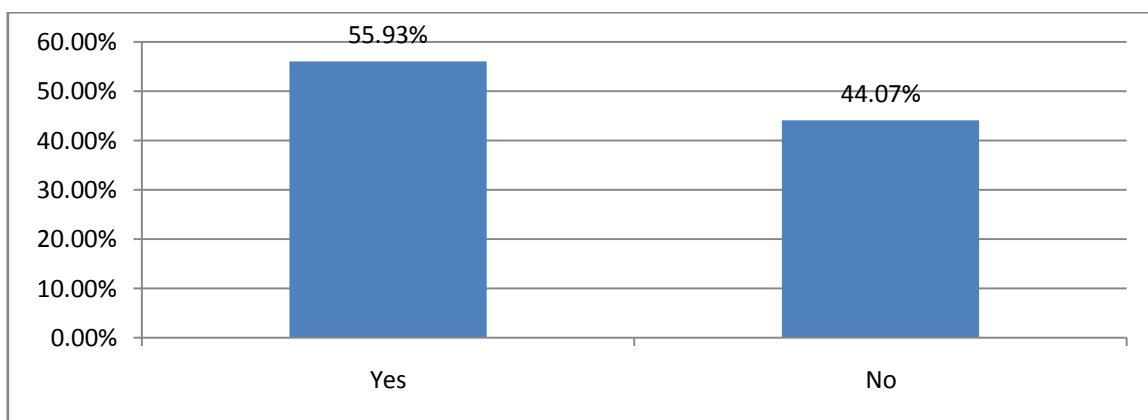
Sources of information about UPE communication campaign with collaboration of NCHD and UNICEF



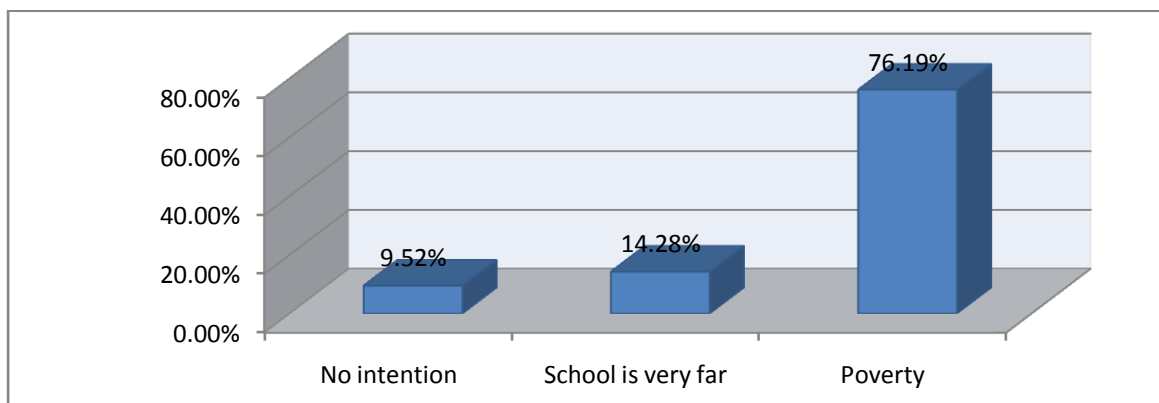
Reasons for not admitting children in school after receiving the message of UPE



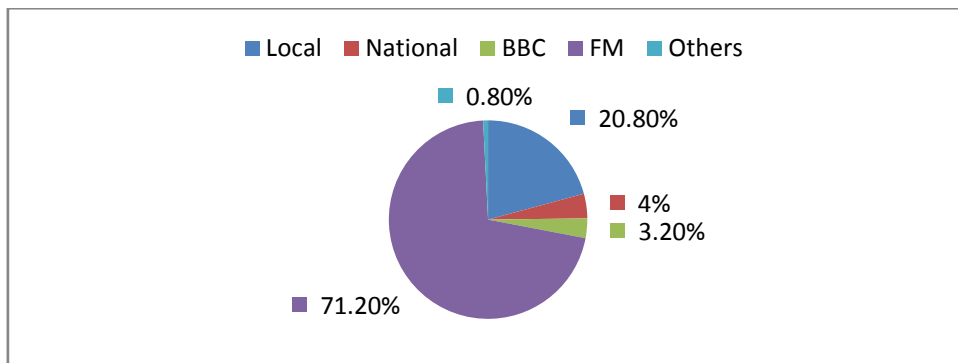
Children admitted in schools after receiving message by other person



