

Women Can Win!

VOTER CONTACT

How to Persuade Voters

When speaking with voters, make sure you and your volunteers follow these guidelines

- Speak with the voters at their homes, the bazaar, the water tap, and public meetings
- Address the voters with a "Namaste" (hello) and establish your relationship with them
- Talk about your accomplishments and experience
- Tell them how you will improve the village
- Speak in the local language
- Be polite and speak clearly

Women can also lead. Following are some of the names of first Nepali women leaders:

Ruling Queen	: Rajendralaxmi Devi Shah
Deputy Prime Minister	: Shailaja Acharaya
Deputy Speaker of the House of Representative	: Lila Shrestha Subba
Ambassador (to India)	: Bindheswori Shah
Minister	: Dwarika Devi Thakurani
Raj Sabha Member	: Saraswati Rai
Municipality Member	: Shadhana Pradhan
VDC Association President	: Mahin Limbu



Mrs. Meena Chaudhary

"I believe if women are given equal opportunities, then women can really do well. It is the opportunities that women are lacking."



What is the secret of your campaign success?

The people knew me already as an honest and hard worker. I was not getting paid for providing health services. I was purely a volunteer. People realized that I was sincere, I think that helped me to win.

Tell us a bit about your campaign?

When I first started, I was really nervous, I had never done this kind of thing before, and I was worried that I would make a mistake and lose. I felt like everyone was watching me, and I did not know what I was doing. I was scared. But closer to the elections, I started feeling more at ease. I noticed that there were many other women running for office in my VDC. I felt happy

Name	Mrs. Meena Chaudhary
Home	Manpakadi VDC-1, Purani, Rupandehi
Age	32
Marital status	Married, one daughter and one son
Education	Class Five
Political Experience	Since 1997
Office held	1997-present: VDC Women Member
Party	Rastriya Prajatantra Party (RPP)

that I was one of the women running.

How did you fund your campaign?

What do we need money for? I had always heard that we needed money, but I didn't spend any. Our party contributed most of the expenses like pamphlets, banners, etc. I just talked to the voters and asked them to support me. That didn't cost anything.

What challenges did you face in your political career?

I wanted to bring women forward. But, I did not know how to do it exactly. I did not know what my roles and responsibilities as a ward member were. Nobody explained the work of the local

Women Can Win!

officials to us. I am very grateful to NDI's Women Representatives Training Program, which helped me to know more about my roles as a ward member. Thus I believe if women are given equal opportunities, then women can really do well. It's the opportunities that women are lacking.

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

Now I have five years of experience as a ward member and I know what my roles and responsibilities are in the ward committee. I am very interested to run again for elections but I have a family problem. Despite my interest in politics, I will not be in a position to run in the next elections. My children are small, my husband is dead and I don't have any family members in my house who can take care of my children. I also have to look after my shop, which is the only source of income for my family. But I will definitely join politics in future after my children get a bit older. Thus, for the time being I would like to encourage other active women in our ward to join politics and run for the elections. I will convey everything I have learned during my tenure to my village sisters. I will not let these active women waste their time because they can be big assets for the party and the village in the years to come.

SPEAKING IN PUBLIC

Speaking well in public is an important part of campaigning. By speaking with groups of people, you are able to reach many voters at once. This also allows you to demonstrate that you can successfully communicate with a large group of people (an important part of being an elected representative). The best way to improve your public speaking is through practice, practice, and practice. Listed below are some tips for speaking in public:

When speaking with voters, make sure you follow these guidelines:

- Speak slowly and clearly
- Stay focused on the topic
- Keep your speeches short
- Share personal stories and examples
- Speak loudly
- Make eye contact with your voters
- Be relaxed and confident
- Stand straight
- Use some humor
- Know your topic
- Repeat your campaign message



WRITING GOOD SPEECHES

Dear Ram Kali Didi,

You have inspired me and I am running for the VDC election this time. I know my speeches must convince voters to support me, in order to win the election. However, I am shy and have never spoken in front of a group of people. Could you please tell me how you deliver such good speeches?

*Sincerely,
Hari Kala*

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Dear Hari Kala:

I understand your fear of public speaking since I also had those same fears before I ran for office. To be a good public speaker you must be able to speak confidently and clearly in order to grab people's attention. To deliver excellent speeches you need to be able to speak about the problems of the village and ways you will solve them. To combine these skills you must practice often. Here are six simple steps for you to follow when giving a speech and an example of how I used these six steps to compose one of my campaign speeches.

