



CULTURE POLICY

For the people of Khyber Pakhtunkhwa



**DIRECTORATE
OF CULTURE**
GOVERNMENT OF KHYBER PAKHTUNKHWA



Chief Minister Message



The province of the Khyber Pakhtunkhwa has very diverse and rich cultural heritage based on thousands of years of civilizations. Our cultural heritage is our identity and is basis for peace building and mutually respectful environment. The government of Khyber Pakhtunkhwa is committed to and assign paramount importance for creating and enabling inclusive environment by actively engaging all members of the society in cultural, social, economic, and political processes. This Culture Policy is the outcome of an intricate consultative and iterative process involving relevant stakeholders who are directly associated with the policy formation process, besides hundreds and thousands of people who were connected with it through the print, electronic media and social network. The policy will pave the way for equitable and enhanced access to identification, promotion and preservation of rich KP cultural heritage through education, skill development and training, employment opportunities, and entrepreneurship.

This policy is built on the principles of provisions of equal opportunities to the all the indigenous cultural richness of the province regardless of any bias prejudice. Our culture is our identity. Every effort will be taken by the govt of Khyber Pakhtunkhwa for the preservation and promotion of our rich cultural heritage through this dedicated and well informed document.

At the occasion, I would like to compliment the Directorate of Culture and their team for putting significant efforts in bringing out this democratic, participatory and transparent document. I look forward that Directorate of Culture will continue to work hard for achieving goals and objectives underlined in this policy.

I am confident that Culture Policy 2018 will go a long way in meeting the expectations and aspirations of our citizens and help them contribute to the growth and development of the province and the country in general while achieving success in all spheres of their own lives.

Pakistan Zindabad!

Pervez Khattak

Chief Minister

Government of Khyber Pakhtunkhwa



Chief Secretary Message

After the 18th Amendment in the constitution of Pakistan, the responsibilities of managing the administrative and social aspects of arts and culture have almost entirely shifted to the provinces. The Government of Khyber Pakhtunkhwa took full responsibilities of the promotion and development of art and culture in the form of providing centralized structure i.e Directorate of Culture (DoC) under dedicated provincial ministry. However there was always a gap in the form of a guiding and comprehensive document for streamlining the matters related to indigenous cultural heritage and adopting a consolidated, professional and calculative approach for solving the prevailing challenges and issues of culture sector. Keeping in view the diversity of Cultural heritage in the province, it is always important to create an environment of mutual respect towards cultural differences and equal opportunities to avoid conflicts by opening prospects for creativity, promotion and harmony.

This policy identifies the need of safeguarding culture as well as rights of those involved in the sector, from home or otherwise, by providing equal opportunities in development as well as recognition and acknowledgment. The development of this policy will bring in line this sector with the rest of the sectors, provincial and national, i.e education, health, transport, energy and other sectors in the form of a considered and practical approach for our genuine cultural identification.

There are global challenges, in the form of cultural invasions, which potentially increases the threats of conflicts resulting the need for

developing of a complete and thought out document for promotion of inter cultural dialogue and building of a peaceful, durable and sustaining environment.

Cultural policy, therefore, underlines a holistic framework that provides meaning and context to different cultural products with an effort to create closer connectivity between inhabitants of this province for cherishing, pride, respect and mutual sustainable development.

I would like to congratulate the team of Directorate of Culture for their extreme efforts for finalizing this extremely important policy and look forward for their valuable contributions towards culture promotion and preservation.

Azam Khan

Chief Secretary

Government of Khyber Pakhtunkhwa

Secretary Culture Message



Since its inception, Directorate of Culture is enthusiastically perceiving policies and strategies required for revival, preservation and promotion of KP culture. Apart from domestic administration and financial policies, many initiatives of international standard have been identified. Significant progress have been made on realization of such standards which, can be claimed as first ever approaches towards such initiatives in the country.

One of such achievement is a dedicated document that will guarantee cultural rights of the citizens of the province. This cultural policy document is the result of deliberation, discussion and negotiations with several stakeholders – government, researchers, academia, musicians, craftsmen, linguists, performing artists, historians, and civil society groups including non-governmental and international organizations – and is built on the positive and constructive inputs from these stakeholders to ensure a democratic, participatory, transparent and well informed document.

Efforts and enthusiastic approaches have been put forward for identification and implementation of measures required for development of a robust creative and cultural sector while at the same time maintaining identity, genuineness and authenticity for the realization of a successful cultural and creative sector in the form employment and wealth

generation.

This policy aims at the realization of the vision of the people of KP to respect, preserve, harness and use their rich & diverse cultural heritage and resources to develop a united, vibrant and prosperous community with its distinctive identity, personality and collective confidence & pride.

I look forward for Directorate of Culture team to continue their efficient work and ensure the preservation and promotion of culture heritage of the province.

Muhammad Tariq Khan

Secretary Culture

Government of Khyber Pakhtunkhwa



Director Culture Message

The province of Khyber Pakhtunkhwa has very diverse and rich cultural heritage based on thousands of years of history. Our cultural heritage has significant potential and capabilities to contribute towards employment and income generation as well as identity and pride.

Directorate of Culture is thriving and working hard to work on modern lines for documentation, preservation and promotion of cultural heritage. In this regard latest global trends and practices have been consulted and where possible adopted to establish a robust cultural infrastructure and reforms for maintaining cultural identity as well as creative sector development. Recently we have taken certain initiatives including creation of intangible cultural heritage inventory, cultural industries mapping system, a cultural database, and utilization of new media for robust awareness and promotion of our valued cultural heritage.

This cultural policy is the result of working together and listening to your opinion and feedback. This document is a serious effort towards a professional approach based on modern techniques and trends required for cultural harmony, peace and a robust creative sector. Your valued input and suggestions will create wider opportunities for cultural development of this province on which we and our future generations will flourish. With the help of combined initiatives we will be able to overcome our challenges and steer towards smooth and progressive development and prosperity.

Directorate of Culture is ambitiously working for the preservation and promotion of this province's rich and diverse cultural heritage. This is a joint effort with your support and valuable contributions. Being a public office, Directorate of Culture is conveniently accessible regardless of any form of discrimination. Your opinions and suggestions are gracefully welcomed for best public interest.

Thank You.

