

III. Relevant Organisations

In Pakistan as we have already shared in the previous country reports written by Ms. Zobia Sultana and Mr. Khalid Javaid that there are number of governmental, non governmental and commercial bodies working for the projection, protection and promotion of cultural heritage of the country.

Different organizations have adopted different modes and mechanisms for the safeguarding of ICH of the country. Theaters and performing art bodies tend to project, promote and revive the ICH through plays, theaters and shows. Paintings exhibitions and cultural exchange programmes between the states is another medium for the safeguarding of ICH. Handicrafts is the major theme of the small industries and cottage industry of the state for its promotion and projection. Folk crafts, folk music and folk performances, folk costumes, folk cuisines, folk medicines, folk games, folk romances and folk theatre etc etc are the subjects of provincial and national cultural ministries. All these bodies are working in their capacities through various programmes and projects to safeguard the all said manifestations of intangible cultural heritage of the country.

Here I describe bit specifically the safeguarding mechanism at work in our institute i.e. National Institute of Folk and Traditional Heritage which will give an idea to the readers that how we are managing to safeguard our ICH within our given meagre resources.

National Institute of Folk and Traditional Heritage (commonly called as Lok Virsa) is one of the major and main organizations in Pakistan that are striving for the safeguarding of ICH in its multiple forms through various means and mechanisms.

1. Governmental organisations

A. Lok Virsa (national level governmental organization)

- Ministry: Lok Virsa falls under the ministry of culture
- Location:
Lok Virsa (National Institute of Folk and Traditional Heritage),
Garden Avenue,
Shakarparian Complex, Islamabad.
- Field of Concentration:
Lok Virsa also known as the National Institute of Folk and Traditional Heritage was established in the year 1974 for research, collection, documentation, preservation and dissemination of Pakistan's folklore, oral traditions and regional culture.
- Advisory Body:
The overall control, direction and superintendence of the affairs of the Institute vest in the Board of Governors. The Board is assisted by an Executive Committee consisting of not less than three members. The tenure of our last Board of Governors has expired and the new one is just being re-constituted and we have sent nominations to our ministry for approval and suggestions.
- Project Details:
Lok Virsa conducts village to village, town to town and district to district cultural survey of Pakistan. Mobile recording and filming units have been set up for active field research, documentation and collection of the material and of the ideological components of the indigenous traditions.

Lok Virsa works both on tangible and intangible heritage. Working through its Research Centre and Media Centre Lok Virsa has established a record of over ten thousand recorded tapes which are stored in the library and open for all.

Likewise the Heritage Library is a most original creation in Pakistan with a collection of over 10,000 books and journals. This is the only library in the world addressing Pakistan's traditional culture and continuities to serve national and international students, scholars and researchers. The numerous original manuscripts, original reports, field surveys and research monographs on Pakistani culture are accessible to anyone.

The Research Centre encourages and sponsors research in regional languages, folk literature, cultural history, arts, crafts and aspects of folk songs, folk romances, folktales, seasonal songs children games, legends, nursery rhymes, children tales, animal fables, legends attached to mountains, lakes, rivers, ruined castles, traditional festivals, superstitions and beliefs, customs and rituals, celebrations at birth, weddings and funerals, good and bad omens and folk wisdom in form of proverbs, idioms and stories.

Lok Virsa's Sound Archives contain over 20,000 hours of professionally recorded tapes of authentic cultural materials. Likewise Lok Virsa's Video Archives holds over 5,000 hours of professionally recorded video on international telecast standards depicting cultural traditions, rituals, rites and festivals. Henceforth, Lok Virsa under the dictates of its mandate is fully committed to the revival, documentation, preservation and projection of both tangible and intangible cultural heritage.

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- Reference materials:

For reference visit Lok Virsa's website: www.lokivirsa.org.pk

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Likewise the Heritage Library is a most original creation in Pakistan with a collection of over 25,000 books and journals. This is the only library in the world addressing Pakistan's traditional culture and continuities to serve national and international students, scholars and researchers. The numerous original manuscripts, original reports, field surveys and research monographs on Pakistani culture are accessible to anyone.

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Lok Virsa owns a publication house and has published around 250 books on various facets of Pakistani folklore and cultural heritage covering all regions of Pakistan.

