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Factors Affecting the Success of Social Movements in Pakistan: A Case of Women's Rights Movement

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ABSTRACT

Aim of the Study: The objective of this research study is to identify different factors that contribute to the success of social movements in Pakistan. It determines how the general public may influence government policies, as they are not included in legitimate channels of policymaking.

Methodology: A case study design is employed in this study. Primary data is collected from key informants of different social activists fighting for women's rights in Pakistan. Semi-structured interviews were conducted with twenty key informants. Thematic analysis is used to analyze the collected data and then themes are generated.

Findings: Different factors are identified including leadership, the effectiveness of targeted issues, legal cover, pillars of power, support of other social groups, funds to organize social movements, media coverage, modes of action, opposing elements, social influencers, and the size of movements that affect the success of a social movement.

Conclusion: This research has identified several important factors that contribute in the success of social movements. The policymakers need to address these identified factors in order to diffuse social movements. Identified factors that contribute to the successful social change enable activists, advocates, and organizations to create more effective tactics. Stakeholders may maximize their effect and raise their chance of attaining desired results by identifying and analyzing these elements.

Keywords: Social Movements, Women's Rights Movement, Success Factors, Social Movements in Pakistan.

Introduction

Social movements in Pakistan can be traced back to events unfolding in 1857 with defeat of natives in War of Independence against the British colonial rule. Pakistan has witnessed the emergence and decline of numerous political, religious, and secular social movements since its inception in 1947 (Fair et al., 2018). Pakistan's creation resulted from a social movement led by the All-India Muslim League, which aimed to end British colonial rule and secure the rights of Muslims in the sub-continent. The movement

was founded by Mohammed Ali Jinnah, who would go on to become Pakistan's founder. As part of their struggle against British authority, the League called for a separate state for the Muslims of British-India. On August 14, 1947, when the British elected to divide the Indian subcontinent into two sections, Pakistan and India, the movement achieved its purpose (Hill et al., 2008). As a result of the social fabric and its long history of resistance, several social movements have evolved over the last 70 years to protect public interest through collective action. It is not a new phenomenon to use mass mobilization to address a social issue. It has occurred in numerous parts of the world. The Magna Carta and the United States Bill of Rights are two prominent examples of the consequences of social revolutions (Yilma, 2021). Acceptance of different points of view is considered as a strategy to avert disputes by offering rights to different demographics, religious or ethnic groups. This pluralistic strategy enables the building of communal cohesion. Recognizing polarity allows for variation in social behavior and norms, as well as strengthening the influence of interest groups (Workneh, 2021; Zaman, 2011). When we examine the events that led to the world's most renowned revolutions, such as the French, Russian, and American revolutions, etc. it can see that the spark was the masses' displeasure with the ruling elite's diversion of focus from the general interest. The rebellion grew too huge to control when the demands of these movements were not met correctly and on time (Grinin, 2022).

In world history the one thing which is common, is that the Governments are formed and toppled on the basis of Public Interest (Gunn, 2013). Protection of basic rights of the public is a major problem in developing countries like Pakistan. Most of times authorities have failed to watch over basic rights of the public as they are more entrenched in their personal agendas. It stems from colonial era mindset where the focus was on controlling masses for maximizing revenue generation rather than public interest. Moreover, the formal structures in place for insurance of basic rights of the public have not been strengthened enough to fulfill their obligation. Non provision of basic rights to public may cause despair which further leads to mass uprisings at times. While looking back at the rulers of Pakistan, one notice that every one of them had made huge claims to address their needs but failed to do so which caused unrest among the public and resulted in toppling of the Governments before completion of their tenure?

The problem arises when basic rights of the public are not protected by those who are responsible i.e., Government institutes. In Pakistan economically poor segments of the society feel deprived of basic necessities of life and when their demands are not met then only option left for them to do is come out on to the streets and demand their basic rights as bestowed upon by the constitution. This gains momentum as the demands resonates among the general public and turns into a Social Movement.