Aajmal Khan

Director Culture

Government of Khyber Pakhtunkhwa



Respect & Recognition



Abbreviations:

- 01 KP: Khyber Pakhtunkhwa Province.
- 02 DoC: Directorate of Culture Government of Khyber Pakhtunkhwa.
- 03 FATA: Federally Administered Tribal Area.
- 04 GDP: Gross Domestic Product.
- 05 ICH: Intangible Cultural Heritage.
- 06 UNESCO: The United Nations Educational, Scientific and Cultural Organization.
- 07 CBI: Community Based Inventorying.
- 08 TCKP: Tourism Corporation of Khyber Pukhtunkhwa
- 09 ADP: Annual Development Program.
- 10 CCI: Cultural & Creative Industries.
- 11 SAARC: South Asian Association for Regional Cooperation.
- 12 SDC: The Swiss agency for Development and Cooperation.
- 13 UNICEF: The United Nations International Children's Emergency Fund
- 14 IT: Information Technology.
- 15 PDMA: Provincial Disaster Management Authority.
- 16 NDMA: National Disaster Management Authority.
- 17 NGO: Non-Government Organization.



Glossary:

Culture Heritage: Intangible and tangible cultural heritage; as defined by UNESCO conventions and inclusive of the following elements:

- 01 Cultural & Natural heritage – museums, archaeological & historical sites, cultural & natural landscapes, natural heritage and so on any other cultural & natural heritage;
- 02 Visual Art & Craft – Fine arts, photography, crafts, paintings, drawings and so on any other visual art and craft elements;
- 03 Performing Art & Celebrations – performance arts, festivals, music, fairs, melas and so on any other performing art element;
- 04 Languages & Literature;
- 05 Gastronomy/Cuisine;
- 06 New Media/Interactive Media – film, video, audio, radio, video games and any other new media/interactive media element;
- 07 Cultural & Creative industries.



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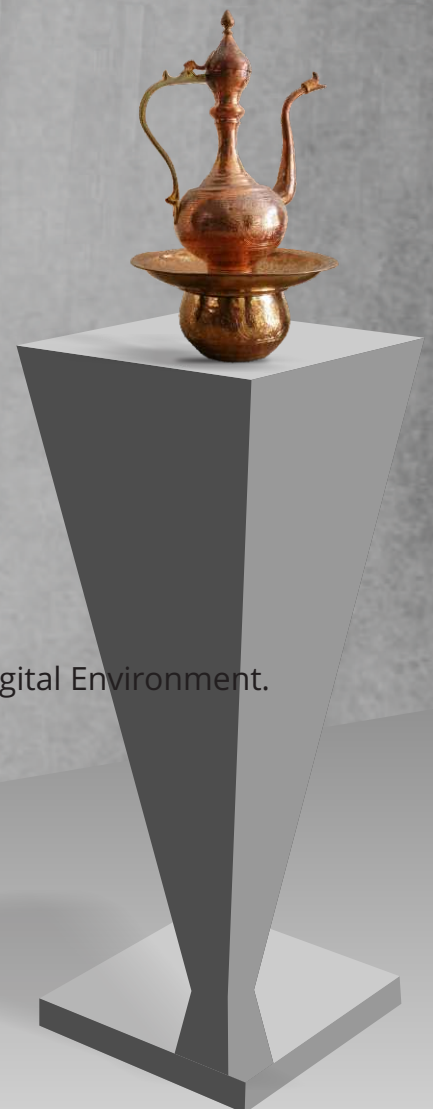
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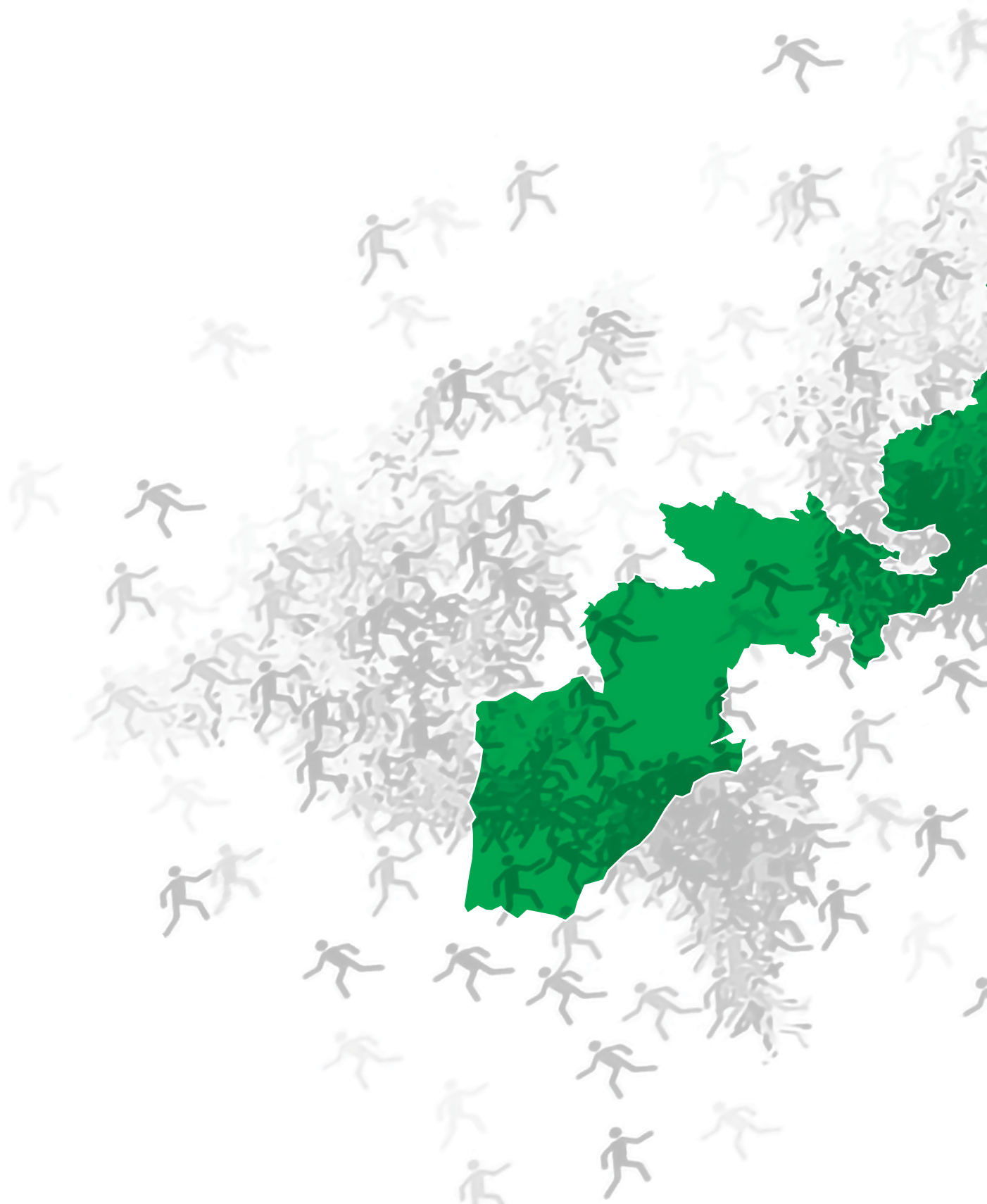
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**The beauty of the world lies
in the diversity of its people**