Lok Virsa has National Museum of Ethnology/Heritage which presents both the history and living traditions of the people of Pakistan both from the mainstream and the remotest regions of the country. It has a covered area of 60,000 sq. ft. featuring exhibit halls, making it the largest museum in Pakistan.

In addition to all this for the safeguarding of ICH in terms of revival of ICH Lok Virsa holds an annual National Folk Festival since 1980s at the capital city of Pakistan with the theme of artisan at work and folk performances including folk dances, folk songs and folk theatre. Now the scope of the national Folk Festival has been broadened and the same festival is held in the capitals of all provinces. Of course this festival which is visited by people of all multitudes ensures the safeguarding of ICH in its best form.

Not only this that we hold festivals for the projection and promotion of folk craft and art. Folk artisans and folk artists are also honored with national pride of performances, certificates, awards, trophies and are ceremonially worn turbans and chaddars(turban and chaddar are the symbol of respect and prestiges as per our traditional values and customs) to boost up their spirit and honour.

Then some of the the financial support programmes are also working for the economic viability of the needy folk artists to help maintain the continuity of the heritage in the same lineage.

We also keep on holding such training workshops in which the folk artisans are trained to improve their prdoucts from quality, design and color scheme point of view. They are also trained on market skills to how to get access to markets and attract various type of customers.

Lok Virsa has just established National Database of Cultural Assets in May, 2011 with the mandate to get done the cultural mapping of the whole country. This cultural mapping is also going to address the ICH part specifically. This cultural mapping will help lead in the in-depth and detailed safeguarding of ICH of every part with the involvement of community. At first stage its going to document and record the ICH of complete country

with the full involvement of local communities which will give an eyebird view to its viewers.

Lok Virsa has also added a laboratory and complete data base to its ethnological museum. The data base will hold the complete database of artisans. The laboratory is meant for the preservation of tangible manifestations of intangible heritage.

Lok Virsa is also preparing a complete database of the practitioners of ICH and of tradition bearers. Actually Lok Virsa always works directly with the folk artisans and artists for all kind of activities for their promotion and publicity.

To meet our mega mandate we do not depend wholly solely on our government resources rather we keep on engaging different non governmental, academic, and commercial bodies also in different permissible ways and means. For Example it is on private partnership that National Institute of Cultural Studies has been established in Lok Virsa premises. Then we have Museum Education Programme with various national universities in which we finance students researches on culture. Time to time in collaboration with different NGOs we keep on holding various projects for the strengthening and promotion of the ICH.

B. Pakistan National Council of Arts, Islamabad (governmental body)

PNCA is sister organization of Lok Virsa and its major field of concentration is the preservation, documentation and promotion of the performing arts of Pakistan.

For Further detail please visit: www.pnca.org.pk

Then there are some other national council of Arts working in different regions with the same theme as is of PNCA. These are e.g.:

Al-Hamra Art Council, Lahore.

Rawalpindi Art Council, Rawalpindi.

Multan Art Council, Multan.

C. Culture Department of Sind

For detail please visit: www.sind.gov.pk

D. Culture Department of Baluchistan

For detail please visit: www.balochistan.gov.pk

Likewise we have Culture departments in Punjab and Khyber Pakhtoon – Khaw but they do not seem like to have websites like other two provinces.

E. Provincial Small Industries Corporations

These corporations are actively busy in the promotion, development and support of small, cottage and household industries in the respective provinces and regions and thereby are helping to preserve and flourish the tangible and intangible cultural heritage of the country.

F. Punjab Small Industry Corporation

For detail please visit: www.psic.gov.pk

G. Sind Small Industry Corporation

For detail please visit: www.ssic.gos.pk

Likewise all other three provinces and the state of Azad Jammu and Kashmir have their separate small industry corporations which are taking care of their respective regions in this regard.

2. Non-Governmental Organizations

A. Baltistan Culture & Development Foundation (BCDF a local NGO)

- Location:
Baltistan Culture & Development Foundation
Ali Chowk Aliabad Skardu (Pakistan)
- Field of concentration:
Cultural and economic development of Baltistan region (comprising of Ghanche and Sakardu districts)
- Advisory Body:
BCDF was set up in 1998, represented by 30 General Body Members from all valleys and 10 Board of Directors elected through secret ballot for a term of three years headed by a Chairman. It has four functional committees, 1) Governance Committee, 2) Fund Raising Committee, 3) Enterprise Committee, and 4) Cultural Committee having a mandate for restoring and revitalization of cultural heritages and indigenous products, documented the existing situation by organizing workshops, conducting surveys, recording the tunes and arts.
- Project Details:

BCDF was set up as an NGO in 1998. BCDF has a mission to preserve, restore and revive the rich cultural heritage of Baltistan and to promote indigenous products and services to provide sustainable socio-economic development to the people of the region. BSDF is also striving to restore and revitalize the old crafts of the area, enabling the craftsmen to income generation and make their living.