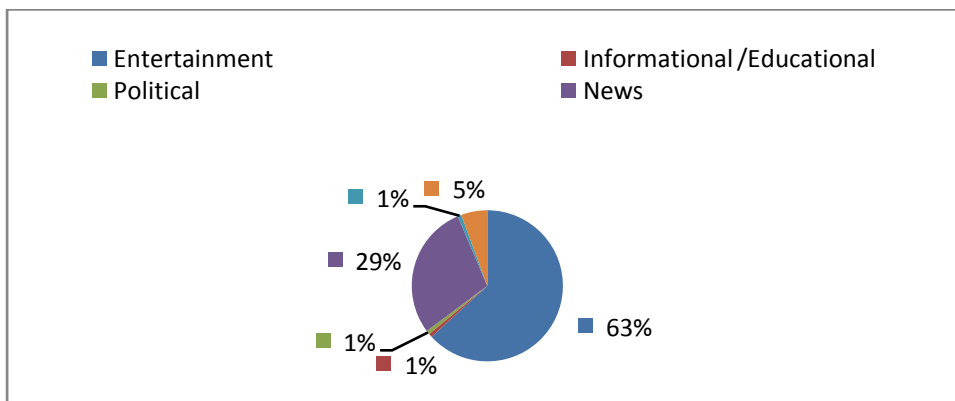
Reasons for not admitted children in school despite sharing of message with others