Chapter 1: Introduction

Article: 1.1. Preamble

This cultural policy document is the result of deliberation, discussion and negotiations with several stakeholders – government, researchers, academia, musicians, craftsmen, linguists, performing artists, historians, and civil society groups including non-governmental and international organizations – and is built on the positive and constructive inputs from these stakeholders to ensure a democratic, participatory, transparent and well informed document.

Efforts and enthusiastic approaches have been put forward for identification and implementation of measures required for development of a robust creative and cultural sector while at the same time maintaining identity, genuineness and authenticity for the realization of a successful cultural and creative sector in the form employment and wealth generation.

This policy aims at the realization of the vision of the people of KP to respect, preserve, harness and use their rich & diverse cultural heritage and resources to develop a united, vibrant and prosperous community with its distinctive identity, personality and collective confidence & pride.

Article: 1.2. Profile of Khyber Pakhtunkhwa

The province of Khyber Pakhtunkhwa (KP) is one of the four provinces of Pakistan, located

in the north-western region of the Pakistan. The province, located in the loop of ancient kingdom Gandhara, was formerly known as North West Frontier Province (NWFP) and locally called Sarhad.

KP province, established in 1901 in the British era, is divided in to seven divisions which makes 26 districts. Total population, as per 1998 census, was 1, 77, 36,000, increased to 26,896,829 (2011). KP province is a multi-lingual region and by far the linguistically richest province of Pakistan, where people speak different dialects of more than 25 different languages. Pashto is the majority language, spoken by more than 72% of the population according to the 1998 census while Hindko, Saraiki, Kohwar and Kohistani are the other main languages of the Khyber Pukhtunkhwa. Few other languages that prevail in the province includes Bateri, Chilisso, Dameli, Dari, Kalami, Kalasha, Kalkoti, Khowar, Kohistani, Palula, Torwali, Ushojo, Wakhi and others.

Historically KP has a unique status, nationally and internationally, by its strategic geographical boundaries. Because of its geographical connection with other countries of central Asia and sub-continent, it is considered as a strategic gateway to Central Asia. In ancient periods foreign invaders used this way to attack sub-continent causing enormous effects on culture and literature of this province, which is evident in the rich cultural diversity of the region. The inhabitants of KP have created a rich cultural heritage, which is over at least 5000 years old.

Periodic migrations and settlements across the region by Persians, Turks, Greeks, Bhudhists, and Mughal have added their distinct cultures to KP's indigenous culture heritage. Cultural and creative components -- artefacts, performing arts, gastronomy, visual arts, languages, literatures, crafts, landscapes, and so on -- are distributed extensively throughout the province and are found in both urban and rural environments.

The province could be divided into two zones: the northern one extending from the ranges of the Hindu Kush to the borders of Peshawar basin which connect the province to the People Republic of China and the southern one extending from Peshawar to the D.I.Khan basin which connect the province to Afghanistan and sub-continent through Federally Administrated Tribal Area (FATA). However there are 26 districts, administratively under district, local and municipal government structures.

Article: 1.3. Rationale of KP Culture Policy:

After the 18th Amendment in the constitution of Pakistan, the responsibilities of managing the administrative and social aspects of arts and culture have almost entirely shifted to the provinces. The Government of Khyber Pakhtunkhwa took full responsibilities of the promotion and development of art and culture in the form of providing centralized structure i-e Directorate of Culture (DoC) under dedicated provincial ministry. However

there was always a gap in the form of a guiding and comprehensive document for streamlining the matters related to indigenous cultural heritage and adopting a consolidated, professional and calculative approach for solving the prevailing challenges and issues of culture sector. Keeping in view the diversity of Cultural heritage in the province, it is always important to create an environment of mutual respect towards cultural differences and equal opportunities to avoid conflicts by opening prospects for creativity, promotion and harmony.

It is acknowledged that cultural and creative sectors in the province have provided occupations, thus being a significant source of employment however because of lack of a proper documentation of the sector, the exact contribution towards GDP and wealth generation is not known. The formation of this policy was also outcome of the fact that most of activity in the culture sector is informal and comparatively undocumented therefore the exact size of the sector is unknown.

This policy identifies the need of safeguarding culture as well as rights of those involved in the sector, from home or otherwise, by providing equal opportunities in development as well as recognition and acknowledgment. The development of this policy will bring in line this sector with the rest of the sectors, provincial and national, i-e education, health, transport, energy and other sectors in the form of a considered and practical approach for our genuine cultural identification.

There are global challenges, in the form of cultural invasions, which potentially increases the threats of conflicts resulting the need for developing of a complete and thought out document for promotion of inter cultural dialogues and building of a peaceful, durable and sustaining environment.

Cultural policy, therefore, underlines a holistic framework that provides meaning and context to different cultural products with an effort to create closer connectivity between inhabitants of this province for cherishing, pride, respect and mutual sustainable development.

Article: 1.4. Goals

The KP culture policy goals are to create an enabling environment in which Culture Heritage Sector can flourish and play a significant and defining role in nation building, safeguarding of identity and socio-economic development by:

01. Identification, inventorying, safeguarding and promotion of diverse cultural heritage of KP;
02. Acknowledging cultural rights of all inhabitants of KP and development of a sustainable environment of mutual cultural respect;
03. Integrating culture & creative sector into economic & social development for employment and wealth generation;
04. Providing leadership to the culture heritage sectors to accelerate its

transformation for building on the capacities, achieved through dedicated & calculated interventions;

05. Providing equal opportunities and creating equal environment regardless of gender, race, religion, and other such dividing components.

