

## Street Theater to Educate People to Encourage Women Voting



7 بیٹ 7 رنگ



Empowered lives.  
Resilient nations.

Project Ref.: UNDP/CON/15/017



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## 1- Acronyms:

- 1- CHANAN Community Healthy Advocacy Network At Nation
- 2- UNDP United Nations Development Program
- 3- ECP Election Commission of Pakistan
- 4- LG Local Government
- 5- KPK Khyber Pakhtunkhwa
- 6- CNIC computerized National Identity Card
- 7- SWOT Strength Weakness Opportunities Threats
- 8- UC Union Council

## 2- About CHANAN:

*Community Healthy Advocacy Network At Nation (CHANAN)* is a youth based registered organization under the society registration act 1860. CHANAN aims to highlight the human right issues of youth and women. The profile group of society found to be neglected and disregarded of their contributions and strengths. There is lack of involvement of youth and women in decision / policy making as well as lack of education / awareness regarding health, social and legal and human right issues, while discriminatory laws and social customs against women hinders them to enhance their self growth and enjoy equal status in the society.

## 3- About Project:

The Strengthening Electoral and Legislative Process (SELP) is a project mandated to Election Commission of Pakistan by increasing its capacity to deliver its Strategic Plan, strengthen electoral laws and procedures and improve the engagement of citizens, particularly women and youth in electoral processes.

The Project has moved from Phase 1 (pre-elections and elections) to Phase 2 (post-elections) in the electoral cycle where the focus in Phase 2 includes strengthening the internal governance, operational performance and capacity of the ECP, advocating for electoral reforms, providing support for local government, cantonment and bye elections and civic and voter education.

As part of its overall Voter Education VE campaign to support local government elections in KP, the project is being implemented for the upcoming local government (LG) elections in KP.

### **Purpose**

As a main program component of the project, voter education is much needed to strengthen democracy. The project has implemented street theater activities in targeted districts with low female voter turnout.

It has been observed during the execution of this project that there is a strong need and appetite for such activities at the community level to communicate voter education messages in cultural and local context. This is an easy and interactive approach to educate the masses and create a sense of democratic rights and responsibilities among citizen.

The street theatre performances were conducted in districts with lower than average female voter turnout in the 2013 General Elections. The performances were meant to increase voter awareness and participation in electoral processes and in particular, to encourage people especially women to turn out to vote in the upcoming local government elections.

#### 4- Project Summary:

CHANAN conducted **229** street theater performances to reach **12684** direct audiences. CHANAN engaged 4 theater teams to perform **224** street theater performances in **8** district of KPK. To meet the set target of the project CHANAN theater group performed 28 theater performances in each district including Abbottabad, Charsada, Mardan Peshawar, Mansehra, Malakand, Swabi and

Nowshera respectively. 5 theater performances were additionally performed by the audience demand in Peshawar, Charsada, Mansehra and Nowshera respectively. Theater teams covered **12684** direct audiences of which **291** female and **12393** were males.

Street theaters were performed on different spots of Tahsils/Wards/UC's including Chowks, Hujras, Markets, railway stations, bus stops, lori ada, colleges, academies, parks, animal markets, bazaar, villages and houses. The target audiences for the street theater performances were registered voter from general public including male, female and youth. **2%** female attended the theater performances while **98%** audience were male and youth.

The objective of the play was to sensitize male and encourage them to support female for vote. Street theater performances were conducted for general male audience to spread the message at vast level. The play was the part of the campaign to encourage female voter and sensitized males to support female for vote and allow them to take part in local government system for the sustainable democracy. The play was performed in those districts where the female voter turnout was low in the general elections 2013. At the end of each theater the district/group coordinator focused his discussion for the importance of female vote and mobilize male audience to allow and encourage women to go for vote on 30<sup>th</sup> May 2015.



