

PCTB STRENGTHS

- ❖ Lead the multi-dimensional process of designing and production of textbooks to ensure timely distribution of more than 176 textbooks' titles to well over 3,000,000 students across Punjab and beyond while ensuring that the children receive quality textbooks.
- ❖ Being the thought leader and regulator of textbooks and support materials in the province, continuously improving the system of development, production and distribution while introducing innovative initiatives.
- ❖ Foster and nurture healthy competition amongst textbook writers, publishers and distributors while ensuring that every child gets high quality textbooks either free or at a very affordable price.
- ❖ Ensure the designing and implementation of efficient and transparent communication channels for all stakeholders.
- ❖ Lead the process of research and development to inform improvements in the designing and implementation of curriculum on a regular basis.
- ❖ Strong and active internal Board of Governors to ensure the implementation of high standards of transparency, integrity and good governance.
- ❖ Conducive work environment to promote collegiality, professionalism, and high-performance attitude to achieve overarching policy goals set forth by the Board.