Article:1.5. Objectives

The primary objective of KP cultural policy is to achieve the economic and social development and moderate the problems faced by existing cultural sector. KP culture policy aims to provide an environment conducive to the protection, growth and promotion of our indigenous culture heritage including but not limiting to:

01. Incorporating all KP tangible and intangible culture heritages with regard to identification, inventorying, safeguarding and promotion as per a pre-defined system including all major and minor cultural traditions, belief systems, festivals, dialects, artefacts, performing arts, visual arts, literature and aspirations and any other tangible and intangible cultural heritage component, which determine the composition of the population of the province of KP;
02. Facilitating small & medium entrepreneurs to grow and flourish by providing business support services and conducive environment;
03. To safeguard the rights of cultural artists

and artisans through awareness and promotional campaigns regarding intellectual rights and fair treatment;

04. To aggressively and persistently pursue and acknowledge the cultural diversity of the people of Khyber Pakhtunkhwa; and to eradicate the culture of violence, intolerance and fanaticism by providing platforms of social cohesion and inter cultural dialogues;

05. To promote KP indigenous culture on national and international level so that to promote peace and reconciliation efforts via intercultural exchange and spreading constructive and positive image of this province to the world;

06. To establish a robust creative and cultural sector and adore the potential of such sector in the form of economic and social development;

07. To encourage faculties for conducting research on cultural issues and prevailing challenges for identification of feasible solutions;

08. To build on the existing infrastructure in the sector for skills development, transmission and innovation required for successfully meeting the consumers demand in the creative and culture sector.

Article: 1.6. Operational Scope

The operational scope of this policy is cultural heritage of KP including but not limited to Tangible Cultural Heritage & Intangible

01. Cultural Heritage (ICH), as defined by

UNESCO conventions and inclusive of the following elements:

02. Cultural & Natural heritage – museums, archaeological & historical sites, cultural & natural landscapes, natural heritage and so on any other cultural & natural heritage;

03. Visual Art & Craft – Fine arts, photography, crafts, paintings, drawings and so on any other visual art and craft elements;

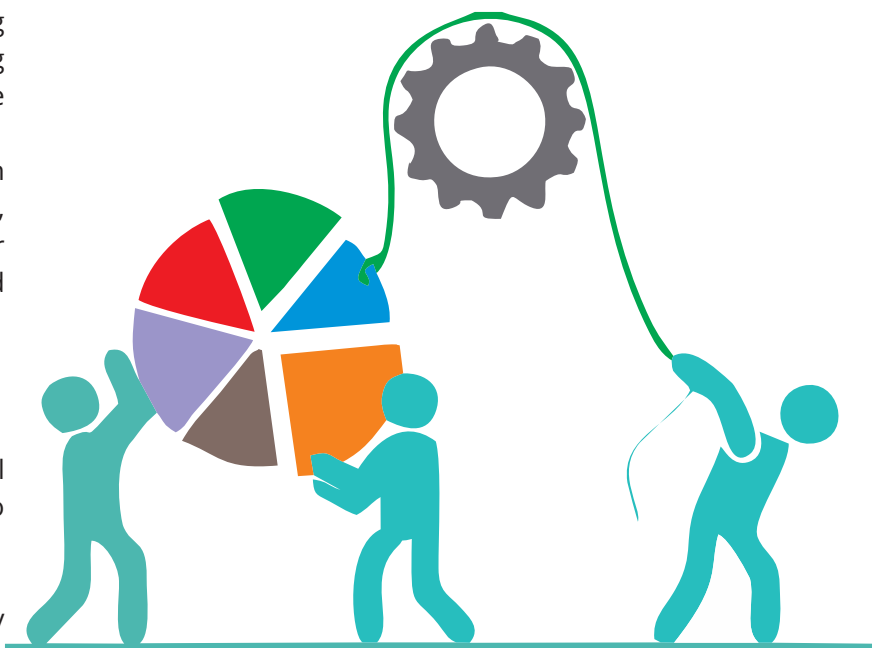
04. Performing Art & Celebrations – performance arts, festivals, music, fairs, melas and so on any other performing art element;

05. Languages & Literature;

Gastronomy/Cuisine;

06. New Media/Interactive Media – film, video, audio, radio, video games and any other new media/interactive media element;

07. Cultural & Creative industries.



Article: 1.7. Role of Directorate of Culture

Directorate of Culture (DoC), Government of KP will be the central & focal point of all the cultural heritage components including policy and decision makings in the province of KP with regard to following:

01. DoC shall be the only authority for decision making, regarding culture heritage including but not limiting to;

- Identification of Cultural Heritage in KP;
- Community Based Inventorying (CBI) of Cultural Heritage in KP;
- Safeguarding of Cultural Heritage in KP;
- Promotion of Cultural Heritage of KP;

02. Working in the collaborations with all other government departments and private organizations for identification, safeguarding and promotion of KP Cultural heritage;

03. DoC will work in close liaison with Directorate of Archaeology, Directorate of sports & youth affairs, and Tourism Corporation of Khyber Pukhtunkhwa (TCKP) for integration of cultural heritage into their operations & developmental & promotional spending;

04. DoC shall be notified by respective department or any private organization that intends to work, research, or intervene in the cultural heritage of KP and shall include details;

