



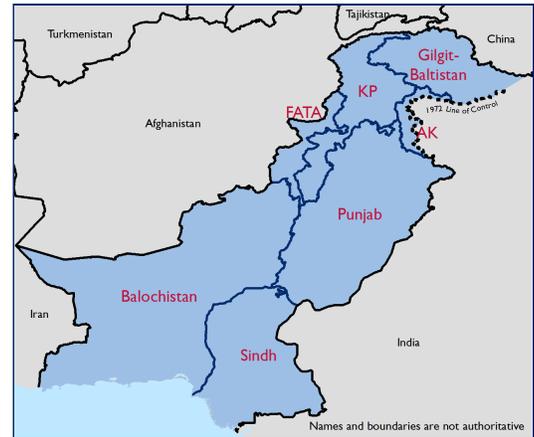
USAID
FROM THE AMERICAN PEOPLE

PAKISTAN

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Political Parties Development Project

The Political Parties Development Project helps political parties in Pakistan more effectively and democratically develop policies that respond to constituent and grassroots concerns. The project helps political parties demonstrate their commitment to transparent and inclusive processes and contribute effectively to policy-making by legislatures and other governmental institutions. Parties receive support for research and training to help them formulate more responsive and informed platforms and policies. All political parties represented in parliament are encouraged to participate. The project also involves Pakistani think-tanks and civil society organizations at the local, provincial, and national levels and funds independent public-opinion polling that tracks citizen concerns. The program has a particular focus on the participation in the political process of women and young people below the age of 35.



OBJECTIVES

The main objective of the Political Parties Development Project is to develop the institutional capacity of Pakistan's political parties to respond democratically and effectively to constituents' concerns.

MAIN ACTIVITIES

- Develop party-based research units, including training for 32 researchers
- Establish an independent opinion research facility that meets international research standards
- Train 270+ party members as trainers and institutionalize training units within the parties
- Conduct 20 national opinion polls and 32 focus group discussions to inform party leaders about constituent concerns
- Guide party leaders in how to conduct outreach to party members at the grassroots level and to civil society on policy issues
- Encourage development of specific policy proposals for inclusion in party platforms
- Train party leaders at the federal and local levels on the use of opinion research in designing and refining party messages for grassroots constituents
- Train 480 Master Polling Agent Trainers to conduct polling agent training for 14,400 polling agents in 10 political parties
- Train party leaders and grassroots activists to develop communication skills necessary to communicate democratically developed policies



The Political Parties Development Project is fostering democratic party system

RESULTS TO DATE

- Developed party-based research units, including training for 34 researchers.
- Institute of Public Opinion Research (IPOR) established as an independent opinion research facility that meets international standards
- Representatives of 12 political parties have improved their skills in conducting research, delivering training and developing communication strategies.