Reform movements, revolutionary movements, reactionary movements, self-help movements, and religious movements are the most common forms of social movements. In Pakistan, civil society is becoming a new venue for social and political transformation (Lewis, 2011). It encompasses a diverse group of organizations that, to varying degrees, reflect the interests of the public of Pakistan. Trade unions, bar associations, teacher's associations, peasant organizations, women's rights movement, student groups, and charity organizations, for example, have a long history in Pakistan. Some major social movements that risen in Pakistan are; 1969 Mass uprising in East Pakistan, Lawyers' Movement, Religious movements, Students Movements, Govt. Employees Movements, Women's Movement, and Farm Worker Movement, etc.

The Lawyers' Movement, also known as the Movement for the Restoration of Judiciary or the Black Coat Protests, began in the first decade of the twenty-first century as a popular mass protest led by Pakistani lawyers in response to former president actions on March 9, 2007, when he unconstitutionally suspended Iftikhar Chaudhry as chief justice of Pakistan. Following the chief justice's suspension, the Supreme Court Bar Association (SCBA) called the judge's dismissal "attack on the independence of the judiciary," which was backed by a number of political groups (Phelps, 2009).

The success of the lawyer's movement in Pakistan opened the doors for a variety of social and political movements like; Young Doctors Associations strike in 2011, Pakistan Ehtesab March in 2016 by Pakistan

Tehreek-e-Insaaf, Women March, Pakistan Kissan Ittehad movement, Tehreek-e-Labbaik Pakistan's march in 2017, 2018 and 2021 and Government Employees movements etc. The Government has completely failed to deal with such movements due to which strikes and protests becomes routine business since their demands are not met. Employees of the Federal Government, for example, have been asking raises in their salary in line with inflation since January 2021, but the government has refused their request. In response, public officials announced a sit-in at the Pak Secretariat in February 2021, under the banner of the All-Government Employees Grand Alliance, unless their salaries were increased. After a violent protest GOP caved in and accepted the demand of protesters and promised to increase their salaries by 25 % as disparity allowance. After instant episode of protest All Pakistan Clerks Association (APCA) Punjab announced a pen-down strike in all public offices of the province to demand a pay raise in March 2021. The protest continued until their demands were met.

Problem Statement

Social movements can be powerful catalysts for change and have numerous advantages. However, they can also have some disadvantages or face challenges, including;

i. Social movements are frequently made up of varied organizations and individuals with disparate aims, ideas, and techniques. Internal conflicts, disputes, and fragmentation can result, making it difficult to sustain a coherent movement and achieve collective action.

ii. Social movements often rely on the devotion and commitment of activists, who frequently work with minimal financial and material means. This can limit their capacity to run long-term campaigns, effectively organize, and compete against well-funded opponents.

iii. Powerful entities or interest groups may try to co-opt or neutralize social movements by making concessions, co-opting leaders, or making cosmetic modifications to pacify activists. This co-optation has the potential to diminish the movement's initial goals and impair its revolutionary potential.

iv. Authorities or opposing forces may oppress, monitor, and counterattack social movements that question current power systems or advocate for marginalized communities. Legal stumbling blocks, violence, smear tactics, and attempts to discredit the movement's message and members are all examples of this.

v. Governments, political parties, and mainstream media may fail to recognize and promote social movements. This lack of support can reduce their exposure, credibility, and access to resources, making achieving their aims more challenging.

vi. Despite their enthusiasm and mobilization, social movements may not always achieve their goals or effect significant social change. Political opposition, social lethargy, or the intricacy of the issues being addressed can all undermine the movement's efficacy and restrict its influence.

vii. Social movements may confront difficulties in guaranteeing the inclusion and representation of varied perspectives within their ranks. Privilege, power disparities, and exclusionary practices might constrain the movement's ability to confront interlocking forms of oppression and appropriately represent marginalized people.