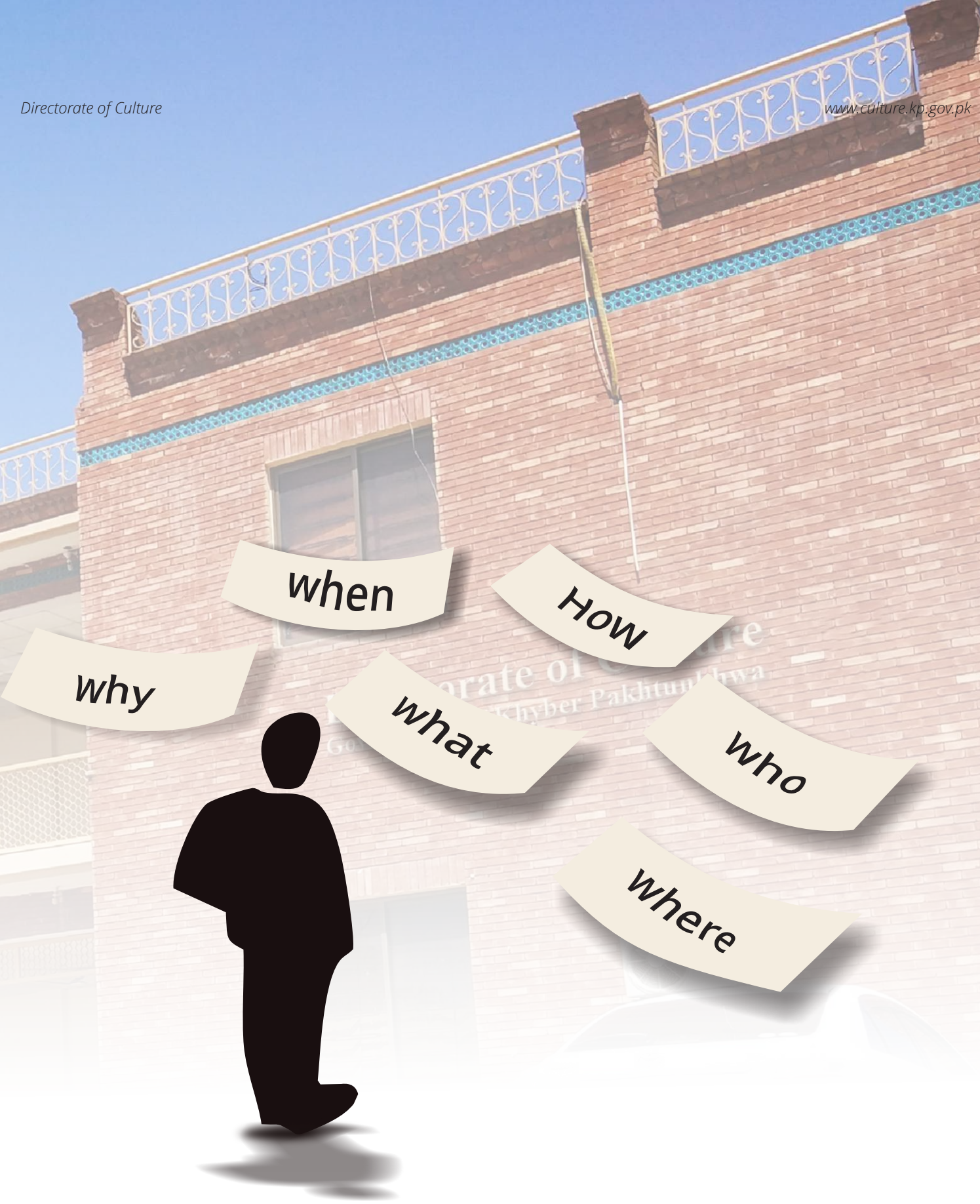
- Provide details of intended work, research and intervention;

- Mode of operation of interventions;
- Objectives of such work, research and intervention;
- Share results with DoC of such work, research and interventions.

05. DoC shall be responsible for devising procedure for enlisting/registering all organisations in KP that work in the domain of Cultural Heritage;

06. DoC shall devise procedure for categorization of performing artists, visual artists, literary figures, gastronomy and cultural farmers for better management, marketing and packages.







Chapter 2: KP Culture Heritage: A Situational Analysis

Article: 2.1. Languages & Literature

KP is a multilingual province of Pakistan. There are more than 25 different languages spoken in KP. Pashto is the majority language, spoken by more than 72% of the population according to the 1998 census while Hindko, Saraiki, Kohwar and Kohistani are the other main languages of the province. Other languages that prevail in the province includes Bateri, Chilisso, Dameli, Dari, Kalami, Kalasha, Kalkoti, Khowar, Kohistani, Palula, Torwali, Ushojo, Wakhi and others. Many of these languages are near to extinction and requires a rapid and comprehensive approach for preservation. Similarly the literature of these languages is very rich. Varieties of both poetry and prose can be found in the literature of these languages. However, except a couple of major languages, there is lack of research in these languages, as well as no substantial efforts are evident, both government and non-government levels, for the preservation of existing work as well as encouragement of new. The preference of quantity over quality has also seriously affected the literature and its publications.

Article: 2.2. Performing Arts

KP is rich in producing high level of artists and arts which contribute a lot to the promotion of indigenous culture heritage. Performing

arts of this province may include the following component:

01. Dances: dances like, attan, shadola, khattak dance, balbala, ladu and kalash dance, jhoomer, and other such native dances;

02. Music: Music can be categorized as tappa, charbeta, neemakai, loba, shaan, badala, rubayee etc OR in folk, classical, semi classical, contemporary;

03. Musical Instrument: the most popular musical instrument of this province are harmonium, tabla, Chatrali sitar, drooza, dambura, sarinda and rabab;

04. Artists: This province has also produced quality singers, actors, hosts and mime related individuals.

Performing Arts of this region has been badly targeted and suffered due to prevailing security and militancy situations, social apathy and official negligence in different period of time which is among one of the main causes of its declining.

Some concrete steps have already been taken by the provincial government through provision of financial assistance from regular and ADP schemes, to address the sickness, and subsistence elements of the performing artists and to safeguard the artists and tried to institutionalize them under a single umbrella.

Article: 2.3. Indigenous Knowledge & Folklore

KP has rich and diverse indigenous knowledge and folklore heritage, including but not limited to Indigenous knowledge -- weapons, tools, crafts, farming, irrigation systems, storage, construction and so on, local fauna and flora – animal habitats, forests, landscapes, healing systems – herbals, dam drood etc. Rituals – birth, wedding, death, nanawaty, milmastia, (hospitality), refuge and so on – believes, cosmologies – moon sighting, weather changing, etc. Social organizations – Jirga, hujra, family systems, etc.

Although very deeply embedded in our heritage, sustainable, environmentally friendly and a source of identity, yet these elements and practices are facing serious challenges from globalization, industrialization, urban expansion and climate change. Valuable lands, forests and other natural resources are rapidly disappearing as well as mass production & consumption practices have seriously affected the sustainable craftsmanship of communities thus creating enormous wastage and pollution. Apart from the external challenges to the social and natural environment, many marginalized and deprived communities are in favor to adopt a way of life, for economic reasons, which is far from traditions and customs arising the need of comprehensive and calculated

safeguarding and promotional approach towards KP cultural heritage.

Article: 2.4. Cultural Heritage Sites

KP has a very rich Gandhara heritage having thousands of cultural sites and monuments both manmade and natural out of which some sites are recovered (or restored) by Directorate of Archaeology and Museum with the main objective to spread education, tourism and protection of such prestige heritage.