1 Establish your relationship with the voters by discussing a shared concern.

"Hello. My name is Ram Kali and I am a candidate for the position of Ward Member in this VDC. I would like to talk to you about problems that I can solve if you elect me. One of the concerns I share with you is our village's financial problem. Everyday, I see my brothers and sisters having a difficult time finding the money to buy oil or salt in the market."



2 State the problem, how it affects the voters, and support it with evidence.

"I have observed a great number of people who are having many difficulties raising enough money to get by. The people of this village do not have enough opportunities for raising money. Many voters have shared with me their struggle for cash and their frustration because there are no opportunities for making money here in the village."

3 State your position on the issue.

"I believe that we must make small scale income generation our top priority. If I win this election, I promise to improve our village by bringing more

income generating opportunities here. I will work to increase the opportunity for villagers to gain extra income."

4 Identify the opponent and link the opponent with the problem.

"My opponent is not concerned with the financial struggles of many villagers. Unlike my opponent, I believe every citizen must have the opportunity to make enough money for his/her family. These are hard economic times and we need action now. If you vote for me, I will take action immediately."

5 Give your solution to the problems and show how it benefits the voters.

"If I am elected, I will work to involve more people in small income generating projects. As soon as people get more involved in income generating programs, their financial problems will improve."

6 Show the voters how the village would be benefited if this problem were solved.

"In closing, I want you to imagine what our village could be like if I am elected. There will be effectively monitored income generation projects providing villagers the extra money they need to supplement their farming. People will not be struggling just to meet very basic needs. Please vote for me so that I can make this vision of a wealthier, happier village come true."

"Lastly, I would like to say that your valuable vote would provide me an opportunity to work for the development of our village. In order to help me improve our village's economic situation, I request that you vote for me."

Hari Kala, if you follow my advice and example, I am sure you will be able to give winning speeches.

*Best of Luck,
Ram Kali Didi*

Women Can Win!

Mrs. Bhabhuti Devi Koire

"Women must overcome their party differences and raise their voices together."



Why should women become involved in politics?

When women get involved in politics, they know what their rights are. Women should get involved in politics to inform other women about their legal rights and how to be active citizens.

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

I entered politics to serve the people. The caste which I belong to is considered very backward. In our community men do not know about the importance of politics, and women are even more ignorant than the men. Thus, I want to be an example for our sisters and encourage more women to become involved in politics. In addition, our party's district and village level leaders

Name	: Mrs. Bhabhuti Devi Koire
Home	: Devgoan VDC - 9, Piprahiya, Nawalparasi
Age	: 50
Marital status	: Married, three daughters and three sons
Political Experience	: Since 1997
Office held	: 1997-present; Ward President
Party	: Nepal Sadbhawana Party (NSP)

also encouraged me to enter in the politics.

How did you get the party ticket?

I was active in our village. I have good relationships with our local community people and I am always ready to help people when they are in need. I believe because of this I got the ticket from my party. I also believe that the party's evaluation was quite fair.

How did you organize your campaign?

The party helped to organize my campaign. I visited every voter's house personally.

How did you raise your campaign funds?

The party managed all the expenses for my campaign.

Who helped the most in your work?

I got full support from my party leaders.

What is the secret of your success?

I believe that the secret of my political success is my social work.



Bhabhuti Koire with VDC President and Women Member

What advice would you give a woman considering entering politics?

All women should be involved in politics. Women who have already entered politics should remain active. We will definitely be successful one day, if we continue to struggle. Women should always fulfill their responsibilities sincerely in order to gain faith from the voters. Women are left far behind in every aspect of society and in *our society* it's even worse. But it has been improving gradually. Thus, we women should never lose heart. If we always remain behind by thinking that we are illiterate and can't do anything, then we will never be in a position to send our daughters to school. Politics is the means to open the door to the betterment of women in all aspects of society.

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

I believe education is essential to become successful in life. Women should always be aware and get information about the position that they are running for.

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

I would like to encourage more women to get involved in politics.

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

All women share the same problems. Women must overcome party differences and raise their voices together.