

The Role Of Pakistan Tehreek-E-Insaf In Promoting Political Culture In Khyber Pakhtunkhwa (2013-2018)



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Abstract: *This study looks at how, between 2013 and 2018, the PTI helped to create a new political culture in the Khyber Pakhtunkhwa (KP). With PTI's rise to prominence in KP, the conventional political landscape, which was typified by the predominance of major political parties underwent a dramatic shift. To evaluate the influence of PTI's governance on political culture, the study uses qualitative analysis of public discourse, governmental policies, and socio-political developments. The creation of the Provincial Ombudsman, the Right to Information Act, and other local government reforms are some of these endeavors. PTI's focus on anti-corruption initiatives and meritocracy also helped to change people's opinions of political leadership and government. In addition, PTI's involvement with civil society groups, youth activism, and creative use of social media platforms were significant factors in creating a political culture in KP, that was more welcoming and participative. The party's emphasis on empowering local government systems to promote grassroots democracy encouraged increased public participation and civic engagement. Also the PTI promoting political culture has significance for other political parties to engage peoples for politics and for smooth governance.*

Keywords: Promoting Transference, Political Culture, Citizen Participation, New Policies, Rival Parties, and social and political repercussions

Introduction

Between the creation of Pakistan and the era of 1984, the country's political culture underwent many periods, particularly with reference to Khyber Pakhtunkhwa's provincial parliament. When elections were held without regard for party affiliations in 1985, the country was controlled by a dictator. Instead of focusing on party bases, the province's politics now favor the new democratic faction. The KP has also felt the repercussions of the US invasion of Afghanistan. The patterns continued, with General Pervez Musharraf taking over as the new dictator and religious-political groups, like the Muttahida Majlis-e-Amal in Khyber Pakhtunkhwa, becoming the government. In

2008, the ANP formed a new administration, and for the first time in Khyber Pakhtunkhwa history, the government turned from religion to nationalism. The ANP government also introduced a new culture to the province. In 2013, the PTI's regional tsunami crushed the party and its liberal, democratic, and egalitarian beliefs (Ghauri, 2021).

Imran Khan launched the Party in 1996, with the new slogan "Justus and humanity." When the PTI joined politics, they received new political backing from the masses. At the time, many political parties dominated the Pakistani political landscape. However, the PTI has no political structure in the country, no means of communication, and no avenues for

involvement in the administration or opposition. Imran Khan, the party's head, worked hard to gain popular support, criticize government policies, and eventually secure one seat in the national parliament. Following it, the PTI initially struggled to attract public support. After seventeen years of struggle, Khyber Pakhtunkhwa (KP) became home to its governments. The study attempts to examine the PTI's role in creating political culture and collaborating with other political parties during a time of considerable political and social transition in Pakistan. The PTI leaders feel that they implemented mutual toleration to promote political culture, while their opponent parties remarked that they broke the province's established political conventions and political culture (Khan, 2010).

In a political landscape dominated by existing political parties with significant voter bases, the PTI originally struggled to attract widespread support. It had to battle the popular support of the PPP and the PMLN in order to acquire a strong vote bank and get access to the corridors of power. PTI received more PML-Q votes. Imran Khan also opposes President Musharraf's authoritarianism and the national emergency. After being imprisoned for a time, Imran eventually aired his opposition to Musharraf's rule. However, the PTI continues to struggle for political power. The PTI boycotted the 2008 general elections because it believed they were rigged by Musharraf (Abbas, 2019).

The PTI opted not to take part in the 2008 general election. As they condemned the American drone operations on Pakistan, the younger generation became increasingly sympathetic. The PTI is a freshly created political power in the country, and the youth have overwhelmingly backed them, as seen by their new national motto. Other political parties never use fresh political slogans like PTI. Throughout the five years of the PPP's coalition administration with the ANP from 2008 to 2013, the PTI maintained an outsider status. The PTI continued its electoral journey by participating in the 2013 general elections. This time PTI had become much popular and had staged some mammoth political gathering started with the

massive meeting at Minar-e-Pakistan, Lahore in 2011 (Tribune, 2011).

