

# My Campaign Plan

MY OBJECTIVE:	BUDGET:		VOTER'S RESEARCH
<i>To win the Campaign!</i>	<i>Item</i>	<i>Cost</i>	<i>How many voters are in my district? (Voters List)</i>
<i>My Strengths:</i> 1. 2. 3.	1. 2. 3. 4. 5. 6.	How did they vote in the last election?  What are voters concerned about?  1. 2. 3.	<i>My campaign message:</i>  
<i>My Weaknesses:</i> 1. 2. 3.	Total Cost: _____		
<i>My Opponent's Strengths:</i>  1. 2. 3.	<b>RESOURCES:</b>  1. 2. 3. 4. 5. 6.		
<i>My Opponent's Weaknesses:</i>  1. 2. 3. 4. 5. 6.			

# *My Campaign Schedule*

WEEK 1	WEEK 2	WEEK 3	WEEK 4

**Mrs. Indira Jha**

*"Women can understand women's problems best and work for women rights, so let all the women win."*



Name	: Mrs. Indira Jha
Home	: Janakpur Municipality-9, Rukhmanisar, Dhanusa
Age	: 37
Marital status	: Married, Two daughters
Education	: School Leaving Certificate
Political Experience	: Since 1996
Office held	: 1997-present: Women Member, Janakpur Municipality-9, Dhanusa
Party	: Rastriya Prajatantra Party (RPP)

**Why should women become involved in politics?**

There should be women's representation at every level. If women do not get involved in politics then women's rights will not come into practice. They will exist only in the constitution. In order to inform women about their rights and how to be active citizens, women should get involved in politics.

**Why did you become involved in politics? How did you first get involved?**

I had a negative experience with the candidates that I strongly supported and helped to elect them, I personally decided to run for the office and work for the people. Terai women are less developed than women in other parts of Nepal, and they need good leaders in order to advance. Therefore, I decided

to run for this position.

**What advice would you give a woman considering entering politics?**

Women should be active in their communities. As a political leader, a woman should work for the interest of women and the village. Women candidates should visit the homes of all voters. Women should gain the community's faith and work in an impartial way. In order to become successful in politics, women need to work harder than men.

## **Women Can Win!**

### **What is the most important skill for a successful woman candidate?**

A women candidate must be talented and be able to communicate effectively. She must be familiar with women rights and how to work effectively. She should be familiar with local languages and must be able to communicate with local people personally. It is also necessary to have the qualities which gain the trust of the people.



### **What is next for you in your political career? What other ambitions do you have?**

I am deeply involved in politics, so I will continue until I reach higher posts. I would like to run for Parliament one day if I get continued support from my voters. I hope to be elected in future elections, and to get a chance to serve the people and the community.

### **These are NDI's specific questions – do you have any other comments?**

I believe education is essential to be successful in life. All women should have an equal opportunity to get an education. There should be women's participation in every aspect of our society. In order to involve more women, there should be reserved seats for women in all government positions. Our society must stop criticizing women who participate in politics. These active women are improving our communities. Women in politics need support from their family, society, and party.

## DEVELOPING A CAMPAIGN MESSAGE

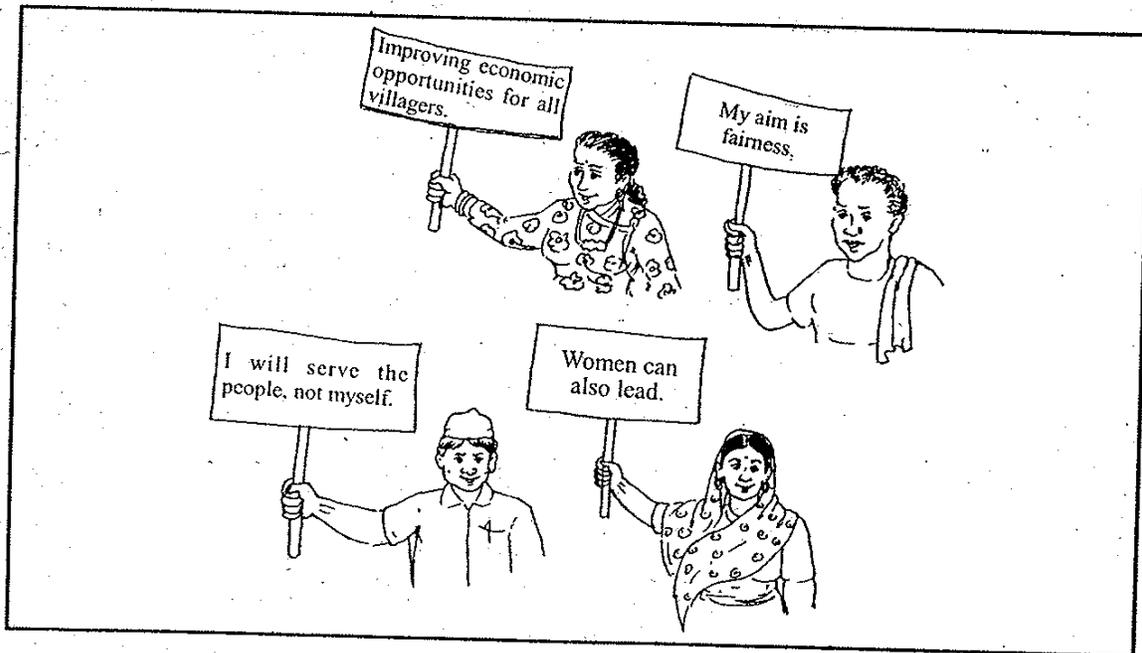
### How to develop your campaign message