Significance of the Study

Social movements are critical in driving social change, promoting justice and equality, and solving important societal challenges (McCann, 2006: Staggenborg, 2016). This study contributes to a better understanding of the dynamics of social change by identifying the components that contribute to their success and gives insights into the processes by which movements can effectively achieve their aims. The study's results have the potential to empower activists and advocates by giving evidence-based knowledge on the essential components that contribute to successful social movements. This knowledge enables

activists to effectively strategize and mobilize resources, enhancing their chances of attaining meaningful outcomes and making a positive influence on the topics they care about Staggenborg, 2016).

Policymakers and decision-makers can benefit from this research by focusing on identifying factors that lead to successful social movements. Policymakers may better recognize the needs and demands of social movements and design policies and tactics that support and fit with their aims by recognizing these variables. This has the potential to result in more effective policy implementation and beneficial social transformation. This research study might also help to increase the theoretical understanding of social movements. It contributes to the body of knowledge by identifying elements that have a key influence on the success of social movements, and it may lead to the development or refining of current theoretical frameworks. This helps the field's growth and evolution, allowing researchers and academics to get a better knowledge of social movements.

Research Objective

It is crucial to emphasize that above discussed disadvantages are not inherent in all social movements, and several have surmounted these obstacles to make substantial progress. The precise environment, techniques, and dynamics of each movement will dictate how present or powerful these disadvantages are. It is important to identify different factors that contribute to the success of social movements so that steps can be taken to safeguard the interest of the public at large from above mentioned disadvantages. The study is aimed at identifying the key factors that affect the success of social movement in Pakistan.

Research Question

1) What are different factors that contribute in the success of social movements in Pakistan?

Literature Review

Social movements are loosely structured attempts based on the number of people to achieve a particular goal and are usually socially or politically important (Scott & Marshall, 2009). This is to carry out, resist, or reverse social change. This is a type of collective action involving individuals, organizations, or both. The definitions of the terms are slightly different (Opp, 2009). "Organizational structures and techniques that give oppressed groups the opportunity to master effective challenges and defy the stronger and more privileged elite," as per definition of social movements. The bottom-up approach is reflected in domestic social development (Glasberg & Shannon, 2010). Stakeholders outside the corporation can affect organizational processes, according to Social Movement Theory, even if they are not allowed to take part in official channels of organizational change (King & Soule, 2007). Hirschman was one of the first researchers to uncover the methods used by disgruntled stakeholders to obtain power within corporations (Hirschman 1970). His theories view modern study at the intersection of SM and organizational studies, which emphasizes SM collective potential to create institutional change through the expression of voice (Davis et al., 2008; Zald, 2008). Some researchers have looked at how social movements might affect organizational change by either provide alternative solutions to problems of the public or by introducing competing organizational forms that threaten the field's stability (Hoffman, 1999; Greenwood et al., 2002; Schneiberg, 2002; Rao et al., 2003).

According to mobilization research researchers, the effectiveness of social movements is largely determined by the resources they have available. These include coalitions with existing organizations, financial support, and successful, well-organized political pressure campaigns. As support for the goal of social justice grows, so does social movements such as Black Lives Matter. Social movements move forward with their roots when people work together to overcome injustice and inequality by standing up in solidarity for a common goal (Nardini et al., 2021). Indeed, political experts have noted that we are currently witnessing the world's largest wave of huge social movements (Buchanan et al., 2020). When a diverse group of people and organizations band together to pursue a social justice goal, a social movement is born (de la Sablonniere, 2017). The effectiveness of protests is linked to a number of things. The level of influence produced by a demonstration, for example, has been demonstrated to affect a

variety of movement dynamics, including favorable legislative results (Gamson, 1975) and police suppression (Davenport, 2000; Earl et al., 2003). Protest magnitude is often evaluated by the number of participants, is one of the most common indications of its effectiveness. Large protests elicit a harsher response from authorities (Davenport 2000; Earl et al., 2003) and attract a larger public audience (Earl et al., 2004). Larger protests have a bigger influence on their targets because of their ability to disrupt the target's normal operations (Luders, 2006). Based on this, it is believed that the larger the protest, the more likely it is to achieve its goal.