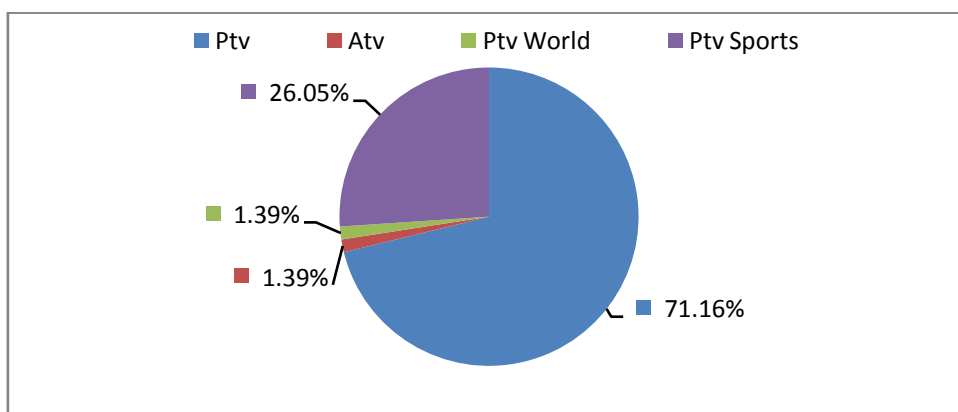
Radio stations



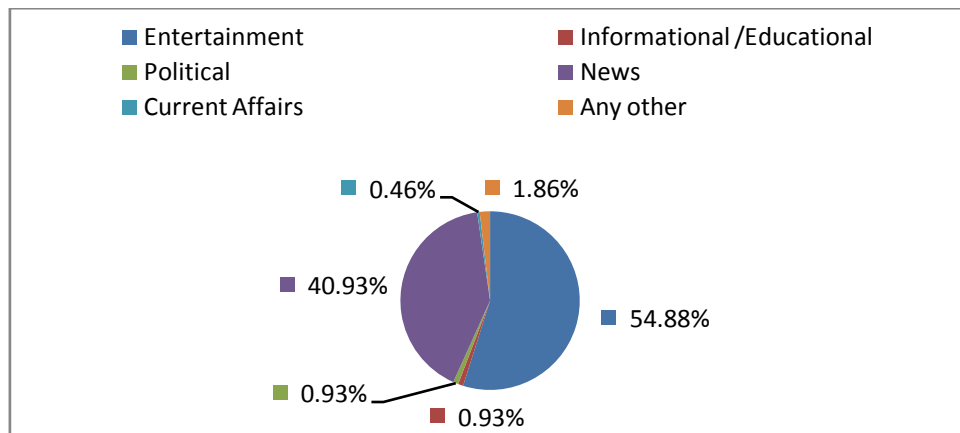
Listening Radio Broad casting program



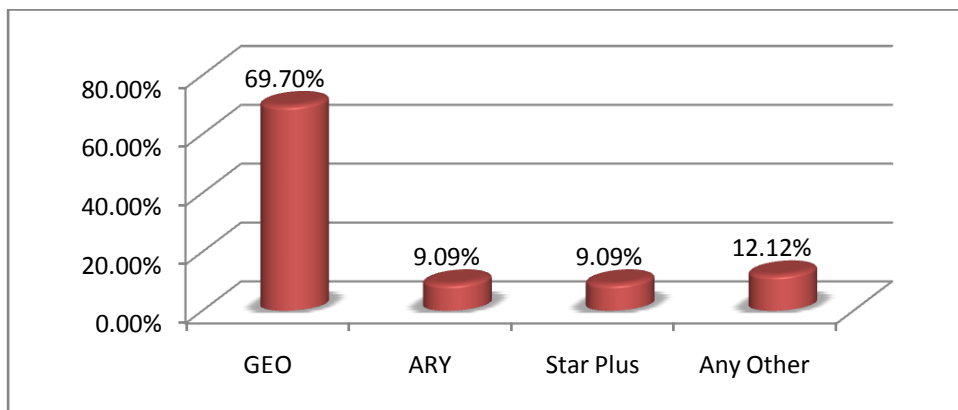
Watching T.V channel



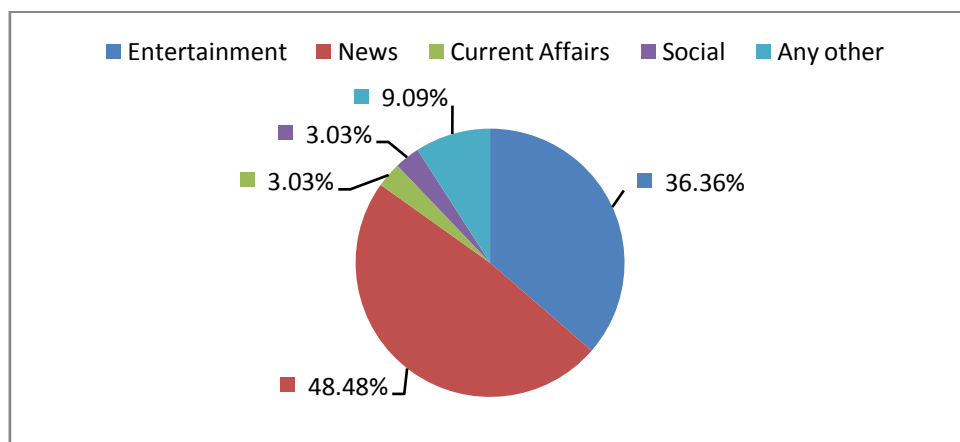
Watching types of T.V program



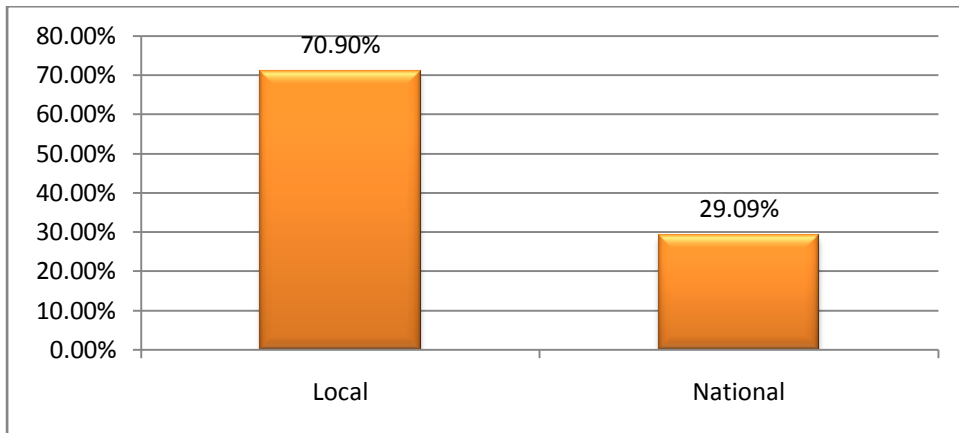
Watching cable channels



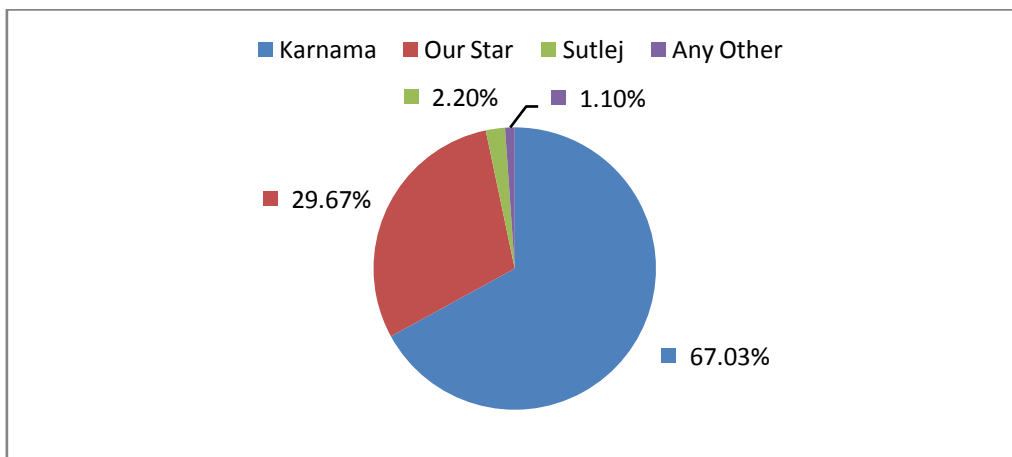
Watching cable transmission programs