With regard to the documentation, preservation and promotion of intangible cultural heritage BCDF keep on undertaking activities like as follows:

Two workshops were organized for the people and stakeholders on Thematic & Performing Balti Music at Ghanche District Headquarters Khaplu in 2005, and Shigar valley of District Skardo in 2006. In these workshops a considerable number of performing artist from various parts of Baltistan participated and they discussed the issues relating to arts & artists. Similarly on the occasion of the music workshops a musical festival was also arranged at restored "Shigar Fort Residence" (SFR) in which all the Former Rajas of Baltistan as well as members of the elected bodies, notables & intellectual all over Baltistan were participated. On these occasions several Folk /Classical dances were performed by the dancers/artists.

BCDF arranged several functions to amuse the public as well as government and other high ranking officials of private sectors for the promotion of the art and music in which local performing artist participated and they were encouraged by rewarding cash prizes.

Performing artists belonging to Baltistan were also supported to attend the Functions and festivals held at National level in Islamabad & other big cities.

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B. National Craft Council of Pakistan

- **Location:**
National Crafts Council of Pakistan
P.O. Box: 2353, Flat 4, Block 13/E, F-7 Markaz,
Jinnah Super Market, Islamabad.
- **Field of Concentration:**
The National Crafts Council of Pakistan, a non profit, non governmental organization, was set up to preserve and promote the invaluable heritage and the welfare of the crafts people. It acts as a catalyst to mobilize government and public attention and action. It further seeks to help stop the decline of traditional crafts, improve skills and promote the use of modern technology in the mode of production of crafts.
- **Aims and Objectives**
The aims and objectives of the Council shall be:
To promote and revive (where necessary) traditional and folk crafts and ensure that the interests of the craftsmen/women are safeguarded'
To create awareness and understanding amongst the people of Pakistan of their valuable cultural heritage through all appropriate means including the information media;
To promote due recognition being given to the various regional cultural tradition in crafts;
To initiate the process of consultation and collaboration for better coordination between the government and non-government agencies, private organisations, institutions and individual specilists and experts concerned in all aspects of the evelopment of crafts as a dynamic sector of the nation's economy;
To promore the development of cooperatives amongst small craftsmen;
To organize exhibitions, seminars, symposia of individual/multi crafts;
To promote research in:

- (a) Traditional techniques and process for establishing linkages with modern techniques
- (b) Market research to enable craft people to meet the changing demands
- (c) Integration of new designs with traditional motifs and patterns

To promote the survival and development of selected crafts through demonstration and training centres

- **Advisory Body**

The advisory body of the NCC is called as the executive committee. It comprises of four regional presidents to cover the geographical area at national level. Then there are four other members who represent the small industrial corporations of all four provinces of the country. Then there are two technical experts also on board. The term of these members is three years.

- **Project Details**

The NCC has promoted crafts festivals, artisans-at-work exhibitions, conventions and general assemblies of the craftspeople as forums for the craftspeople for exchange of experiences and free discussions of their problems. It has collaborated with Lok Virsa and the World Crafts Council.

The NCC seeks through research and experiment and innovative approaches to overcome the breaking down of previous structures and patterns of productions, while maintaining quality and emphasizing standardization.

The NCC and its provincial bodies in addition to co-hosting the annual Crafts Festival in Islamabad have held exhibitions in Multan and Lahore. A major exhibition of Artisans-at-Work was held on the occasion of the

international Conference of ADASIA '89. The success of this exhibition has led to the NCC being invited to hold similar exhibitions for all the major forthcoming national and international events in '89/90.

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*There are few other NGOs which are also working on the preservation and development of the cultural heritage of Pakistan. Like “Folklore Society”, “Cholistan Cultural Development Foundation” and Agha Khan Cultural Support Programme and some other local NGOs.