Another typical measure of social movement success is the movement's organizational strength (McCarthy & Zald, 1977). Many organizations band together to sponsor a protest because it helps to generate bigger pool of resources, allowing them to better coordinate all aspects of the event (Skocpol et al., 1993; Minkoff, 1999). Protests involving a larger number of groups may also signal to investors that the expressed dissatisfaction is widespread. To have a large impact, social activists may organize many rallies against a specific firm, typically in different locations. However, not all demonstrations are equally effective. Protests that go unnoticed by the media may go unnoticed by the general population and investors. As a result, demonstrators frequently compete for media exposure as a means of influencing the public to reap its benefit. "If protest techniques are not regarded relevant by the media, protest organizations will not succeed" (Lipsky, 1968). There is no protest unless it is recognized and projected, like a tree falling silently in the forest." As a result, the negative impact of protests is mitigated by at least some national media coverage. When social movements are publicized in the media, they send signals to local and foreign policy maker in the country.

The effectiveness of the demonstration may also be affected by the topic being addressed. This argument can be rephrased in terms of stakeholders: managers and investors regard concerns involving stakeholder groups that are more vital to the firm's operations and operations as more significant and genuine claims (Albert et al., 1985). Dissatisfaction with a company's environmental performance or moral attitude almost never results in a drop in revenue (Vogel, 2006). Companies who fail to respond to customer complaints, such as those about defective items, suffer more serious direct consequences to their bottom line. Based on these findings, we believe that protests over consumer grievances garner a considerable amount of public support in a short period of time, raising the threat level. Investors are sensitive to changes in consumer satisfaction (Nayyar, 1995), and consumer protests may be seen as trustworthy information regarding a loss of customer confidence. As a result, investor objections about consumer issues should be more concerning, as they suggest an underlying dissatisfaction with stakeholders who are critical to the organization's survival. Furthermore, protests accompanied by consumer boycotts have the potential to limit future income and directly jeopardize profitability.

According to social movement theorists, the costs of creating a social movement are lower in homogeneous groups and areas that already have social movement groups (Ingram et al., 2010). As a result, when the cost of handling protests is lower, there is a greater probability that protests may last longer, increasing the level of influence. The spread of protest tactics among social movement organizations (SMOs) through collaboration in protest groups is an essential strategy, and SMOs with larger tactical repertoires adopt additional tactics through collaboration with other SMOs. SMOs become more active transmitters and adopters of new strategies as a result of increased collaboration (Wang & Soule, 2012). When two or more groups participate in a protest event simultaneously, they form a frequent sort of partnership among social movement organizations (SMOs). Levi & Murphy (2006), for example, highlight how more than 200 organizations gathered in Seattle in November 1999 to protest the World Trade Organization Ministerial Conference. These kinds of organizational alliances can help circulate knowledge among social movement organizations. When movement organizations communicate, one of the most important pieces of knowledge that gets sent around is the strategies employed to push for a particular change for public interest at large (McAdam & Rucht, 1993). Based on these findings, we can hypothesize that the spread of social movement organizations (SMOs) will raise the power of the movement, resulting in a higher level of effectiveness. To support their cause, some

movement groups utilized provisions in existing building and environmental standards as well as calls for new legislation. They also filed official concerns that had to be answered by the permit applicant before any group could be approved to initiate operations. Activists distributed ready-made documents that local citizens could sign and file in various situations. Others have sued firms for allegedly breaking procedural rules of emission regulations, causing projects to be delayed in the larger interest of the public. When social movements have legal protection from the constitution, their effect on organizations grows even more.

While it's critical to find partners from both sides of the political spectrum, it's also critical to identify the institutions with the power to bring about the change you want. The police, the media, the educational system, government agencies, and other organizations can all be considered "pillars of power." Without institutional support, little is likely to change, no matter how essential popular support is to a movement. The most critical factors for the success of any social movement are inspirational leaders or persuaders who can engage others. Bravery, dedication, and a willingness to face adversities are attributes that a movement leader must possess.