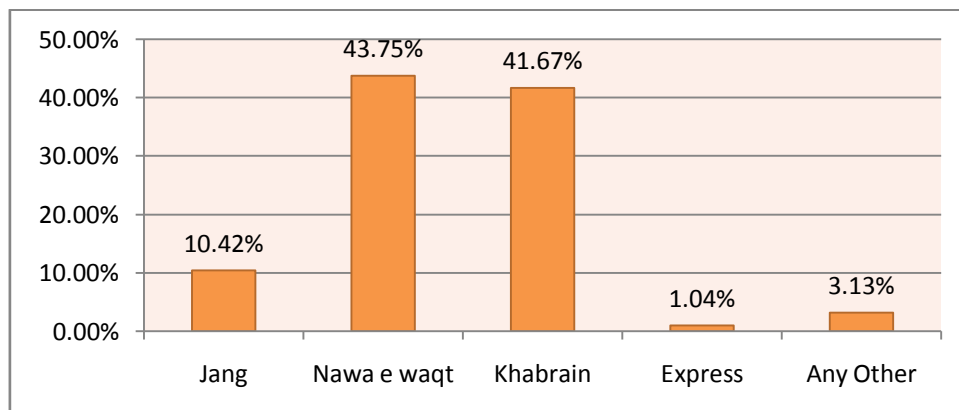
Reading Local / National Newspapers



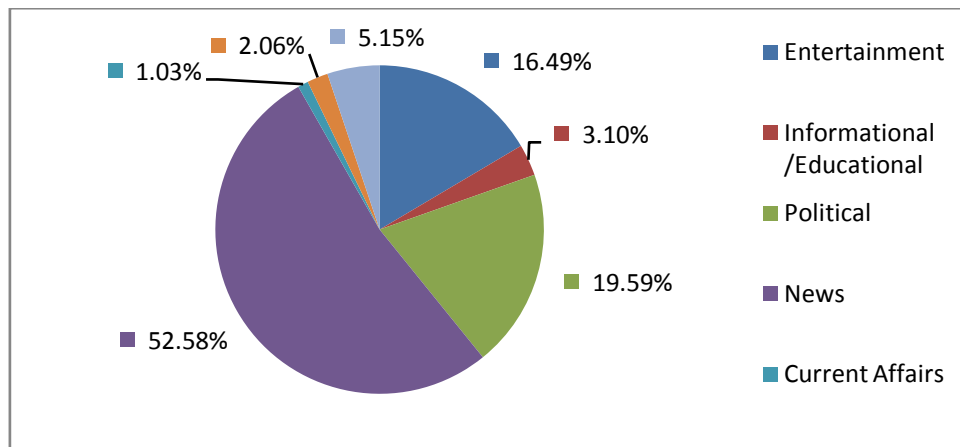
Reading Local Newspapers



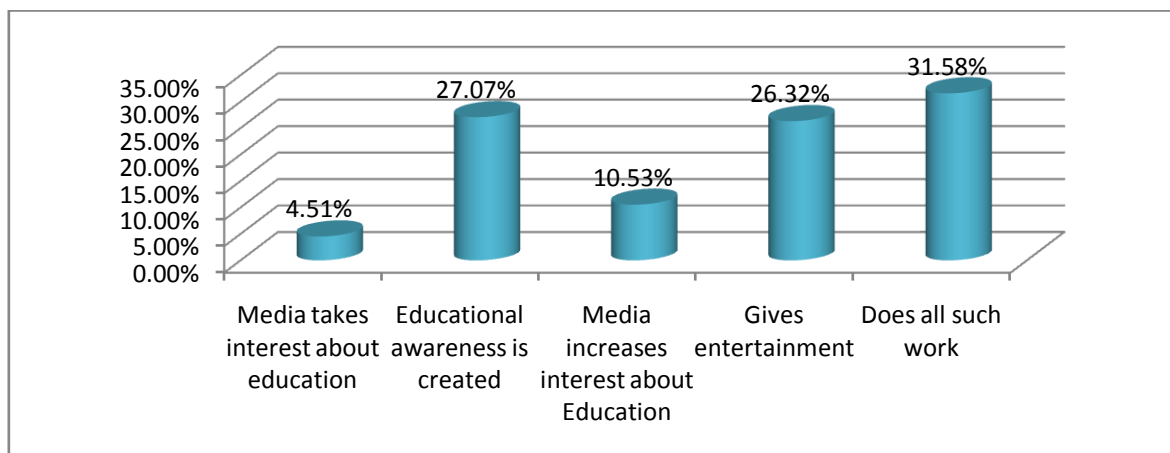
Reading National Newspapers



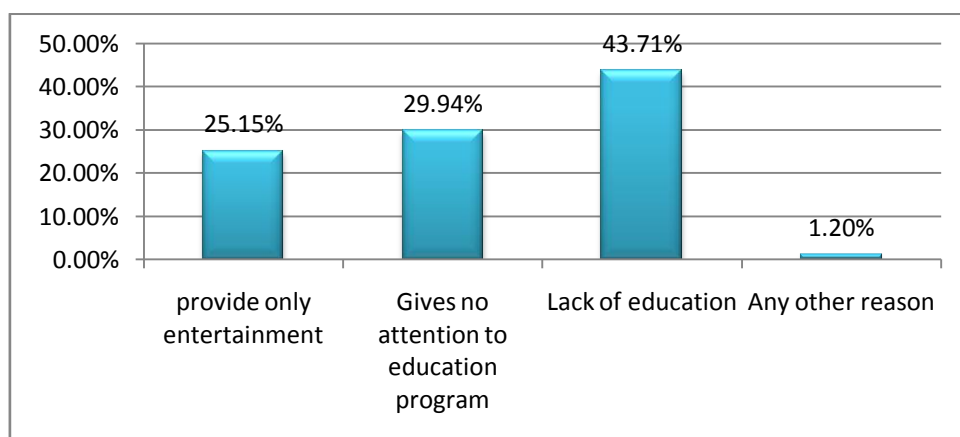
Types of news



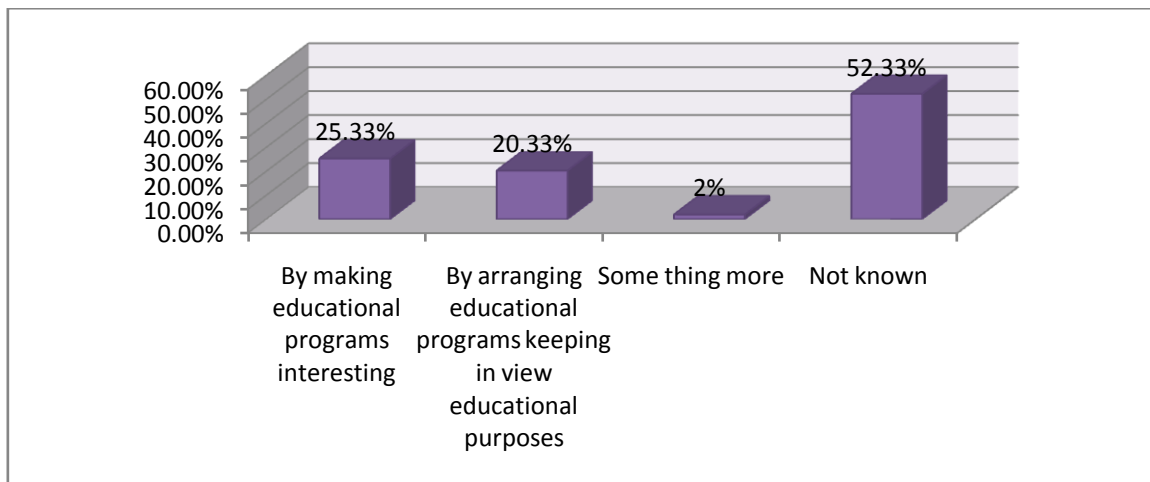
Reasons of satisfaction about the role of media in promoting UPE



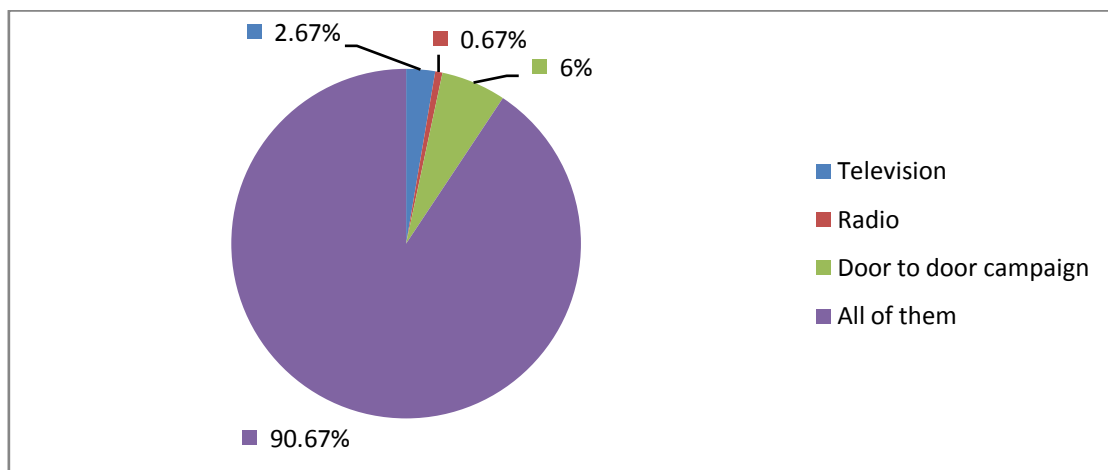