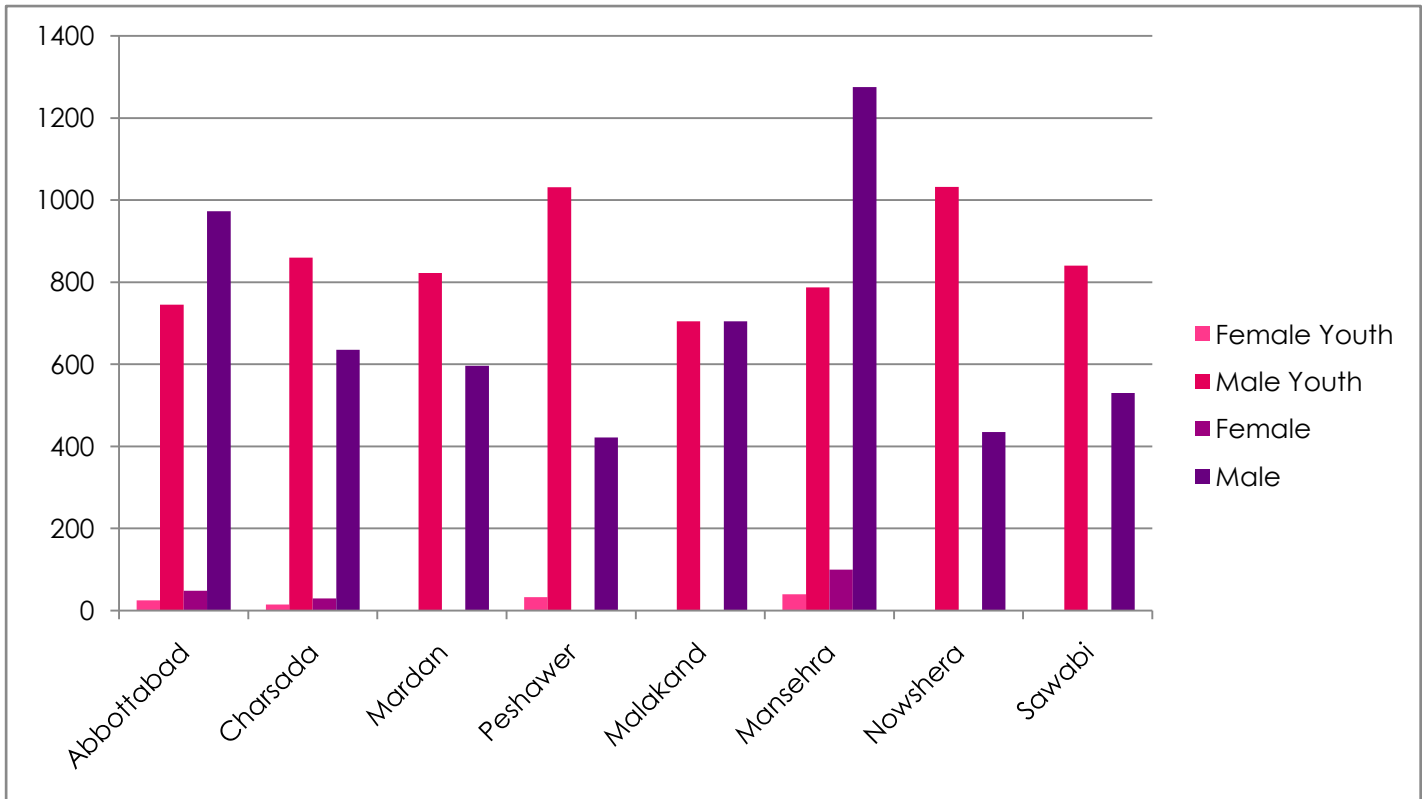
## 5- Achievements

Below are some important achievements / Milestone through table:

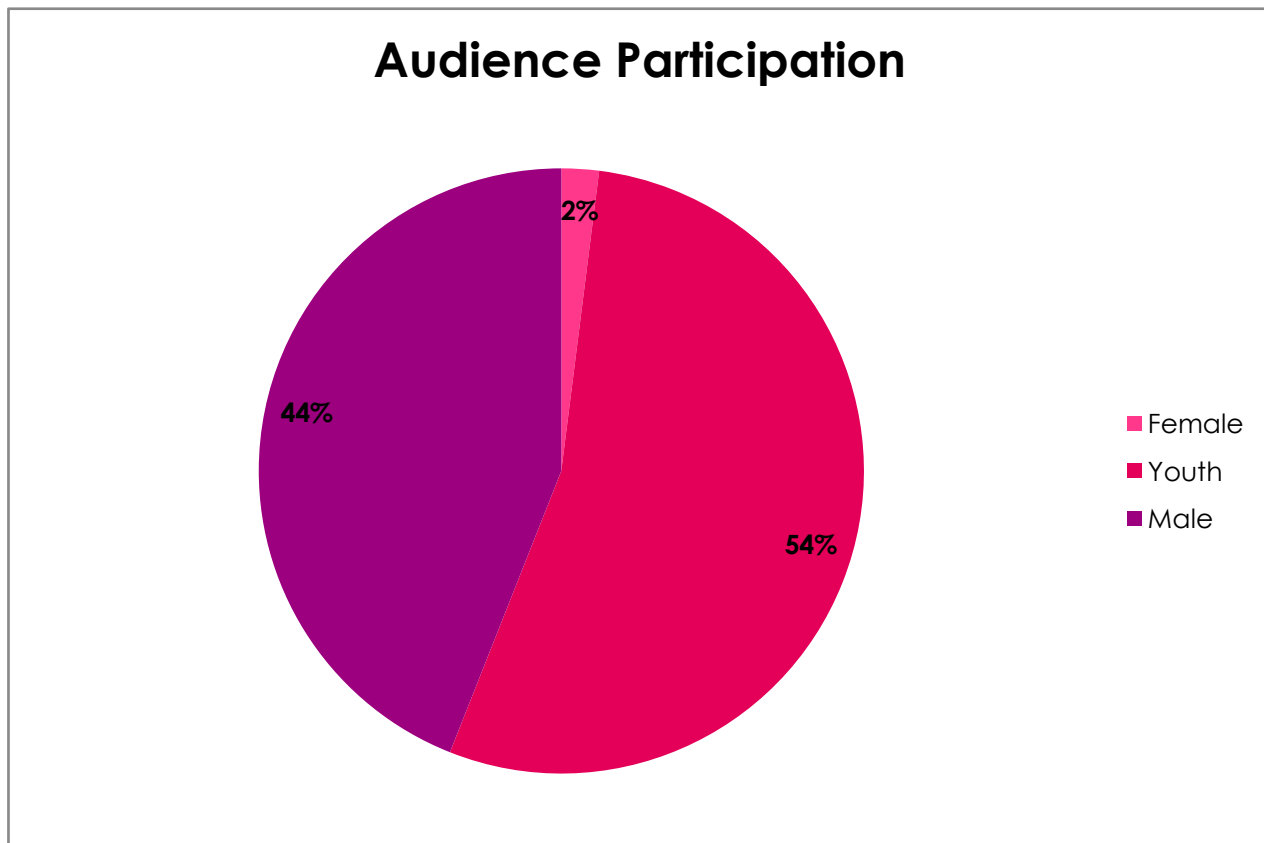
	District	No. of theater Performances	No of Female Youth 18-29	No of Male Youth 18-29	No of Female 30 + Above	No of Male 30 + Above	Total No of Audience
<b>KPK</b>	Abbottabad	28	25	745	48	973	1791
	Charsada	29	15	860	30	635	1540
	Mardan	28	0	822	0	596	1418
	Peshawar	29	33	1031	0	422	1486
	Malakand	28	0	705	0	705	1410
	Mansehra	30	40	787	100	1275	2202
	Nowshera	29	0	1032	0	435	1467
	Swabi	28	0	840	0	530	1370
<b>Total KPK</b>		<b>229</b>	<b>113</b>	<b>6822</b>	<b>178</b>	<b>5571</b>	<b>12684</b>

Female Youth Participation	Male Youth Participation	Female Participation	Male Participation	Total Participation
1%	54%	1%	44%	100%
Overall Female Participation				2%
Youth male Participation				54%
Male Participation				44%
Total Participation				100%

## Audience Participation Level



## Audience Participation



## 6- Theater Conduction Methodology:

Theater performance were conducted in different spots of tahsils/UC's including Chowks, Hujras, Markets, railway stations, bus stops, lori ada, colleges, academies, parks, animal markets, bazaar and villages. The target audience for the street theater was general public both male and female, Youth, students; marginalize peoples, minority and ethnic groups, disadvantages groups etc.

