

Say NO to Violence Against Afghan Women

In Afghanistan the **violence rate is a severe problem**, which is increased in past years, **Herat which is a big city in Afghanistan has 14.9% of registered violence in Afghanistan.**

The main aspects of violence which women face in Herat are: Limited access to education, Emotional abuse, Human trafficking, Compulsory marriage, Sexual abuse, Stalking, Violence at work, limited access to property ownership, prevention of decision making, violence from women against women, and domestic violence.

So with implementing this advocacy program we will reduce this percentage in a considerable rate.

CATEGORY

[Conflict Resolution](#)

LOCATION

[Afghanistan](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

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Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

This project is an advocacy campaign, which aims to reduce violence against women in a considerable rate. Our program is consisting of **social media campaign, TV and radio campaign printed materials as well as advocacy meetings** which will take place in Herat, Afghanistan. all other implemented projects in Afghanistan informed women about their rights, **but we are different, we want to inform both gender, especially men about women rights and how to avoid future violence.**

The advocacy campaign contains TV clips, Radio Ads, Banners and Meetings about Women Rights.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

This project will prevent future violence in families as well as society members and their look to women and how to treat them with respect as a society member with equal rights. The TV clips will show people their wrong behavior and what women feel after violence happened in order to motivate them stop violence and think about what they are performing and their negative outcome. **Some people are not aware of Penal Code so they are doing whatever they want, by informing them about laws we will prevent future violence.**

Most of people in Herat and its districts have access to TV's and Radios. And in the Cities most of people have access to Internet. And most of these media are used for entertainment and traditional programs.

MEET THE TEAM

Project owner
[Zainab Naseri](#)
[Afghanistan](#)
[Programs funded by the U.S.](#)
[Embassy in Kabul](#)

Project members
[Manage members](#)
[Muzhda Ghulam](#)
[Afghanistan](#)
[Programs funded by the U.S.](#)
[Embassy in Kabul](#)
[\[remove from project\]](#)

[Bashir Safi](#)
[Afghanistan](#)
[Emerging Leaders Program](#)
[Youth Exchange Programs](#)
[\[remove from project\]](#)

[Rona Biazar](#)
[Afghanistan](#)
[Programs funded by the U.S.](#)
[Embassy in Kabul](#)
[\[remove from project\]](#)

[Shemije Eljezi](#)
[Macedonia](#)
[International Visitor Leadership](#)
[Program \(IVLP\)](#)
[\[remove from project\]](#)

[Witra Hussaini](#)
[Afghanistan](#)
[Programs funded by the U.S.](#)
[Embassy in Kabul](#)
[\[remove from project\]](#)

[Ahmadi Ahmadi](#)
[Afghanistan](#)
[Faculty Development Program](#)
[\[remove from project\]](#)

[Juan Garate](#)
[Argentina](#)
[U.S. Embassy Programs](#)
[\[remove from project\]](#)

[Margarita Hakob...](#)
[Armenia](#)
[International Visitor Leadership](#)
[Program \(IVLP\)](#)
[\[remove from project\]](#)

[Freshta Ahrar](#)
[Afghanistan](#)
[Afghanistan Teacher Education](#)
[Project](#)
[\[remove from project\]](#)

[Jean Claude MAHINDO](#)

We want to **share some useful clips and audios about women rights according to our national laws in order to achieve our goals**. Our clips are some role playing which **will make incentives among people** for respecting women rights and put it into action.

[Congo, Democratic Republic of the International Visitor Leadership Program \(IVLP\)](#)
[remove from project]

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

Population of Herat is estimated more than 3 Million, and most of them have access to media such as Radios and TVs. Through our **public awareness local media campaign**, we cover **center of western Afghanistan**, and through social media and online campaign we cover **all Afghans who have access to internet**.

Also we will hold advocacy meetings for educated people such as University and school teachers in order to spread the word for the greater community. In these meetings we will discuss on women rights and conflicts so we will find logical solutions and will ask them to join us in having presentations for men and women in different areas of Herat province. We also use their ideas in our media outreach, In addition, another advocacy meeting will be held for **U.S Alumni to involve them in this project in order to share the word with the community** and wherever they work, they will also post the posters and **share the flyers** in Herat.