Reasons of dissatisfaction about the role of media in promoting UPE



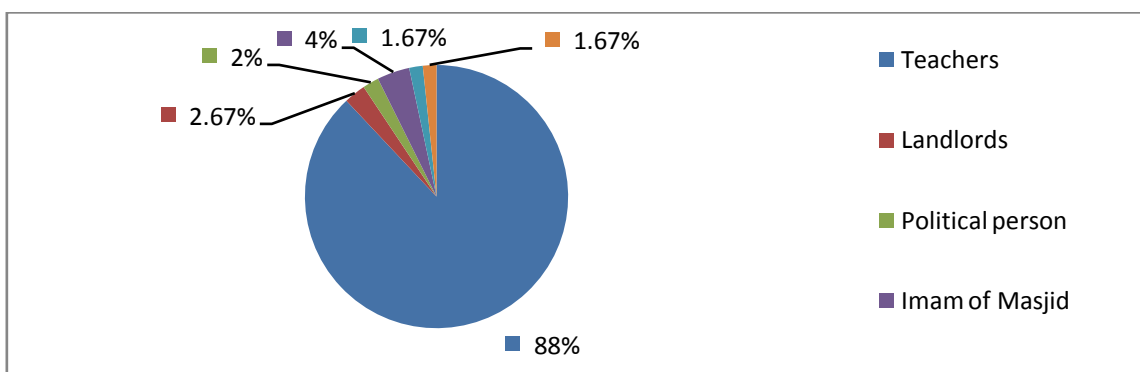
Increasing Education by using media



Effective media in promoting Universal Primary Education



Opinion Leaders for Receiving of Universal Primary education message



Tables of Hypothesis Testing

Cross tabulation and chi-square for testing H1 according to the education level of respondents

