

Country: Pakistan

Theme: Inclusive Electoral Literacy Through Informal Education Channel

Sub Theme: Any Other-All segments of society

Title of The Best Practice / Case Study: Involvement of the entire system to on board the public.

Area of Coverage: All segments of society

Period of implementation: Six Months

Background: The government machinery/organizations/ministries/departments were involved to carry out the message on The Strength of the Vote.

Brief Description of Best Practice: Voters' importance walk in the universities and colleges holding of awareness and orientation session in colleges and universities, exhibitions, competitions, printing voter education messages on the utility bills, displays of banners on motorways and highways, issuing special postages tickets/stamps to create awareness, messages on the family planning centers, dissemination of voter education through agriculture, private telecom sector, Pakistan Boys Scouts Association/Pakistan Girls Guide Association, placing banners and messages on railway stations and airports.

Challenges : Difficulties faced in delivering the requisite material and their placement.

Outcome: Increased turnout of the voters in General Elections 2013 as compared to General Elections 2008.