

People's Culture Program

Using indigenous cultural forms to advance the development process is one of PROSHIKA's many unique innovations. As an effective motivational tool for raising people's awareness against various social injustice as well as asserting their rights it has proved very successfully. PROSHIKA institutionalized this approach and brought such activities under People's Culture Program.

The process starts with building different networks between like-minded cultural and social organizations throughout the country and organizing cultural troupes to spread the intended message which urges people to act.

It has been noticed that the actual experiences of the poor expressed through songs, ballads and plays devised, improvised, performed and witnessed by the people themselves, create an unprecedented level of awareness. These performances not only entertain but generate discussions and eventually actions. These have more than stirred up people's critical consciousness concerning social and economic realities leading to moral development, unity and activism.

PCP has the following components:

- Grassroots cultural troupe formation among the poor in urban and rural area of PROSHIKA's development centers;
- Area-based cultural network formation with the community cultural groups;
- Celebration of national and international days;
- Organize performances and fairs; and
- Publications.



The play staged by grassroots people



The play staged by the program's staff

People's culture program is an important program for raising social awareness. It is an effective and popular means of raising social awareness issues like social injustice, dowry, polygamy, *fatwa*, arbitrary divorce, gender discrimination, illiteracy, unjust possession of public resources by the power-cliques, superstitious health practices, degradation of environment and its consequences, and the positive impact of various development actions on the lives of the people constitute a large variety of potential elements for democratic representation.

The Table below shows the details of the implemented activities under this program of the financial year 2021-2022.

Table: The table shows the details of the implemented activities:

Description	Target	Achievement	Percentage (%)
Organizing cultural programs at Central level	4	4	100
Organizing cultural programs at ADC level	476	480	101
Formation/re-formation of people's cultural group	19	3	16
Organizing trainings/workshops in development areas	12	3	25
Organizing cultural programs in villages/mahallas	16	2	13
Developing audio/video clips	2	12	600
Updating Facebook Page	100	170	170



A program of Proshika held at national museum



Presentation of Proshika's peoples' culture program

Various types of beliefs, hatred, violence, neglecting poor women and men, social injustice, actions and behavior, depriving people from getting institutional opportunities, all these negative social beliefs reformed and established in our country. PROSHIKA People's Culture Program has implemented its activities to raise awareness about the issues.

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