Team mobilize audience via playing different cultural beats (dhol), songs, displaying banner, distribution of flyers, posters and invited audience for theater performances. For theater performance teams selected some place for stage and welcome the audience on behalf of CHANAN and UNDP.

The project were implmented by the male theater teams in 8 districts of KPK. Group/District Coordinator introduced play, its concept and its importance to the audience, and then he invited the team to perform. Theater group makes the play lively with respect of its local cultural and norms, which audience likes very much.

After theater performance the group/district coordinator ask some question to the audience.

- How was play?
- What was the major learning's for you in the play?
- Do we cast our vote for the free and fare local government elections?
- Do you inform other and encourage as well as support women to cast their vote
- Do you go for vote along with your females on 30<sup>th</sup> May 2015?

At the end of the play whole team formally thanked to the audience.



## 7- Pictorial View

### District Abbottabad



Theater team is performing at UC Jaral on 9<sup>th</sup> May



3<sup>rd</sup> May Theater at UC Abbottabad City



A person is giving his feedback after theater on 1<sup>st</sup> May at UC Bandi attai

### District Charsada



Audience are watching street theater on 30<sup>th</sup> May at UC Harichand



Youth is taking interest in flyer after theater on 8<sup>th</sup> May UC panjpao



On 2<sup>nd</sup> May at UC MC 1, Malik Zakeria, "I will encourage females for vote".

### District Mardan



Audience are watching street theater on 29<sup>th</sup> May at UC Mardan Khas



An audience is reading the information about 7 colors of ballot paper UC baghicha Dari on 3<sup>rd</sup> of May



Theater team is explaining the 7 colors of ballot paper

### District Peshawar



Mixed Audience are watching street theater on 30<sup>th</sup> May UC faqirabad



A participant is recording his views regarding play on 3<sup>rd</sup> May UC pawaka



Theater team is distributing Flyer before theater performance on road

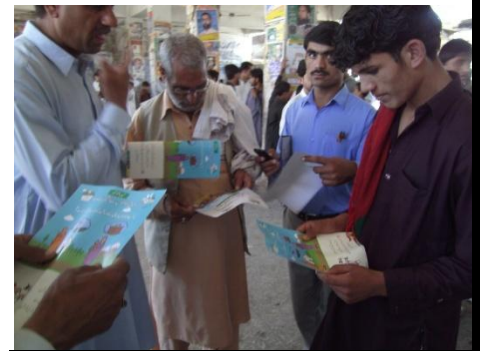
### District Mansehra



Audience showing interest to take home the posters with them.



Theater team is performing on 18<sup>th</sup> May UC baffa



Audiences are very keen to read the information on posters on the importance of women vote

### District Malakand



On 15<sup>th</sup> May UC Skhakot, Amjid, "we know that there will be the system of parda so we will let our females to caste vote.



19th May Theater team is explaining the colors of ballot paper in UC upper batkhaila



Team is pasting stickers on different location to spread the messages maximum

### District Nowshera



Shaoor theater team is performing on road on 15<sup>th</sup> May UC Pabbi



Theater team is recording comments from audience after the theater on 23<sup>rd</sup> May Chowki Mumraiz



19<sup>th</sup> May Kurvi, Mumbraiz Khan said that we were thinking that there will be 5 seats but I am really thankful for this team for this awareness and importance of women vote

### District Sawabi



WE theater group is explaining the colors of ballot paper on 17<sup>th</sup> May UC Lahore east



WE theater is performing theater on LGE at UC Tordher on 20<sup>th</sup> May



A young man is reading the method of casting vote after theater on 21<sup>st</sup> May UC turlandi

## 8- Vote of Thank

CHANAN felt pleased for the great initiative on voter education through street theater to sensitized registered voter to the importance of local government system. On behalf of the management, theater groups, district coordinators we are really thankful to UNDP who provide us this opportunity to implement the service contract on voter education. It was our 4<sup>th</sup> contract with UNDP for a street theater program, all teams are happy to play their role for the voter education and awareness program in Pakistan. Hope that UNDP will continue these kinds of activities/ project/ services in future.



**For Further Contact**

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