3. Non-profit organisation

Name: BCDF & BEDAR

- Introduction

BCDF is a non for profit organization, and an indigenous initiative of the community of Baltistan. BCDF's genesis lies in Baltistan Culture Foundation (BCF) which was establish in 1998 with the aim of conserving and promoting local cultural heritage, by a group of like minded people. The organization was registered under social welfare ordinance in 1998 and later re-registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984).

A watershed development in the history of BCDF was the initiation of BEDAR (Baltistan Enterprise Development & Arts Revival) Project. AKCSP & BCDF joined hands to implement this SDC funded project which amid to enhance employment and income generation opportunities in Baltistan through enterprise development and skill enhancement. After managing it for the first few years, AKCSP handed over BEDAR's management to BCDF in December 2006. presently BCDF is implementing BEDAR independently.

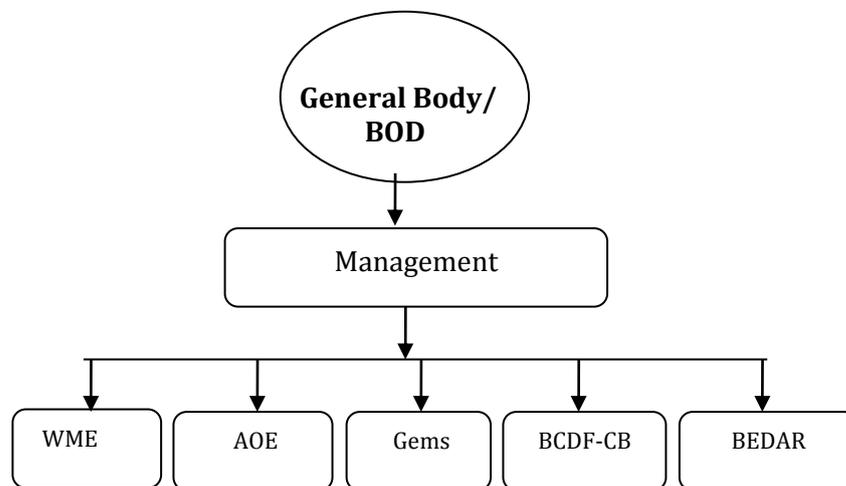
- Vision

A developed society in which cultural heritage is preserved and people are gainfully employed.

- Mission

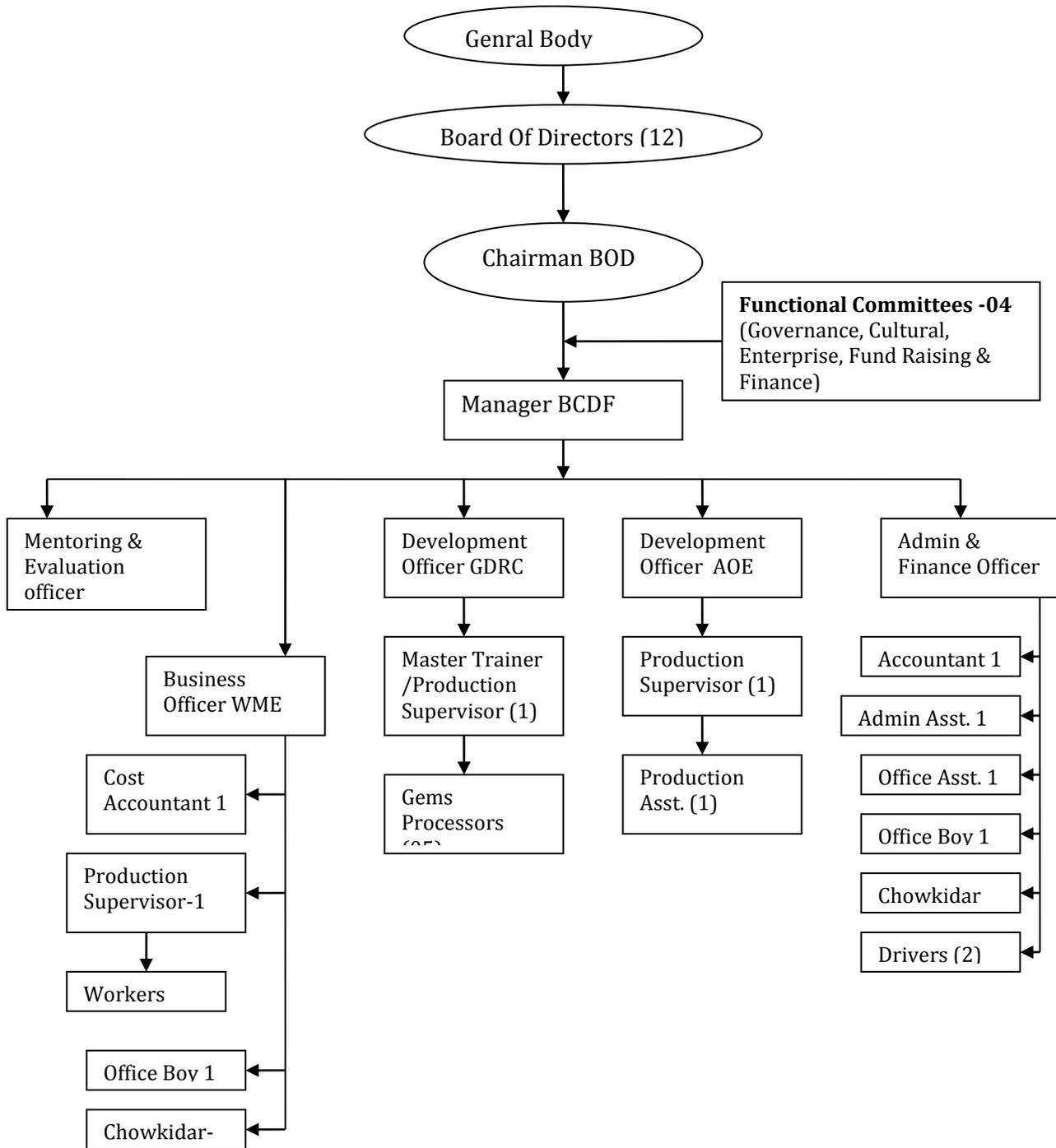
Contribute to socio economic well being of people through revival and promotion of cultural heritage and indigenous resources.