Theoretical Framework

This research study has used "Resource Mobilization Theory" for theoretical explanation of the factors that are crucial for the success of social movements. According to "Resource Mobilization Theory", the ability of social movements to successfully mobilize and harness resources is critical to their success. Financial capital, human capital, social networks, organizational structures, media presence, and public backing are all examples of resources. The idea focuses on the strategic and tactical aspects of mobilizing resources to achieve movement objectives.

Research Methodology

Research design

The case study research design is used in this study because it is suitable for studies aimed at investigating the complex phenomena in that context in order to fully understand the context and process (Stake, 1995; Yin, 2009). This gives researchers a comprehensive view of real-life events, which are said to have "uniquely contributed to their knowledge of personal, organizational, social and political phenomena" (Yin, 2009). The case study design is flexible and compatible methodology with both qualitative and quantitative methods, providing a variety of methods (Stake, 1995; Yin, 2009). Case studies can be deductive or inductive in character, and can be used for a number of reasons in exploratory, descriptive, and descriptive methods, depending on the type of question addressed in the survey (Yin, 2009). This method offers both single and multiple case designs, both of which have the ability to generalize the findings (Small, 2009).

Sampling

Purposive sampling technique is used to select key informants for data collection. At first stage, we identified a list of NGOs fighting for Women's Rights in Pakistan and then at second stage we have identified key informants for data collection.

Sample Size

Primary data is collected from twenty key informants.

Data collection

Semi structured interviews were conducted from key informants. The interviews were recorded with the consent of the respondents. The name of the respondents and their identity is kept confidential and word "respondent" is used in the research findings section.

Data analysis

Thematic analysis technique is used to analyze data and to generate themes.

Research Findings & Discussion

This study has identified several factors that influence the success of social movements. By gathering the masses and attracting media coverage, it turned out that the social movement could be successful. Analysis shows that some protests targeting social issues such as the protection of women's rights are more effective than others. Activists are most influential when dealing with important issues such as women's rights issues. People are also concerned with the nature and type of social problem is being emphasized. Social movements aimed at women's rights are gaining more attention in both the women's community and the men's segment. Research findings supported all the factors that were highlighted by the literature. The major themes emerged from data are discussed below.

Support of other Social Groups

Social movements can boost their chances of success by enlisting the help of numerous social groupings. Social movements are frequently founded by a core group of committed activists. However, in order to acquire traction and achieve their objectives, they must broaden their reach and appeal to a larger spectrum of individuals and groups. Creating alliances with other social groups can help the movement gain attention, resources, and collective strength. Social movements rely on communicating their message and increasing public knowledge of their cause. The message of the movement can reach a broader audience through established networks and communication channels if it receives backing from social groups such as community organizations, labor unions, religious institutions, or student associations.

"In most of the cases other NGOs do participate to give boost to our cause" [Respondent].

A social movement can get legitimacy from social organizations that are well-respected, trustworthy, or have established credibility in society. When well-known organizations or powerful persons openly back the cause, it increases its legitimacy and public trust, making it more difficult for opponents to reject or marginalize it.

"We have recently participated in a protest held to seek justice for Noor Muqaddam by civil society"
[Respondent].

Funds to Organize Social Movements

Financial resources from different social groupings can play an important part in a social movement's success by bringing resources together (Skocpol et al., 1993; Minkoff 1999). Other organizations' financial resources can help social movements create and sustain organizational infrastructure. Renting office space, setting up communication systems, procuring essential equipment, and engaging employees or volunteers to undertake administrative responsibilities are all part of the process. A well-functioning infrastructure serves as a stable base for the movement's operations while also facilitating effective coordination and communication among participants. Financial resources can help social movement mobilization efforts. They can be used to print posters, banners, and educational materials, as well as to defray the costs of organizing rallies, protests, marches, or public demonstrations.

"Funds always played a huge role in organizing huge crowds" [Respondent].

Participants in social movements are frequently required to travel to numerous areas for events, meetings, or conferences. Financial donations may cover transportation, lodging, and other logistical needs, allowing movement members to fully participate and maintain a strong presence at crucial events. This allows the movement to establish networking opportunities, share ideas, and strengthen links with other activists and organizations.