PTI had initial obstacles and had limited success. The solitary seat has signaled a watershed moment for the party. The PTI rapidly gained momentum, culminating in the 2013 elections, when it received over a million votes and emerged as the country's second-largest political party based on voter turnout. While the PTI is an opposition party at the national level, it has effectively dominated the province of Khyber Pakhtunkhwa. The PTI takes a stand, supporting democracy that is equitable for all (Ahmad, 2018).

PTI's expansion has come at the expense of other political parties, as well as a gradual change in which religious groups have lost their own vote banks in provinces and the national legislature. As higher-level PML-N supporters joined the PTI. The reduction in PML-N support is partial, but not complete. Voters rely on party leadership rather than individual candidates in the previous two elections, broadening the voter base. While some lower-class voters switched from the PPP, this explains the increase in support for the PTI. The PTI favors responsive and accountable rules. Not just the traditional parties are affected, but also the broader population interest is necessary. These responsive government initiatives were being pursued by the traditional parties. But the PTI evolution of Pakistani democracy demonstrates this tendency (Badshah & Muhammad, 2018).

The PTI established a young generation group to administer the party; rather than relying on other political parties for reform, the PTI began to assert its own influence. They were in favor of a party with a modern vision. The PTI has an opponent of corruption and calls on Pakistani political leaders to take responsibility for preventing illegal activities in response to the PTI's growing popularity and charges that the PML-N and PPP regimes were corrupt. The PTI continuously emphasized the essential significance of accountability and anti-corruption actions. The zeal for encouraging women, the young, and civil society to take a more active role in the process of advancing culture. This robust engagement breathed new

life into civic involvement, particularly among the younger generation. The party ardently called for greater transparency and responsibility within the government (Dawn, 2011).

During the 2013 general election, every party utilized social media to gather votes, including Facebook and Twitter. It was a social media race to gather widespread support for the election in Khyber Pakhtunkhwa and other regions. During the election campaign, PTI used over 20% of tweets to promote communication between candidates and voters. Also, all parties exploited social media as a strategic tool. Social media provided every contender with a forum to express themselves. The election campaign was unique in that the party leaders interacted with the people via social media. The PTI emerged as a significant party at the center and formed the government in KP. Between 2013 and 2018, PTI forcefully established itself in KP, Pakistan's entrenched political scene. PTI had a complex and significant role in the advancement of political culture in Khyber Pakhtunkhwa, Pakistan. The PTI has constantly preserved and promoted democratic ideals, such as the vital principles of free expression and the rule of law (Bangash, personal communication, 2023).

A distinct pattern of class voting dropped was demonstrated. The PTI's voter base included mostly of poor and middle-class individuals who had previously supported conventional parties. PTI got more points by receiving votes from the youngest and wealthiest people who had previously supported political parties, as well as a larger share of lower and middle-class voters and upper-income voters. Candidates' impact waned throughout time due to a lack of support from voters. These efforts played a vital role in promoting political culture within the country especially KP. The party's mission was clear: to bolster democratic institutions and uphold the cherished values of democracy within the nation (Abdul, 2019).

This research is an attempt to find out the steps taken by the PTI during its first five-year rule in KP (2013-2018) for promotion of political culture. The research included problem statement, research questions, objectives

significance, methodology and design of the study.

Problem Statement

In recent political era, Pakistan witnessed a period of significant political and social transformation. PTI claims to have promoted the country's political culture. However, its rival political parties reject the claims of the PTI and they believe that it has harmed the political culture of the country. Therefore, the role of PTI in this context Pakistan's political culture needed to be investigate. The research focuses on the political culture introduced by PTI during this period and how they were perceived by opposition political parties. Therefore, this research work is an attempt to find out the steps aimed at promotion of the political culture in KP or the causes due to which the political culture suffered damages.

1.4 Research Questions

What were the policies of PTI's in KP to influence citizens' political engagement and participation, and also the implications for the province's political culture?

What were the PTI government's contributions to the promotion of political culture in KP from 2013 to 2018?