Education	Yes	No	To some extent	Total
Illiterates	3	80	31	114
Literates	13	9	42	64
Primary	11	19	41	71
Middle	14	1	10	25
Matriculation	9	1	5	15
Above Matric	1	0	3	4
Hafiz e Quran	1	1	5	7
Total	52	111	137	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 129.56

P-value = 0.000

The above cross tabulation shows the association among the attributes of the assumed hypothesis according to the education of the population of Lodhran. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 129.56 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H1 according to the occupation of the respondents

Occupation	Yes	No	To some extent	Total
Agriculture	22	13	34	69
Shepherd	1	9	4	14
Shopkeepers	7	1	5	13
Drivers	3	1	8	12
Emaam Masjid	1	0	5	6
Labor Works	18	87	81	186
Total	52	111	137	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 52.08 P-value = 0.000

This table shows the cross tabulation for the association among the attributes of the assumed hypothesis according to the occupation of the respondents. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 52.08 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H1 according to the annual income of the respondents

Annual Income	Yes	No	To some extent	Total
Up to 25000	16	58	64	138
From 25000 to 50000	14	29	36	79
From 50000 to 75000	12	19	31	62
From 75000 to 100000	4	4	3	11
Above 100000	6	1	3	10
Total	52	111	137	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 20.79 P-value = 0.008

The table through light on the association among the attributes of the assumed hypothesis according to the annual income of the respondents belongs to the district Lodhran. The value of Chi-Square test is 20.79 and the P-value is 0.008 shows there is significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H1 according to the language of the respondents

Language	Yes	No	To some extent	Total
Punjabi	10	10	17	37
Sraiki	29	93	107	229
Urdu	13	8	13	34
Total	52	111	137	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 17.39

P-value = 0.002

The above cross tabulation shows the association among the attributes of the assumed hypothesis according to the mother's tongue of the respondents. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 17.39 and the P-value for the test is 0.002 shows there is significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H2 according to the education level of respondents

Education	Yes	No	Total
Illiterates	9	105	114
Literates	9	55	64
Primary	18	53	71
Middle	13	12	25
Matriculation	5	10	15
Above Matric	3	1	4
Hafiz e Quran	2	5	7
Total	59	241	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 39.14

P-value = 0.000

The above table shows the association among the attributes of the assumed hypothesis (H2) according to the education of the population of Lodhran. The value of Chi-Square is 39.14 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H2 according to the occupation of the respondents

Occupation	Yes	No	Total
Agriculture	18	51	69
Shepherd	1	13	14
Shopkeepers	7	6	13
Drivers	7	5	12
Emaam Masjid	2	4	6
Labor Works	24	162	186

Occupation	Yes	No	Total
Agriculture	18	51	69
Shepherd	1	13	14
Shopkeepers	7	6	13
Drivers	7	5	12
Emaam Masjid	2	4	6
Labor Works	24	162	186
Total	59	241	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 30.25 P-value = 0.000

This table shows the cross tabulation for the association among the attributes of the assumed hypothesis (H2) according to the occupation of the respondents. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 30.25 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H2 according to the annual income of the respondents

Annual Income	Yes	No	Total
Up to 25000	19	119	138
From 25000 to 50000	18	61	79
From 50000 to 75000	17	45	62
From 75000 to 100000	2	9	11
Above 100000	3	7	10
Total	59	241	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 6.57 P-value = 0.160

The table through light on the association among the attributes of assumed hypothesis (H2) according to annual income of respondents. The value of Chi-Square test is 6.57 and the P-value is 0.160 shows there is no significant association among the attributes at 5% level of significance.

Cross tabulation and chi-square for testing H2 according to the language of the respondents

Language	Yes	No	Total
Punjabi	14	23	37
Sraiki	38	191	229
Urdu	7	27	34
Total	59	241	300

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 9.12

P-value = 0.010

The above cross tabulation shows the association among the attributes of the assumed hypothesis (H2) according to the mother's tongue of the respondents. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 9.12 and the P-value for the test is 0.010 shows there is significant association among the attributes at 5% level of significance.