"Money has always played a crucial role in sustaining such a big movement like us as without support from our donors it would have been impossible to survive" [Respondent].

Media Coverage

To have a large impact, social activists may organize many rallies against a specific firm, typically in different locations. However, not all demonstrations are equally effective. Protests that go unnoticed by the media may go unnoticed by the general population and investors. As a result, demonstrators frequently compete for media exposure as a means of influencing the public to reap its benefit. Without media coverage, it is difficult for the protesters to achieve their goals without media coverage (Lipsky, 1968). There is no protest unless it is recognized and projected, like a tree falling silently in the forest." As a result, the negative impact of protests is mitigated by at least some national media coverage. When social movements are publicized in the media, they send signals to local and foreign policy maker in the country.

"Public support has increased manifolds due to media coverage" [Respondent].

The respondent further said that;

"The media coverage and support of civil society to our cause has played a vital role in our movement" [Respondent].

Size of Movement

Large protests elicit a harsher response from authorities (Davenport, 2000; Earl et al., 2003) and attract a larger public audience (Earl et al., 2004). Larger protests have a bigger influence on their targets because of their ability to disrupt the target's normal operations (Luders, 2006). Our findings also supported that the larger the protest, the more likely it is to achieve its goal as one of the interviewees expresses his views as;

"Size of the crowd does matter a lot when it comes to the success of any movement. For this very reason we divert a lot of our funds in mobilization of the community" [Respondent].

Leadership

The most critical factor for the success of any social movement is the inspirational leadership or persuaders who can engage others. Bravery, dedication, and a willingness to face adversities are attributes that a movement leader must possess. The respondents put more stress on the role of leadership for a successful ending like one interviewee highlights;

"It all depends on our leadership …. charismatic personality of our leader helps to gather a larger crowd and his way of communication has made us successful in various negotiations with authorities" [Respondent].

Effectiveness of Targeted Issue

Analysis shows that some protests targeting social issues such as the protection of women's rights are more effective than others. Activists are most influential when dealing with important issues such as women's rights issues. An interviewee explains the importance of targeted issue;

"The resonance of our objective with the demands of the general public have added a lot in our success" [Respondent].

The respondent further said that;

"The cause which we are fighting for is a public motive not our personal agenda therefore people join us willingly as they know that they are fighting for greater good of the society" [Respondent].

Legal Cover

Legal protection shields campaigners from legal penalties and harassment. Activists can engage in peaceful rallies, marches, and advocacy without fear of arbitrary arrests or abuse if they understand their rights and legal safeguards. This safeguard creates a secure space for activists to express their concerns and mobilize for change. One respondent stated that;

"Pakistani constitution as well as international law provide us legal cover therefore, we face lesser resistance from authorities" [Respondent].

Legal protection guarantees that activists and organizations have access to legal defense and counsel in the face of legal challenges. Skilled attorneys can defend activists in court, challenge unfair laws or practices, and argue for the rights of the movement. This support for the movement boosts its legal standing, protects individuals against legal exploitation, and raises the likelihood of winning outcomes in judicial processes. The respondent also highlighted that;

"When someone try to deprive us from our basic rights individually or in the form of group, we take legal cover and seek justice from legal institutions" [Respondent].

Pillars of Power

It is also critical to find partners from both sides of the political spectrum, the institutions with the power to bring about the change you want. The police, the media, the educational system, government agencies, and other organizations can all be considered "pillars of power". Without institutional support, little is likely to change, no matter how essential popular support is to a movement. Our findings also support that pillars of power play a key role in success of social movements in Pakistan. One of the respondents said that;

"We have some support from local MPA MNAs. We have also some bureaucratic links. Female bureaucrats are our great supporters" [Respondent].

All of the above findings are backed by the literature however, three new factors have also emerged from data analysis i.e., mode of action opted by a social movement, support of social influencers and opposing elements.

Mode of Action

Mode of action opted by a social movement is highly important in order to get their demands fulfilled in specific context to Pakistan. When people go for violent protests, it would be very difficult for authorities to manage them and government has no other option left instead to fulfill their demands. One of the respondents said that;

"We have filled several petitions and participated in boycotts that boosted our cause and we received national level recognition" [Respondent].