The main strength of KP cultural heritage sites is that many of these sites are historically strategic & rich and are inscribed on cultural heritage lists of UNESCO and other national and international organizations. But at the same time, many of such sites are not documented, due to limited available resources, lack of substantial awareness campaigns, and the lack of a professional mapping system makes it hard to conveniently access such places. Still there are opportunities to start restoration efforts of such sites and create opportunities of tourism through full pledged promotional programs. Currently the challenges of urbanization, vandalism, looting and militancy are threatening the existence of such sites which requires a comprehensive approach and dedication.

Article: 2.5. Visual Arts

Visual art includes works such as paintings, sculptures, photography, drawings, designs, architectures & so on, such are appreciated by sight. Because of the rich context of the geographical and historical perspective of the province, visual arts of KP exhibit diverse sorts of themes and elements including historical, social and cultural subjects.

Currently KP has talented artists working in painting, sculpture, drawing, digital arts and architecture, and has a very rich and diverse potential of creativity, that can be harnessed and capitalized on. Some of the infrastructure available for such skills include departments in both private & public sector universities and occasional exhibition spaces. The work is equally promoted and displayed, both by government and nongovernment structures, at national and international levels for moral and social motives.

However, lack of enough infrastructure, both at academic level as well as displaying structures, makes this component left behind in the race of development and social evolution. Yet there are opportunities to exhibit and promote the work at both national and international levels by providing dedicated spaces as well as providing academic infrastructure at institutional levels resulting in a substantial system for art promotion.

Article: 2.6. Indigenous Cultural Games

Cultural games reflect the identity, discipline, wisdom and life style of a region. A series of traditional games are played in KP varying from region to region and depicting different occasions of social cohesion and unity between communities. Cultural games include both of physical strengths & agility practicing healthy exercises and games enhancing IQ & mental abilities. The prevailing varieties include Kabaddi, Shalghate Topanray, Chindro, Langari, Makha, Meergati, Dosai, Chamryari, and so on many other cultural games, played indoor and outdoor. Through contests, tournaments and competitions of such games, players claiming to be the best and unbeatable in certain games, providing environment of cohesion, pride, respect and strengthening of community development.

Each traditional game bears a particular tradition in it. For example Makha where teams consisting of organizers, dignitaries and seasoned players of one village used to visit other villages for a contest or a match. But it was never about winning or losing the game, it is all about the tradition of hospitality and respect.

However, because of certain challenges such as urbanization, pollution, and invasion of other cultures, these traditional games are gradually fading and creating an environment of individualism instead of conformity. A



Makha Game from Swabi

“It is never about winning or losing the game, but about tradition of hospitality, determination and respect.”

comprehensive sustainable system shall be developed for revival, preservation and safeguarding of these traditional games.

Article: 2.7. Traditional Handicrafts

Handicrafts is the activity of making of decorative & consumable domestic goods by hands or with simple tools. Usually the term is applied to traditional means of making goods, having a useful & meaningful purpose beyond simple and unique design and decoration.

KP has a very rich and diverse heritage in the field of handicrafts involving wood work, metal work, cane/straw work, leather work, textile, pottery, glass work, karakul making, stone work, mazari work, embroidery and traditional jewelry & gems lapidary. The work is equally diverse and spread out through all regions of KP, some in small clusters such as leather work in Charsadda and Peshawar, and Textile in Charsada and Swat. For years such crafts have impacted the lifestyle of the surrounding community which is depicted in the diverse and rich cultural heritage. Many of the traditional handicrafts are culturally different, both in shape and making, in different regions highlighting the prevailing diversity. The work force involved in the making are both women and men, depending on the area and climatic conditions as well as nature of the handicraft.

However because of certain challenges, such as industrial revolution, urbanization and

availability of cheap alternatives, our traditional handicrafts are losing its ground. The concepts of mass production and consumption have created environmental challenges, that can be tackled through the promotion and consumption of traditional handicrafts which are environmentally friendly and has zero to low waste production. Such handicrafts are the source of our identity and preserves our cultural richness and diversity, along with sustainable development through thought consumption. These crafts have the potential to be identified as an integral contributors towards economic development particularly through small medium enterprises, as well as a driver of cultural and social cohesion. Measures, such as infrastructure development, skills development, knowledge transmission, understanding consumer behavior and so on, needs to be adopted to streamline such crafts and realize the economic potential of a rich handicraft sector.

Provision of Business friendly environment, particularly for small medium enterprises, to stimulate entrepreneurship opportunities;



Traditional Jewelry



Culture heritage

The preservation & conservation is not to make our culture static but to prevent our culture heritage from dis-orientation

Chapter 3: Intervention Strategies

Article: 3.1. Preservation & Conservation of Culture

The government shall encourage the identification and conservation of the province's cultural heritage through research, documentation and promotion with the help of utilization of resources available at all government levels, decentralized & centralized, including provincial, district, municipal and local government levels. The role of civil society groups including women and particularly youth shall be recognized and effectively utilized in the identification, inventorying, safeguarding and promotion of cultural assets.

The objective of preservation & conservation is not to make our culture static but to prevent our culture heritage from dis-orientation having challenges from multi-pronged aspects and development of a dedicated community based inventorying system, resulting a robust listings and mappings of cultural heritage.

Article: 3.2. Development & Promotion of Culture

The government shall built a comprehensive and dedicated platform in collaboration with all relevant ministries /departments/ agencies/autonomous bodies for the induction of culture with regard to development and promotional spending. This shall help in achieving the following

objectives:

01. Promote formal and informal education both as tools for learning and transferring of cultural knowledge, concepts and skills;
02. Develop, promote and propagate regional languages through the production and publication of literary works;
03. Inclusion of cultural elements in the government's development expenditures;
04. Induction of cultural components into government's promotional campaigns;
05. Identification and promotion of creative individuals and their works for motivation of investments and entrepreneurship in culture heritage;
06. Provision of tax as well as financing amenities for development and realization of entrepreneurship opportunities in CCI;
07. Conduction of effective promotional events about festivals, exhibitions, roadshows, conferences, seminars and celebrations;
08. Motivating civil societies for owning and celebrating cultural heritage by sponsoring their activities from available resources;
09. Architects, planners and designer of civil works, and engineering shall be encouraged through workshops and seminars to incorporate indigenous ideas and aesthetics in the design of settlement, public facilities and buildings so that it embodies our indigenous culture heritage as representative of our values and historical importance;
10. Inclusion & considerations of CCI into conventional industries policy and decision making for providing equal opportunities for

development & promotion of CCI sector with help from Industries department/ministry as well as other organizations such as chambers of commerce & industries etc;

11. Building collaborative system with Agriculture department/ministry for preservation of culturally rich local economy dependent on agricultural systems & heritages including local wisdoms regarding seeds selection, water management, irrigational systems, storages etc;

12. Provision of conducive atmosphere for development of fair trade systems for CCI sector, and discouragement of exploitative environment & measures.