Research Objectives

To analyze the policies of PTI's in KP to influence citizens' political engagement and involvement, and their implementation for the province's political culture.

To examine the PTI government's impact on and contributions to the promotion of political culture in KP from 2013 to 2018.

Research Methods

The study's used exploratory analytical technique. Also a qualitative character. According to Kothari, (2024) Qualitative research is associated with qualitative phenomena, or those pertaining to type or quality. Qualitative research is useful in generating very comprehensive and accessible data. Here Thematic analysis and case study will be useful, as it enables the researcher to examine

the role of PTI in the process of political culture in Khyber Pakhtunkhwa from 2013 to 2018 in detail. A non-probably purposive sampling techniques would use to collect primary data from the respondent. Semi-Structure interviews one-on-one, allowing participants to express their thoughts and experiences in-depth.

Discussion and Analysis

The Pakistan Tehreek-e-Insaf (PTI) government in Khyber Pakhtunkhwa has been actively working to promote political culture since 2013. The PTI administration has implemented various programs and regulations to encourage a positive political climate in the province, including the Good Governance Legislative structure, which aims to improve economic growth, social protection, law infrastructure, health, and governance.

The PTI has also established platforms for citizen engagement, such as the public's portal, to improve openness and accountability in governance procedures. Consultation sessions have been held to solicit feedback on development projects and policy formation from political parties, civil society groups, and other stakeholders. Public awareness campaigns have been launched to inform and involve the people in the democratic process, using various media platforms.

Capacity building programs have been conducted to improve advocacy abilities, organizational capabilities, and comprehension of democratic values of civil society groups and political parties. Civic education programs have been implemented to teach students about their rights, duties, democratic values, and the significance of engaged citizenship. Community workshops and seminars have been organized to raise awareness of democratic processes, governance structures, and the role of individuals in creating public policy at the community level (Khattak, 2015).

Stakeholder consultations have been held to gather opinions and suggestions on methods for advancing political literacy and civic participation. Online admission systems have been introduced to save time and money on application fees (Ali. N & Ullah. I, 2017). Police

reforms have been implemented to increase the police department's efficacy, with the aim of ensuring fair law enforcement and fostering confidence between the public and law enforcement authorities (The News International, July 29, 2018).

The PTI administration has also introduced new initiatives, such as the Billion Tree Tsunami, merit-based government, and the provision of solar systems in mosques. These efforts have significantly improved political literacy, given citizens greater power, and created a more knowledgeable and involved public in Khyber Pakhtunkhwa.

The Pakistan Tehreek-e-Insaf (PTI) government has been actively utilizing social media and electronic mail to promote political culture in Khyber Pakhtunkhwa (KP). The party has been the first to use social media platforms for political dynamics, with a strong campaign and direct Twitter communication with supporters. This has led to a more open and responsible political culture in KP, with the media acting as a conduit for information between the people and the administration.

The media has also played a crucial role in spreading the word about the PTI government's initiatives to advance political culture, particularly its emphasis on accountability, openness, and public participation. This has been achieved through news stories, television shows, and internet platforms (Rahman. M. U, 2018).

However, tensions have arisen between the PTI government and some media outlets, such as media bias, instances of censorship, and harassment of journalists. These issues highlight the importance of press independence and freedom in developing a dynamic political culture (Saleem F& Saleem S, 2015).

The PTI government has made several significant contributions to the development of political culture in KP, including the introduction of the Right to Information Act in 2013, which empowers citizens and encourages accountability, openness, and access to public body records. They have also encouraged ethnic and political engagement by creating the

provincial government and implementing governance and welfare projects, such as the Ehsaas program and the Kamyab Jawan program, Khalid et al. (2017).

In conclusion, the PTI government has played a significant role in promoting political culture in KP, with media involvement playing a crucial role in shaping the province's political climate.

The Pakistan Tehreek-e-Insaf (PTI) administration has prioritized education and awareness-raising programs in Khyber Pakhtunkhwa (KP) to advance political culture and develop knowledgeable citizens. The PTI-led administration has constructed nine institutions in the province, including the first Girls Cadet College in Mardan and other degrees for girls. The Peshawar Bus Rapid Transit (BRT) system, the fourth in Pakistan, opened in August 2020.