Totally in meetings **40 teachers and 20 Alumni** will take part.

Local partners

AIHRC (Afghanistan Independence Human Rights Commission): They will help us with books and other materials,

Herat University Teachers: They will talk on our clips and they will help us in advising.

Organization of Afghan Alumni: Introduce U.S. **Alumni to be involved** in our project.

Women Council and Womens' Affairs Department: Will help us in advising.

Alumni team

Zainab Naseri: **Team Leader**, Responsible of managing project activities

Witra Hussaini:**Finance**, responsible of accounting and managing financial reports

Raziah Shams:**Media Outreach and Communication**, Responsible of contacting and advertising on media

Rona Biazar: **Monitoring and Web Design Coordinator**: She will monitor our overall project and help us in reporting back. She will also introduce Asad Ullah who is a webdesigner and deputy director of a NGO, to help us in website issues as well as monitoring and advising in all sections.

Mina Qarizada and Abdul Hamid:**Coordinators**, responsible of coordinating with local partners

Freshtha Ahrar: **Responsible** in advising for workshops and meetings

Proposed Project Dates: May 25, 2015 - May 25, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

Months 1-2:

We will start planning our work and we will talk to **AIHRC (Afghanistan Independence Human Rights Commission)** and we gather information for our clips and social media campaigns, Raziyah will create online advertising accounts and other pre implementation staff.

Rona will talk to web designers, she knows some designers that will help us **until the end of this project voluntary**, and also she will get web hosting and domain as well as first design.

Months 2-4:

We will start creating our video and audio clips as well as posts to be published on social

media and our website.

We want creating **(20 audio and video clips which will be broadcasted randomly, Creating a Facebook fan page and advertising it, creating a website to gather donations for future steps and sharing news)**, but in month 2-4 we will only create 10 clips.

Other clips will be made according to ideas gathered in advocacy meetings.

The clips will be made by a video production company, and the posts will be made by our team according to research.

Zainab and other team members will manage the work for starting.

Months 4-6: We will hold awareness meetings in Herat and we will analyze the gathered information to add them into our clips.

There will be two awareness meetings, one for **U.S Alumni in Herat**, and another will be for University and school teachers.

Also in month 5-6 according to ideas from meetings we will create 10 more video and audio clips.

Also we will create 5 more medium quality clips, by our team and relationships **Voluntary** and all of them will be shared on social media and our website with other high quality clips.

Months 6-11: Broadcasting on TVs and implementing the project as well as controlling local and social media.

Months 11-12: Holding surveys in Herat and evaluating the project as well as submitting final report.

All other reports will be submitted monthly

Communication Plan

Our team will create Video clips and we will share these clips on **YouTube channel and local broadcasting agencies**, also we will **create social media campaign on Facebook** which is used mostly in our region, Instagram and twitter don't have enough users in Afghanistan so we will ignore them, **the clips will stay forever in YouTube and our own website.**

We will also create a website for sharing news and clips about our project for all afghan users.

Also we will print **10,000 flyers** which will be placed on busy places like hospitals and Masjids.

The flyers will inform people about women rights and will also addresses our social media page and website.

Evaluation

When the project is ending and in the final steps we will print some questionnaires' and we will ask others about the project and if they saw the clips or not or was it good or bad and we will gather all information and we will publish it back in our social media accounts and our own website also we will submit all expenses and the complete project details to public affairs section in US consulate.

We will also ask Ideas of University teachers about our project and how to implement it with more success rate, before starting the project.

We will also submit our clips in a DVD format to AIHRC, women council and other authorities.

Sustainability

As we mentioned the project is advocacy and includes videos, audios, presentations, seminars and banners so after initial funding year our emblems and ideas will be among people, audios and videos will stay in YouTube , AIHRC , women council and in our websites, Our websites will be remaining and the banner or printed paper remain in hospitals and Masjids.

The people will also spread the word after they heard it from TV's and Radios. Also the change which is made through this project is a remaining consequence.

TOTAL FUNDING REQUESTED

\$24,962.00

PROPOSAL DOCUMENT:

[Download budget](#)