



WOMEN'S VOICE & LEADERSHIP - PAKISTAN

KEY HIGHLIGHTS

16 DAYS OF ACTIVISM

The 16 Days of Activism against Gender-Based Violence is an annual international campaign that begins on November 25th, the International Day for the Elimination of Violence against Women, and ends on December 10th, Human Rights Day. Under the first immediate outcome (I210) of Pillar 2, Women's Voice & Leadership - Pakistan (WVL-P) supports partner Women's Rights Organizations (WROs) to lead advocacy efforts on gender equality issues in Pakistan that they define themselves and that are specific to their local contexts.

ON-GROUND CAMPAIGNING

On-ground campaigning during the 16 Days of Activism consisted of a range of activities organized by WVL-P partner organizations, including Social Accountability Training Workshops, Awareness Seminars and Pledge-Taking Events, Women & Girls Skills Exhibitions, Theatre Performances, Walks, and other events aimed at raising awareness about gender-based violence and promoting women's empowerment.

2,585

On-Ground Reach

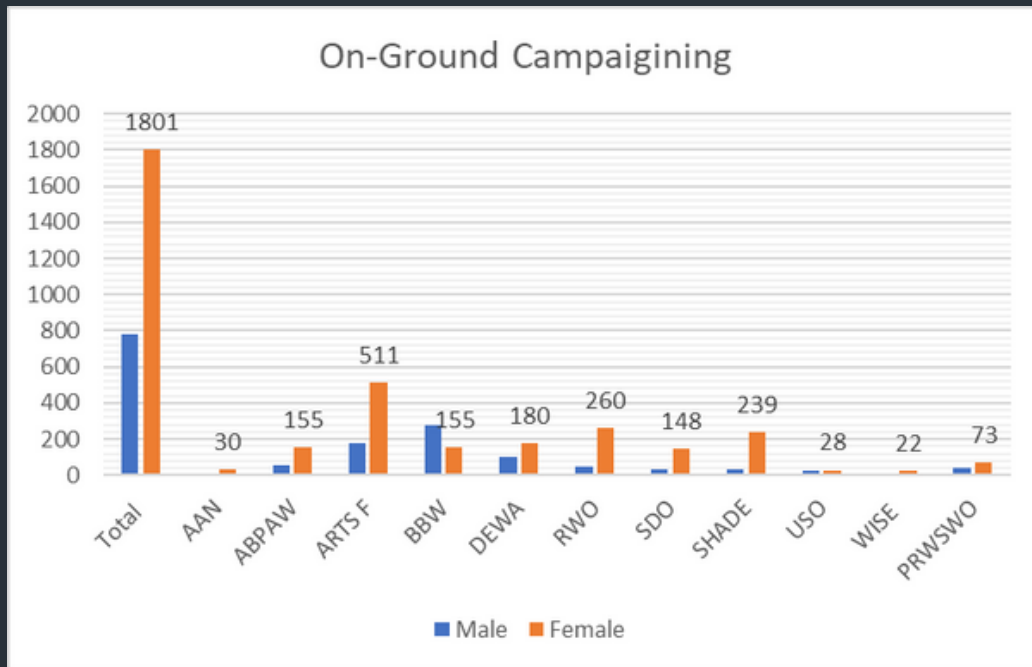
31,880

Digital Reach



NUMBER OF PEOPLE REACHED THROUGH ON-GROUND CAMPAIGNING

2,585



ON-GROUND CAMPAIGNING ANALYSIS

The total number of people reached during the 16 days of activism campaign was 2,585, with 1,801 females and 784 males.

ARTS Foundation had the highest number of participants in their Women & Girls Skills Exhibition Arena, with 511 females and 176 males.

ABPAW had the highest number of female participants, with 155 females and 55 males.