The PTI administration has also implemented health reforms, such as the Sehat Saholth Card and the biometric attendance system. These measures aim to improve healthcare access, increase participation in political processes, and combat gender-based violence. Infrastructure investments have improved the educational atmosphere at universities and colleges, with enrollment initiatives aimed at broadening access to education, especially in rural regions.

Wide-ranging road construction initiatives have promoted economic growth, irrigation projects have increased agricultural output, and energy project investments have solved power shortages. Tourism infrastructure has been built to highlight the natural beauty and cultural legacy of KP, and accountability procedures have been implemented to address misbehavior and corruption among police officers.

The PTI government has also implemented measures to ensure timely delivery of public services, such as FIR, domicile certificate, and Jahez funds. These initiatives aim to strengthen democracy, improve government efficacy, guarantee accountability and transparency, empower underprivileged groups, and advance social justice, ultimately creating a favorable political culture in KP.

The Khyber Pakhtunkhwa (KP) administration of Pakistan Tehreek-e-Insaf (PTI) aims to empower local communities and decentralize authority through various policy measures. These include local government system reform, increasing the power of elected officials, promoting community participation, and ensuring financial autonomy for local governments (Qaisar, M., & Khan, M. M. (2018).

The PTI administration has also launched youth-focused initiatives to increase political engagement. The Youth Employment Program (YEP) provides job opportunities, entrepreneurship support, and skill development training to address unemployment and promote civic engagement. The government has also launched projects for community involvement, civic education, and leadership development to empower young people and inspire them to participate in the development of their local communities (Khan, 2019).

The Insaf Youth Wing (IYW) provides a forum for younger party members to engage in political discourse and further the party's goals. The Youth Parliament (KP) provides young people with a forum for policy advocacy, debates, and discussions on important subjects. The Digital Youth Summit (DYS) encourages technology, creativity, and entrepreneurship among young people in KP, enabling them to actively participate in the political and economic growth of the region.

Despite these efforts, the PTI administration has not implemented these initiatives due to funding issues and lack of proper authority for councilors. The province government exercises all of its jurisdiction.

The Pakistan Tehreek-i-Insaf (PTI) has played a significant role in promoting youth representation in governance and decision-making processes in Khyber Pakhtunkhwa. The party has fostered a culture that encourages young people to engage in politics and seek leadership positions. However, the party has faced resistance from traditional power structures, lack of adequate infrastructure, socioeconomic gaps, cultural and societal

norms, and security concerns.

Despite these challenges, the PTI has successfully engaged young people in politics by implementing initiatives and policies that cater to their needs, outreach, representation, empowerment, and awareness. The party has also engaged in outreach initiatives, such as interactive marketing, youth-focused events, and social media platforms, to appeal to the hopes and concerns of the younger population.

However, the PTI faces obstacles in implementing its policies to impact political participation in KP, such as resistance from traditional power structures, lack of adequate infrastructure, socioeconomic gaps, cultural and societal norms, security concerns, inadequate implementation and enforcement, and public awareness and education. These challenges may have impacted the effectiveness of the PTI's programs and the political engagement of the KP's youth (Gul, 2016).

Opposition parties have criticized the Pakistan Tehreek-i-Islami (PTI) for its policies and programs aimed at encouraging political involvement and participation. The 2013 general elections were a test for PTI's effectiveness, but it has not realized its predicted landslide victory. The PTI's new administration has been criticized for rotating ministers every two months, and the new vision for promoting culture in KP has been met with criticism.

Education sector challenges remain, particularly in rural regions, with some efforts not being as effective due to bureaucratic obstacles and implementation issues. Healthcare system issues in rural regions include a lack of healthcare workers and financial limitations. Police reform challenges include allegations of political meddling in police affairs, human rights violations, and police misconduct.