Social Influencers

Second theme that has appeared after analyzing responses of interviewees is support of social influencers. Pakistani society has a specific nature to blindly follow famous personalities from any segment of society or profession. When social movements gain support from these celebrities then their voice is also heard at different platforms as highlighted by one of the respondents;

"We have support from both international and national influencers like representatives of UN and other international donor agencies. We are also able to get support from our national stars and famous personalities" [Respondent].

One of the respondents said that;

"These influencers played a critical role in the movement's success, as I believe it would have been difficult to raise awareness and mobilize such a big number of individuals without their help"
[Respondent].

Opposing Elements

The nature of opposing elements is also important for the success of social movements. When social movements face opposition from government institutions then their chances of success are decreased. However, when opposition comes from some less powerful group then it is not possible able stop social movements. This is explained by one of the respondents;

"We have faced so much pressure from law enforcement agencies. Police has used force to stop us that has affected our movement adversely" [Respondent].

Another respondent said that;

"We've had to deal with a lot of opposition from other groups of patriarchal mindsets" [Respondent].

Conclusion

This research study has identified key factors that contribute in the success of social movements in Pakistan. Positive social change is frequently catalyzed by social movements. They raise awareness about society concerns, question established power structures, and advocate for marginalized people' rights and interests. Social movements may draw attention to serious issues and push revolutionary reforms by mobilizing collective action. Social movements give marginalized people and communities a platform to express their concerns, exercise their rights, and demand justice (Cammaerts, 2021). They elevate these groups' voices, develop unity, and promote inclusion and representation in decision-making processes. Social movements oppose long-held norms, attitudes, and structures that perpetuate inequality, discrimination, and injustice. They incite critical debate, encourage society to address important concerns, and call into question the legitimacy of current power systems. Movements can contribute to societal advancement through their actions (Scott, 2023).

Social movements are frequently comprised of various groups with disparate aims, philosophies, and techniques. Internal disagreements, disputes, and fragmentation can result from this variety, weakening the movement's coherence, diluting its message, and impeding its efficacy. Authorities or opposing groups may repress, monitor, and retaliate against social movements that challenge established power systems (Sternisko, Cichocka & Van Bavel, 2020). Legal stumbling blocks, violence, smear tactics, and attempts to discredit the movement and its participants are all examples of this. Repression can stymie the movement's development and endanger activists' safety. Social movements sometimes operate with limited financial means, making it difficult to sustain long-term campaigns, effectively organize, and compete with well-funded opponents. Limited resources may limit the movement's capacity to attract a larger audience, retain momentum, or effectively implement strategies. Despite their enthusiasm and mobilization, social movements may not always achieve their goals or effect significant social change. Political opposition, social lethargy, or the intricacy of the issues being addressed can all undermine the movement's efficacy and restrict its influence. It is crucial to remember that the benefits and drawbacks of social movements vary depending on the unique setting, techniques used, and the movement's effectiveness in attaining its aims.

The factors identified from this study are shown in the following figure – 2. This research study has made theoretical contribution in the literature of social movements by identify new factors that make contribution in the success of social movements in Pakistan. This study has practical significance for organizers and leadership of social movements. In conclusion, identification of key factors that contribute to the success of social change is critical for developing effective strategies, allocating resources efficiently, learning from previous efforts, informing policy and decision-making, fostering collaboration,

improving evaluation and accountability, and enabling scaling and replication of successful interventions. It promotes evidence-based techniques and leads to more effective and long-term social change activities.

Figure – 1: Factors contributing to the success of women's rights movement

Ethical Considerations

This research study has considered ethical considerations in three aspects i.e., respondents' informed consent, confidentiality and anonymity of interview materials and the result of the study. Respondents were briefed about the objectives of the research study. To ensure the confidentiality and anonymity of the interviewees, the interview records were given a fictitious name and the generic designation of "Social Activist" was given to each interviewee rather than assigning them a specific identity.

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