Article: 3.3. Presentation of Culture

Traditionally the people of KP presented their cultural through festival like urs, melas, hujra gatherings, ceremonies, jargas, music concerts, performing arts etc in which various form cultural objects and expression were used. This traditional mode of cultural presentation shall be promoted and strengthened, however through potential & strengths of digital media/technology, culture can be further promoted regardless of physical boundaries.

With the help of social networking sites, blogs, print & electronic media, photography, video recording & sharing, and other digital advertisement modes, can significantly increase the penetration rate of culture heritage promotion. Particular efforts shall be

made for the revival of theater as a mean of presenting culture and in this regard required infrastructure shall be developed with support and collaboration from other public departments, civil societies groups and national & international organizations.

Article: 3.4. Establishments of Linkages

The government shall establish linkages with other sectors of the economy for attainment of cultural goals. The directorate shall endeavor to provide cultural inputs for planning of development programs of all major sectors and shall collaborate and coordinate activities with the ministries of education, health, agriculture, science and technology, information technology, trade and industry and with directorate of sports, tourism, archeology and youth. Close association shall be developed with commission for human rights & civil societies groups.

In the effort to promote KP's culture nationally & internationally and to foster healthy people to people relationships with other provinces, countries, cultural contacts shall be developed with friendly countries, organizations like SAARC, SDC, Common Wealth, and United Nations and its agencies like UNESCO, UNICEF, as well as with other cultural organizations for:

01. Workshops, conferences, seminars and other such gatherings on cultural heritage;
02. Cultural promotions in the form of

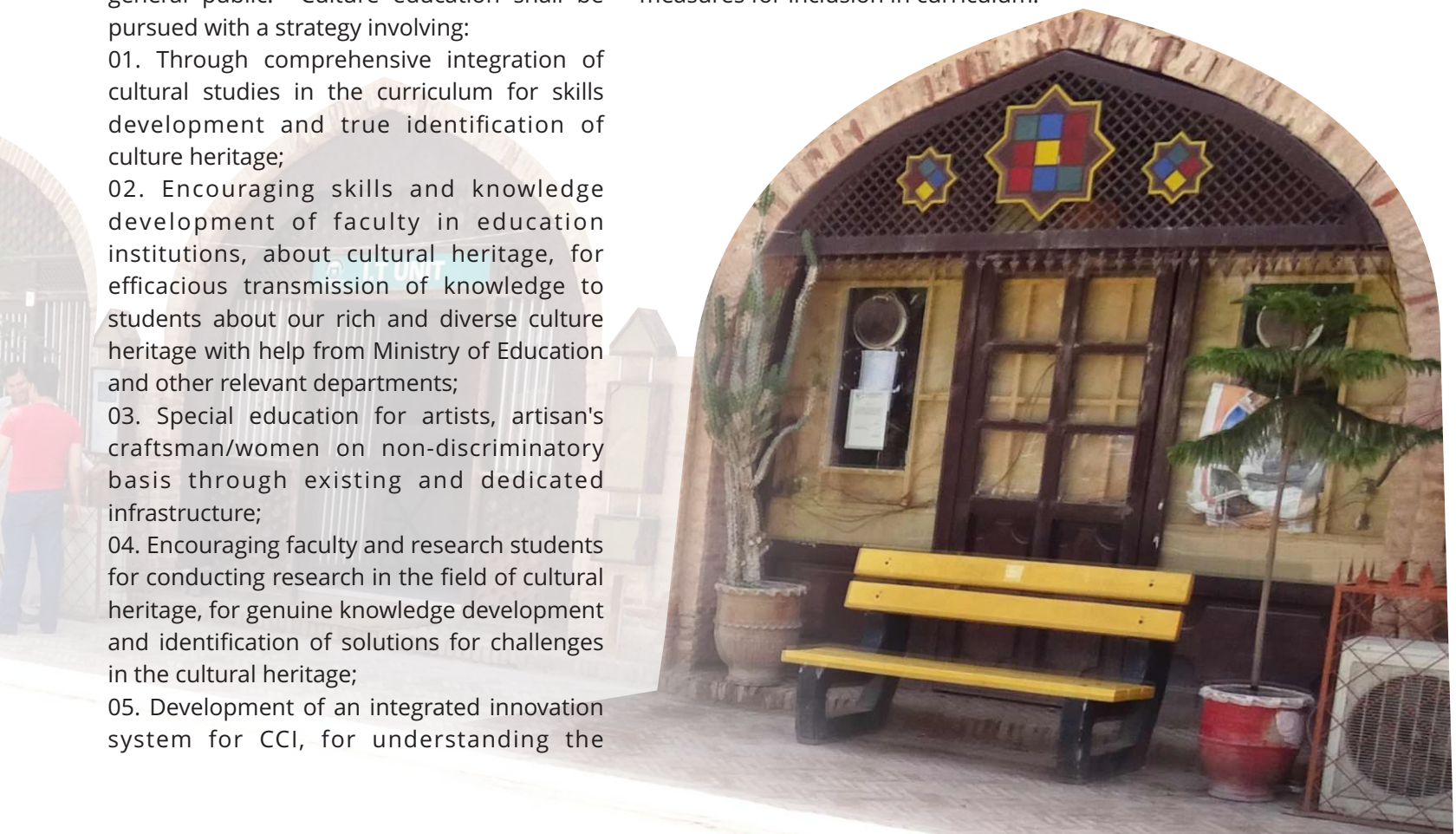
- exhibitions, festivals, trade shows etc;
- 03. Culture exchange programs;
- 04. Exchange of cultural officials, artist, artisans etc;
- 05. Cooperation and support for solving challenges prevailing in the cultural heritage.