Conclusion

The research has been conducted to investigate the effects of Universal Primary Education communication campaign on parents of District Lodhran. For this purpose the researcher focus on many research questions but main focus remained on the effects of Universal Primary Education communication campaign on parents of district Lodhran (Punjab). The researcher conducts a survey from 300 respondents through questionnaire which was comprised on 42 questions. The questionnaire distributed among respondents according to their education, occupation, yearly income and language. The researcher distribute questionnaire among 38% illiterate, 21.3% literate, 23.7% having primary education, 8.3% having middle education, 5% having matriculation, 1.3% having education above metric and 2.3% Hafiz-e-Quran parents having children at the age of 4 to 9 years but not enrolled in schools. The researcher distribute respondents according to their occupation as he distributes questionnaire among 23% agriculture based respondents, 4.7% shepherd, 4.3% shopkeepers, 4% drivers, 2% imam masjid and 62% labor works respondents. The researcher also distributes respondents according to yearly income and distribute questionnaire among 46% those respondents who's yearly income is up to 25000, 26.3% those respondents whose income is up to 50000, 20.7% those respondents who's income up to 75000, 3.7% those respondents who's income up to 1 lack and 3.3% those respondents whose income is above 1 lack yearly. The researcher also distributes respondents according to their language as he distribute questionnaire among; 12.3% Punjabi respondents, 76.3% Sariki and 11.3% among Urdu respondents. The gathered data shows that there are only 17.3% parents those knows about Universal Primary Education while

37% don't know and 45.7% knows to some extent. The parents know about UPE; 36% from door to door campaign, 51% from teachers, 6% from friends, 2% from relatives, 3% from radio and 2% from television. The result of this question shows that teacher remained main source while media remained very less effective in the awareness of this campaign. Just 8% respondents of the survey know that the Punjab Education Department Communication Campaign has launched to achieve 100% enrolment while 31% even don't know and 61% knows to some extent. While those who know they got 47% information from teachers, 43% from door to door campaign, 5% from friends, 2% from relatives, 2% from T.V and 1% from radio. One of the questions in questionnaire was about the reach of team of Communication Campaign for message. The result shows that 95.7% success rate remained in the reach of Communication Campaign teams while only 4.3% respondents deny from the reach of Communication Campaign teams for the message. Next question was about the understanding of the message of this campaign. The results shows that 69% respondents understand the message to some extent while 23.7% understand completely and 7.3% did not understand. One of the question in questionnaire was "How many children do you have from 4 to 9 years". 43.7% respondents tick the option of 2 children, 30.7% tick the option of 3 children, 17.7% tick the option of 1 child and 8% parents tick the option of 4 children. The result shows that 28.3% parents enrolled their 1 child and 11.7% parents enrolled their 2 children while 35% parents having 1 children have not been admitted to school as well as 53% having 2 children, 11% having 3 children and 1% having 4 children have not been admitted their children to school. The reasons for not admitting children in school remained as; 46.30% poverty, 29.30% no attention of parents, 10.3% school is very far and 14% for other reasons. The result of the survey shows that 80.3% people did not given any message of Universal Primary Education to others; just 19.7% gave this message to other people. In the response of this message 11% people admit their children in schools in which 5.3% enrolled their 1 child, 4% enrolled their 2 children, 1.3% enrolled their 3 children and 0.3% parents enrolled their 4 children, while 8.7% did not enrolled their children in schools. The reason of not admitting their children in schools remained; 9.52% no intentions, 14.28% school distance and 76.19% poverty.

55.7% respondents knows that government of Pakistan providing free education for all children having the age of 5 to 16 years under 18th amendment while 44.3% did not know. The result of the survey also shows that 6.7% respondents are satisfied, 40% respondents are satisfied to some extent while 53.3% respondent are not satisfied with the facilities of education providing by the government of Punjab. In the response of question "Did the parents admit their children 100% to school?" 12% respondents said yes, 57.7% said to some extent while 30.3% said no. The result of survey shows that 18% people listen radio (20.8% listen local radio, 4% listen national, 3.20 listen BBC, 71.20% FM and 0,8% listen other radio channels) in which 63% people listen entertainment programs, 1% listen informational, 1% political, 1% social, 29% news and 5% people listen other programs. 8.3% listen UPE programs on radio while 33.3% did not listen. Findings also shows that 31% people watch television (71.16% watch PTV, 1.39% ATV, 1.39% PTV World and 26.05% people watch sports channels) in which 54.88% people watch entertainment programs, 0.93% watch informational, 0.93% watch political, 40.93% watch news, 0.46% watch current affairs and 1.86% watch other programs. Only 18.7% people watch UPE programs on television while 57.3% never ever watch UPE program on television. 5% people watch cable channels while 89% do not watch and 6% people watch cable channels to some extent. 69.70% people watch Geo, 9.09% watch ARY, 9.09%