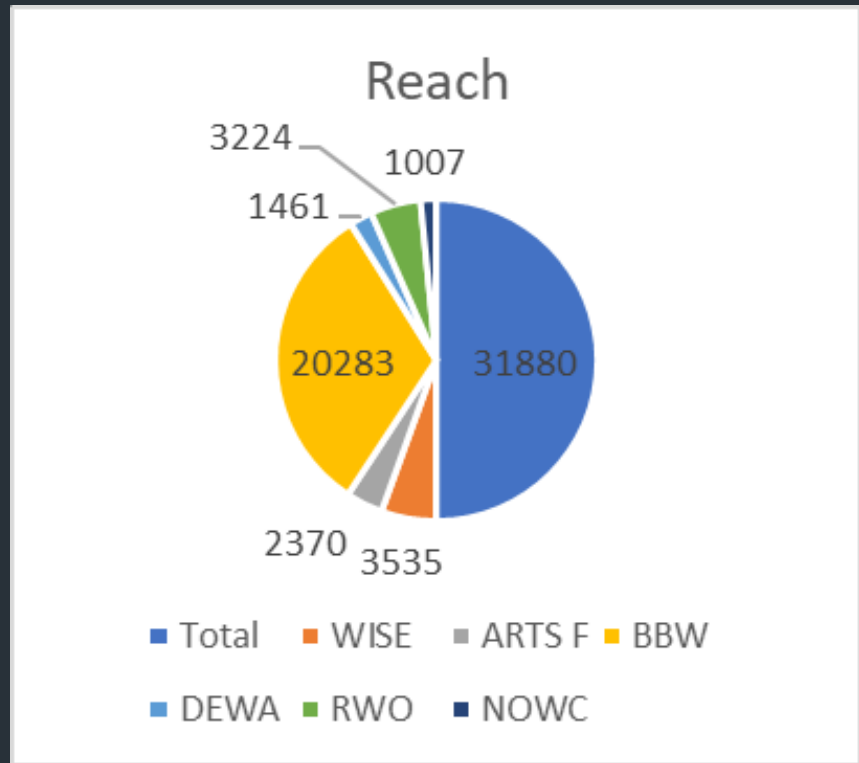
BBW had the highest number of male participants, with 274 males and 155 females.

AAN had no male participants and only 30 female participants.

Overall, it seems that the partner organizations were successful in reaching more females than males during the campaign, which is a positive outcome given that gender-based violence disproportionately affects women and girls.

NUMBER OF PEOPLE REACHED THROUGH DIGITAL CAMPAIGNING

31,880



DIGITAL CAMPAIGNING ANALYSIS

The digital campaigning data shows that the total reach was 31,880 with a total of 1,275 reactions, 200 comments, and 136 shares. BBW had the highest reach with 20,283, followed by WISE with 3,535 and RWO with 3,224. However, BBW had the lowest number of comments and shares among all the partners. WISE had the highest engagement with 120 comments and 29 shares, followed by ARTS F with 52 comments and 35 shares. DEWA and NOWC had the lowest engagement with only 1 and 39 shares, respectively. These numbers suggest that while BBW was successful in reaching a large audience, they could improve their engagement strategy to encourage more interaction from their followers. Meanwhile, WISE and ARTS F had a strong engagement strategy that resonated with their audience.

The outreach achieved through digital mediums during the 16 Days of Activism campaign was impressive and highlighted the potential of technology to amplify the voices of women's rights organizations in Pakistan. Partners like BBW and WISE effectively utilized social media platforms to engage a wider audience, increase their following, and showcase their on-ground activities in real-time. While on-ground campaigning remains crucial for reaching marginalized communities and building alliances, digital campaigning can provide an effective supplement to traditional outreach methods, especially in urban areas with high mobile phone and internet usage. By combining on-ground and digital campaigning, women's rights organizations can create a more comprehensive and inclusive approach to advocacy, further amplifying their message and mobilizing support for their cause.

Breaking Barriers Women
3 Dec 2022 · 🌐

An International Person with disability day is celebrated successfully with the Collaboration of Serena Hotels. We are Thankful to the Disability organizations, the individual's, the media, the civil society, chief guest of the day Tariq Qamar Baloch sb secretary labour and manpower department government of Balochistan, and the Serena Hotels Quetta Management for their never ending support.

Roshni Welfare Organization
8 Dec 2022 · 🌐

ib raised his voice for women violence against women. niwelfareorganization... See m

ARTS Foundation
10 Dec 2022 · 🌐

3 Foundation as a Women Rights Organization and analyzes Violence against Women an (VAWG) from 5 daily newspapers. ... See mor

Women In Struggle for Empowerment - WISE
10 Dec 2022 · 🌐

WISE organized a One-Day Capacity Building Training Workshop with Young Girls. Gender Commodification, Feminism, imperialism, colonization, capital life conflict by culture, capitalism and digitalization were the main topics. 20 young girls actively participated.

The activity was organized under the project 'Women's Voice and Leadership - Pakistan' funded by the Government of Canada through Global Affairs Canada.

World March of Women-Pakistan
Canada's International Development – Global Affairs Canada
High Commission of Canada in Pakistan
Oxfam in Pakistan
Women In Struggle for Empowerment -

98 cases of Domestic Violence have been reported in Sindh province in this year till November 2022. Its 16 Days of Activism, join hands to bring these numbers at 0

16 DAYS OF ACTIVISM

16 Days of Activism 2022
Friendly Spaces and Self Relaxation for ICT Students/Women and Girls
Under Women's Voice and Leadership Initiative (WVLI-P)
project is funded by