Just like Ram Kali, you need to have a campaign message that tells voters how you will address their community needs. Good messages are short and clear. Follow these four easy steps to make your own message:

- 1) **Identify the problems:** Talk to voters throughout the village and identify their concerns.
- 2) **Develop solutions:** Think of ways to solve the voters' problems.
- 3) **Identify the VDC's actions:** What has the VDC done to improve the situation? How can the VDC do a better job in addressing this problem?

*\*\*\*For incumbents, how did you address this issue? Why were you not successful? Or, why didn't you address this issue? Incumbent campaigns may focus less on the VDC's actions.*

- 4) **Create your message:** Think of a message that addresses the voters' concerns and highlights your solutions and strengths.



## Women Can Win!

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Here is an example:

1. **Problem:** Many people in the village do not have enough money to buy gas, salt and other basic items.
2. **Solution:** Small income generating activities should be initiated to improve the economic status of the villagers.
3. **VDC's Response:** The VDC has ignored the problem. Many VDC members have no problem buying goods or finding money to conduct home improvements. Little has been done to help many villagers who are struggling financially because addressing the village's economic situation has not been a priority for VDC members.

**Message:** "Ram Kali: improving economic opportunities for all villagers."

Now put your message on your pamphlets and posters and tell all the voters.

**Mrs. Jagatarain Devi Sah**

*"Women should hold a majority in all decision making position."*



**Name** : Mrs. Jagatarain Devi Sah

**Home** : Barchawa VDC - 9, Lalbitiya Siraha District

**Age** : 48

**Marital status** : Married, three daughters and one son

**Education** : Class Five

**Political Experience** : Since 1995

**Office held** : 1997-present: District Development Committee (DDC) Area Member, Area No. 12, Siraha District

**Why should women become involved in politics?**

Women are oppressed in Nepal and in order to raise our voices against injustice, women should get involved in politics. Since our individual efforts are not enough, we should encourage women to unite and to run for office and show that women can lead just as effectively as men.

**Why did you become involved in politics? How did you first become involved?**

Very few women from our community are represented in politics because Terai

women are very shy and hide their faces under the veil. However, Terai women like me can still preserve their culture while lifting up our veils and getting involved in politics. I got involved in politics in order to encourage Terai women. I am getting my husband's full support in every aspect of life and I have come a long way. But we cannot do this alone; women who are interested in politics need support from their family, society, and party.

## **Women Can Win!**

### **Who helped the most in your work?**

During the ward level campaign, my husband provided the most support. For District Development Committee (DDC) Area Member position, I got help from my party.



### **Do you have any good campaign stories or memorable experiences in office?**

When I was nominated for Area Member, many people raised question about my caste. Why has the party given a ticket to her? If she gets elected, she will not work for the community. I heard these types of questions everyday. But I did not give up and finally I won. I am now working for the welfare of my community. When I was completing my responsibilities effectively and successfully, they again started talking behind my back. They were insecure about me because if I was successful in my position, then there will be the possibility of me winning again.

Once I was inspecting culvert construction work in one of the VDCs, and one man came in and started arguing with me about the work. He deliberately hit my hand. I was injured seriously. I filed a case against him and our party people supported him because they were insecure about me. Therefore, I believe there should be a women's majority in every field and we must unite.

### **What is next for you in your political career? What other ambitions do you have?**

I would like to go further in politics step-by-step. I would like to get an opportunity to serve the community and people any way I can. I would like to run for parliament and become a Member of Parliament (MP) but it all depends upon the party's decision. Anyway, I will fulfill the responsibilities given me by my party and continue to serve the community and people through politics and social work.

**These are NDI's specific questions – do you have any other comments?**

Every woman's problem is the same. All parties assure us that they have involved women in every field, but in reality, women are always left behind. Therefore, women should leave behind weak attitudes and come forward to join politics.