watch Star Plus and 12.12% watch other cable channels by the people those watch cable channels. The people watch 36.36% entertainment programs, 48.48% watch news, 3.03% watch current affairs, 3.03% watch social programs and 9.09% watch other programs on cable channels. The finding of survey shows that 11% people read newspapers. 70.9% people read local newspapers (67.3% people read Daily Karnama, 29.67% read Daily Our Star, 2.20% read daily Sutlej & 1.10% read any other newspapers) and only 29.09% people read national newspapers (10.42% people read Daily Jang, 43.75% read Nawa-i-Waqt, 41.67% read Daily Khabrain, 1.04% read Daily Express and 3.13% people read any other newspaper). 16.49% people read informative news in the newspapers, 3.10% read informative, 19.59% read political, 1.03% current affairs, 2.06% read social and 5.15% read other news. 8.7% people read about UPE in newspapers and magazines while 27.7% did not read about it. The result of the survey shows that 11.7% respondents are satisfied with the communication campaign launched by the government of Punjab of Universal Primary Education, 66.7% people are satisfied to some extent and 21.7% people are not satisfied with the success of this campaign. 55.7% people are also not satisfied with the role of media in this campaign in which 25.15% people are think that media is just providing entertainment, 29.94 gives no attention to educational programs, 43.71% people are not satisfied because of lack of education and 1.20% because of other reasons. while 32% people are satisfied to some extent with the role of media in the promotion of UPE and 12.3% people are fully satisfied in which 4.51% people are satisfied because media takes interest about education, 27.7% people because of educational awareness, 10.53% because media increases interest about education, 26.32% because of media entertainment and 31.58% because media does all such work. The finding of the survey shows that 25.33% respondent suggests education can be increased through media by making educational program interesting, 20.33% suggest by arranging educational programs keeping in view educational purposes, 2% by something more and 52.33% given no suggestions. The result shows that 90.67% respondents respond as all types of media is effective for UPE media campaign. 2.67% respondents declare TV, 0.67% radio and 6% door to door campaign remained most effective mode of UPE communication campaign. The survey also shows that 88% teachers, 2.67% landlords, 2% political person, 4% imam masjid, 1.67% retired government servants/doctors and 1.67% other personalities give message for media campaign of Universal Primary Education. There are some objectives of the research, to check these objectives some research questions and hypothesis construct by the researcher and conduct a survey. One of the research questions asked by the researcher "Do the parents of District Lodhran known about Universal Primary Education?" On the behalf of findings the researcher can conclude that only 17.3% parents knows about universal Primary Education while 45.7% knows to some extent and 37% don't know. As one of the research questions was about to check the acceptance level of UPE communication campaign, the researcher can conclude that 40% parents accept the effects of UPE communication campaign and enrolled their children in school. The researcher further concluded that 12% parents are fully agree to admit their children to school because of UPE communication campaign while 57.7% agree to some extent and 30.3% are still not agree. It may be concluded that only 6.7% people of Lodhran are satisfied with the facilities provide by the government of Punjab while 40% are satisfied to some extent and 53.3% are not satisfied. There are two hypothesis of the research in which one hypothesis proved and one disproved. H1 "It is more likely that citizens of Lodhran do not have knowledge about Universal Primary Education" is disproved because 17.3% respondents fully knows about UPE while 45.7% respondents knows to

some extent which shows that 63% people knows about the UPE. The researcher can conclude on the behalf of these results that majority of Lodhran parents knows about UPE so H1 disproved. The other hypothesis H2 "It is more likely that interactive communication campaigns are more effective in promotion of Universal Primary Education in Lodhran" is proved. It is concluded that interactive communication is more effective than any other type of communication as 47% parents knows about UPE through teachers and 43% from door to door communication campaign which shows that 90% people knows about UPE through interactive communication and also playing a vital role in the effectiveness of Universal Primary Education in Lodhran.

Recommendations

In the light of the findings of the research there are some suggestions for the government and media organizations.

- Teacher should be bound at schools for teaching work. They should not be assigned door to door campaign.
- Government should set a separate department for the promotion of UPE.
- During UPE campaign to create awareness in parents about UPE and charm about studies, teachers should carry books and uniform for the children.
- Education should be Islamized and scholarships should be awarded too poor and intelligent students.
- Poverty should be eliminated.
- This campaign should also be continued through Lady Health Workers.
- There should be swings in the schools for the attraction of children.
- Uniform, books, note books and pencils should be provided to students free of cost and monthly scholarship should be given to them.
- The schools should be set up at short distance for the convenience of small children.
- Government should provide employment to the parents.
- People should be gathered for the awareness of UPE campaign.
- Government should provide educational facilities to students.
- The campaign should be continued through 'Namberdar' and 'Councillors'.
- Poverty is core issue, due to it parents are unable to send their children to schools.
- There should be arranged programs for the entertainment of children.
- Transport should be provided to schools.
- Other departments should also be involved in UPE campaign.
- Twenty rupees monthly school fee should not be charged in government schools.

- Teachers should perform their duties honestly.
- There should be same syllabus in all educational institutions.
- Prizes should be given to brilliant and deserving students.
- Political leaders, Patwari, Civil society and social workers should also be involved in UPE campaign.
- Audio and visual support should be used during teaching and friendly environment should be provided to the students.
- Parents should be made aware of the importance of UPE.
- Parents should remain in contact with teachers continuously.
- Teacher should be provided to schools according to the ratio of students.
- Wooden tablets and slates should be used in schools.
- In spite of PEC exam, there should be exam at district level.
- Sports facilities should be provided in schools.
- Government should take steps to practically provide “free education” not in slogans.
- There should be proper security of schools to avoid any hazard.
- Co-education should be prohibited because it is creating many social and ethical issues.

There are some suggested topics for the further studies from the researchers.

- The effects of Universal Primary Education Communication Campaign on parents. (The case study of Multan Division)
- The effects of Universal Primary and Secondary Education media campaign on parents.
- Communication strategies for Universal Primary and Secondary education in Southern Punjab.
- Role of print/electronic media in promotion of education: A comparative study.

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