Tourism promotion in KP faces obstacles due to ruler's areas and isolated areas, with opposition religious parties decrying increased tourists and refusing funding for projects. Infrastructure development delays have led to questions about the sustainability and long-term durability of current infrastructure.

The PTI's governance in KP faces challenges due to fluctuating federal coalition dynamics, economic pressures, and growing security risks. To overcome these obstacles, coordination efforts have been needed to improve security, develop institutions, address socioeconomic inequalities, encourage communication and consensus-building, and advance media freedom and openness.

The Pakistan Tehreek-e-Insaf (PTI) administration has implemented significant changes in the political culture of Khyber Pakhtunkhwa (KP), aiming to strengthen local communities and boost their involvement in politics. The PTI's decentralization of power has been seen as a positive move, making elected officials more accountable and responsive to local concerns. The PTI's anti-corruption drive aims to root out systematic corruption and promote transparency in government institutions. However, some critics question the durability and long-term effects of these efforts.

The political division and hostility between the opposition and the ruling party have risen during the PTI's rule in KP. Civil society groups have grown in importance, promoting political understanding and public involvement through grassroots mobilization initiatives, public awareness campaigns, and advocacy campaigns. Election reforms and voter education have increased citizens' political consciousness, leading to a rise in election turnout. Media freedom and pluralism have grown, with independent news sources, television networks, and internet platforms contributing to the growth of media independence and pluralism.

Empowerment of marginalized groups has increased, with initiatives such as community development projects, minority rights advocacy, and women's empowerment programs. Environmental conservation has been emphasized through awareness campaigns and tree planting programs, and strategies for managing waste and beautification have been implemented. The Khyber Pakhtunkhwa Information Commission has made it easier for people to obtain public information, with 11,726 complaints against public agencies.

Conclusion

As say above, the PTI uses popular politics in Pakistan's KP. Popular politics move at any moment and on either side, with no clear intentions or direction for the future. The PTI shapes young people's political attitudes via using mature language and youth-oriented social media platforms. Opposition parties were criticizing along with its own government. The PTI as the dominant party, brought about a great deal of change in KP. The province's residents have become more conscious of politics; conversations about it occur in all districts, online, and over social media. When young people enter politics, they adopt new language and reject traditional political ideologies. Elder respect has eliminated, and the joy language was terminated. The U-turn had its beginnings in government.

The province's traditional standards have been declining for the first time. People who have not part of the previous political culture began to adopt the new standard. Everything about the system has altered and the actions had sudden. During its time, the PTI administration in KP achieved remarkable progress in a number of areas, but it also faced significant obstacles when it came to fostering culture. In order to guarantee continued progress and prosperity for the people of Khyber Pakhtunkhwa, it would be imperative to solve these weaknesses and build on the achievements of the last ten years. Overall, in KP, the significant changes in citizen engagement and political awareness between 2013 and 2018 occur. Other factors that contributed to this shift included increased youth mobilization, an active civil society, electoral reforms, media freedom, and the empowerment of marginalized groups.

Opposition parties criticized PTI for its governance style, decision-making procedures, and management of dissent in spite of the party's attempts to foster a constructive political culture. Parties in opposition may draw attention to specific incidents in which they believe PTI has failed to protect democratic values or respect political opponents' rights. The PTI government made changes in the Protection of citizens, health, education, among them made some

legislation in this regard. Several organizations have founded in order to carry out these regulations. However, its desire to advance good culture by bettering accountability, openness, and service delivery.

After that, the PTI has been also seen as a challenging party rather than a one-man show. Furthermore, the PTI changed the Khyber Pakhtunkhwa party structure in 2013 by receiving the second-highest number of votes. It also attracted new voters through the ethical use of social media for political mobilization. As a result, the regions where PTI won saw the biggest increases in turnout. Youth participation has increased in many areas, which is a positive first step toward political equality. Voters who are more politically knowledgeable tend to choose "short-term" forces, while those who are less politically aware typically select "long-term" party allegiance. People consequently made judgments based on transient factors, such as compelling personalities and previous displays of attentiveness from other parties. Finally, a change in KP's voting culture was seen.

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