- **Organizational Objectives:**
 - To increase productivity, profitability and employment in arts and crafts related small and medium enterprises;
 - To restore, preserve and promote cultural heritage (including built heritage);
 - To develop BCDF as a good governed civil society institution with synergistic collaboration between the social and commercial arms of the organization.
- **BCDF Structure**



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- BCDF Staff Organization:



- Governance
 - General Body:
 - 30 bodies comprises of people blonging of all valleys of Baltistan region with divered filed of expertise and experinese like memebers, Northern Area Lagislative Assmbly, District Council, Proffessionals, Businessmen, Journalist and coummunity
 - Board of Directors:12 members

- Management:
 - Executive staff 6, Professional Staff 4, Support Staff 9.

- Key Activities Carried out....Brief Overview
 - Revival and promotion of cultural products such as woodcrafts, wool fabrics and other arts and crafts of Baltistan through its Project “Baltistan Enterprise Development & Arts Revival Program (BEDAR)
 - Maintenance and upkeep of historical 2nd century old Buddha Rock at Manthal Skardu having being obtained on ninety-year lease from the Government.
 - Emergency stabilization of the collapsed roof of Khaplu Castle through AKCSP.
 - Implementation of 22-mnth Orientation Phase of BHDP in collaboration with AKCSP with financial assistance by SDC.
 - Implementation of 4-year BEDAR Phase-I to promote woodcraft, apricot oil, gems, wool, with a major focus o organizational capacity building of BCDF and its partner organization in close collaboration with AKCSP.
 - Survey/Documentation of Balti music, tunes & dances.
 - Establishment of Baltistan Polo Association for promotion of Polo.

- Supported Baltistan Gems and Minerals Association (BGMA) and Karakorum Gems & Minerals organization (KGMO) to own, manage and promote the gems and mineral sectors of the area through technical and financial means.
- Sponsored Silk Route Festivals, Skardu and Jashn -e- Ghanche, and May Fang Festival in Shigar in 2003, 2004, 2005 and 2006.
- Initiated revival and promotion of Balti/Tibetan dialect by publishing 1000 copies of Balti/Tibetan elementary book.
- Conducted training sessions in embroidery/handicrafts and wool weaving to females in Skardu and Shigar and trained 330 rural women.
- Assisted AKCSP as a local partner in the dialogue process for acquisition of Shigar Fort and Khaplu Palace.
- Organized woodworkers and formed Association of Woodwork Enterprises Skardu (AWES).