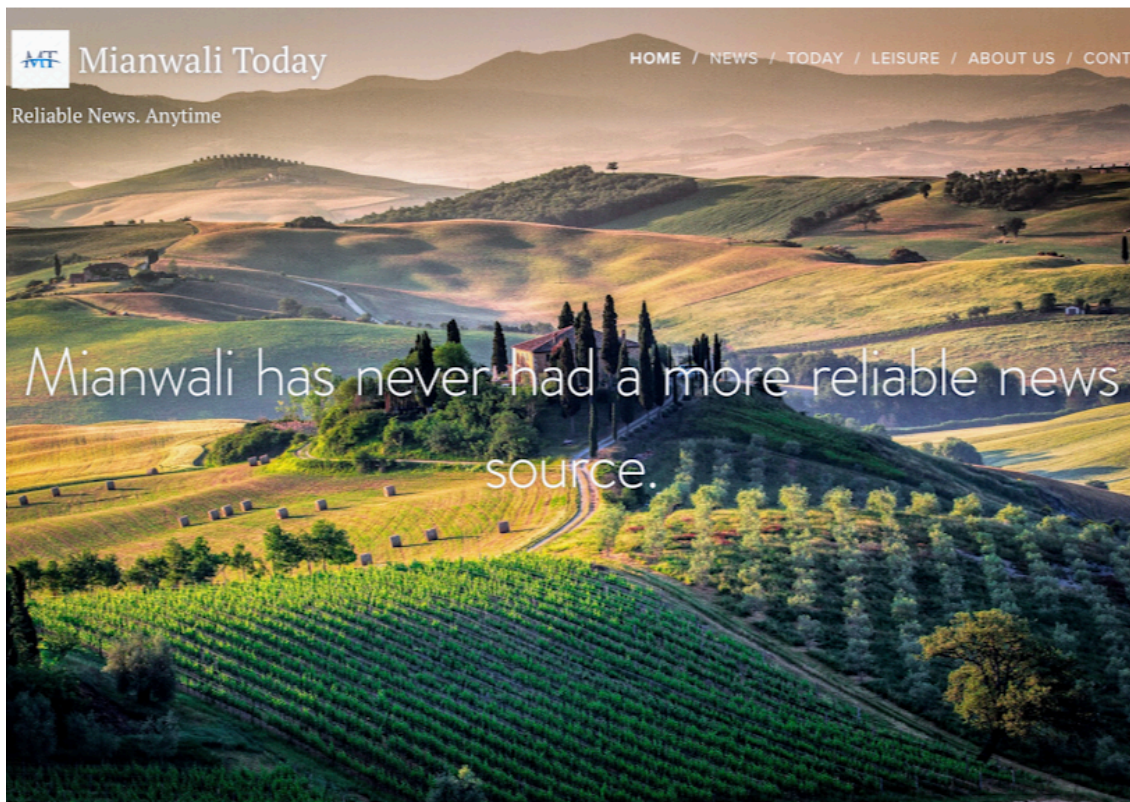# Case Study: Mianwali Today — First Digital News Platform for Mianwali

1. Background

In the summer of 2020, the COVID-19 pandemic disrupted daily life in Pakistan, and smaller districts like **Mianwali** faced an acute shortage of reliable, timely information. At the time, no local news websites existed, leaving residents dependent on scattered social media updates or hearsay.

2. Problem

- **No centralized local news source** for Mianwali residents.

- **No COVID-19 case tracker** specific to the district.

- Residents with limited English proficiency found existing national resources inaccessible.

- High risk of **misinformation** spreading through unverified social media posts.
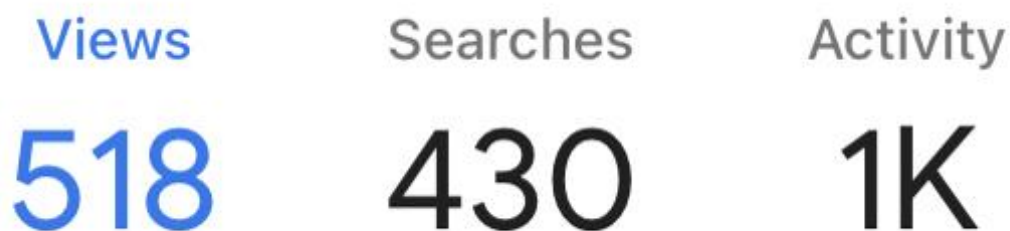
3. Solution — *Mianwali Today*

I founded **Mianwali Today**, the **first-ever local news website** for the district, built and managed entirely by me.

Key features:

- **Live COVID-19 case tracker** (updated daily with official hospital data).

- **Breaking news** and community updates.

- **Tourism section** to promote local heritage.

- **Weekly recap** feature for residents to catch up on key stories.

- **Full Urdu-language site** for broader accessibility.

- Direct **collaboration with district police** to publish verified safety guidelines.

4. Implementation

- **Platform**: Built using Webnode for quick deployment and mobile responsiveness.

- **Content**: All news writing, graphics, and website updates handled solely by me.

- **Data**: Sourced COVID-19 figures directly from the **District Headquarters Hospital**.

- **Outreach**: Shared updates on social media and via community networks to grow readership.

Views	Searches	Activity
518	430	1K

5. Results

- **1000+ total activities** (page views, shares, and interactions).

- **500+ views** and **400+ searches** via Google Search indexing.

- **26 detailed 5★ Google Maps reviews** (rating 5.0).

- Became the **only source** for real-time COVID-19 case updates in Mianwali.

- Positive feedback from local residents praising the **accessibility** and **accuracy** of information.

6. Impact

- **Public health benefit**: Reduced misinformation by publishing only verified COVID-19 data.

- **Community engagement**: Residents relied on the site for timely updates and trusted it as their primary news source.

- **Digital inclusion**: The Urdu site allowed older and less tech-savvy residents to benefit equally from online news.

7. Challenges & Learnings

Challenges:

- No existing local precedent for a digital news platform.

- Difficulty in sourcing timely and accurate COVID-19 data early on.

- Managing all aspects — technical, editorial, and outreach — as a solo founder.

Learnings:

- **Speed of execution** is critical during crises.

- Building **trust with official institutions** is key to credible reporting.

- Even small-scale projects can have a **transformative impact** on local communities.

8. Conclusion

Mianwali Today filled a crucial information gap during one of the most challenging periods in the district's history.
It proved that with initiative, digital tools, and community trust, even a one-person project can have a lasting, meaningful impact.