Article: 3.5. Cultural Education

The importance of our cultural values, substance cultural institutions and practices depends on the education of youth and general public. Culture education shall be pursued with a strategy involving:

- 01. Through comprehensive integration of cultural studies in the curriculum for skills development and true identification of culture heritage;
- 02. Encouraging skills and knowledge development of faculty in education institutions, about cultural heritage, for efficacious transmission of knowledge to students about our rich and diverse culture heritage with help from Ministry of Education and other relevant departments;
- 03. Special education for artists, artisan's craftsman/women on non-discriminatory basis through existing and dedicated infrastructure;
- 04. Encouraging faculty and research students for conducting research in the field of cultural heritage, for genuine knowledge development and identification of solutions for challenges in the cultural heritage;
- 05. Development of an integrated innovation system for CCI, for understanding the

- consumer demands and product & skills developments, in collaboration & cooperation from all relevant government departments/ministries/agencies and/or autonomous bodies;
- 06. Through public education by mean of workshops, debates, conferences and publications for the benefits of general public. Steps shall be taken in collaboration with Ministry of Education and other relevant bodies and/or agencies to ensure the cultural relevance of education as well as practical measures for inclusion in curriculum.



Article. 3.6. Establishment of Cultural Complexes

Cultural complexes plays an important role in the safeguarding and promotion of cultural heritage, and being a public owned structure, is equally shared by all the community members regardless of preferences or discrimination. Cultural complexes provides opportunities for engaging as well as celebrations of diverse customs, values, arts and other cultural heritage contributing towards culture development across all the districts in its vicinity.

Such complexes have the potential to sponsor and provide space for cultural museums and archives where it can accommodate all the cultural heritage elements on inclusive bases to all races through its significant size and structure including administration block, multipurpose halls, amphitheater, gardens, cultural museum, cultural resource center—library, research facilities-- exhibition gallery(ies), cultural restaurant, artisan village, multipurpose grounds, guest house, parking, and wall of fame.

Through the available resources, government shall endeavor plans for development of cultural complexes across the province with minimum of one such structure for each division, in the form of well-equipped platform having all the latest digital media and technological systems such as IT systems, latest new interactive media, and archives.

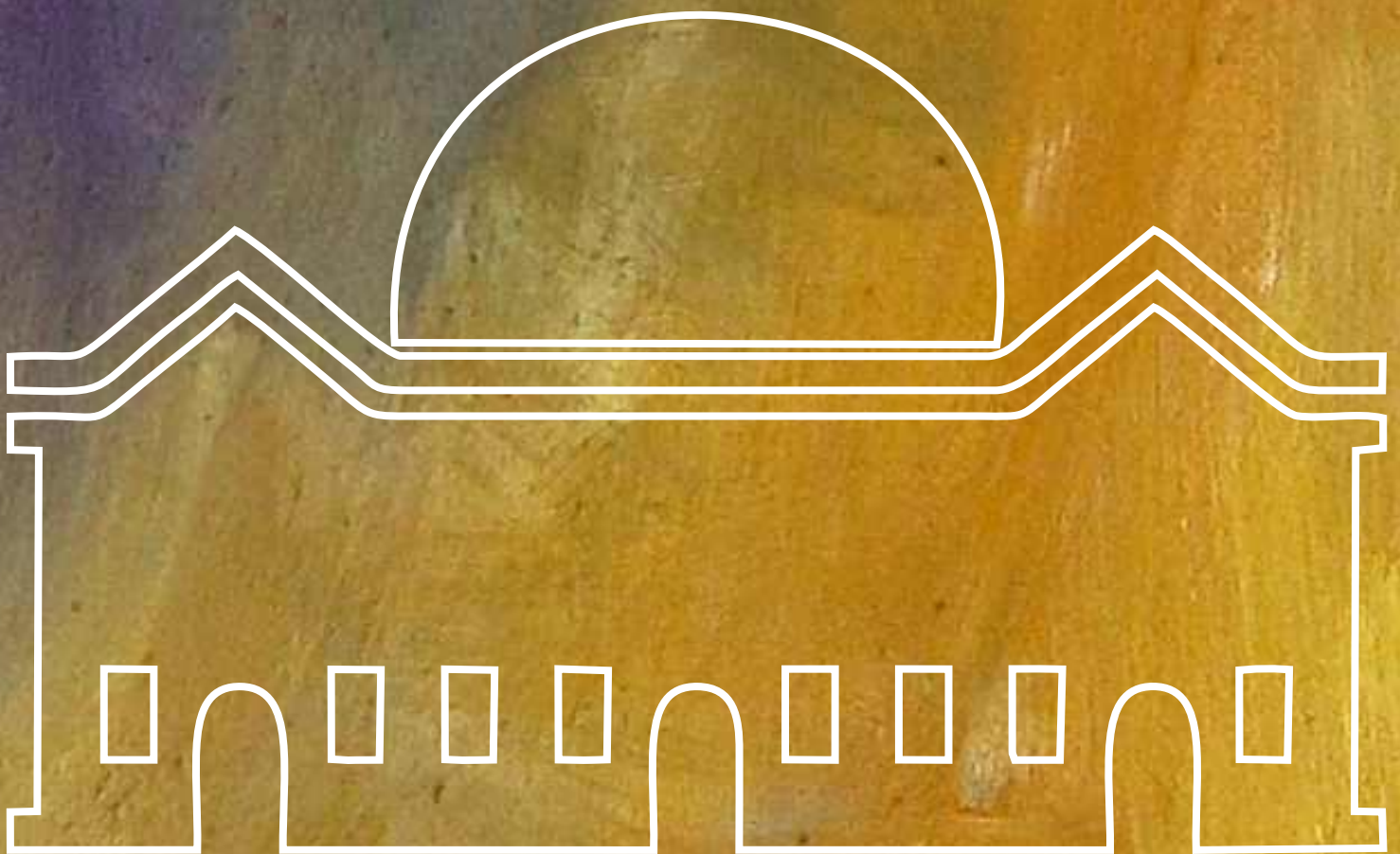
Article. 3.7. Khyber Pakhtunkhwa Censorship Policy

Khyber Pakhtunkhwa has very rich and diverse broadcasting which includes private production houses and music centers. There is significant influence of such productions and broadcastings over general public and opinion building. These productions, sometimes, may have contents that does not reflect true identity of our national, religious and our cultural & social values. Hence there is need for supervision to evaluate the content before public broadcasting.

The suitability of the contents shall be evaluated in light of our religious values, our social & cultural values and our national and state values.



religious values,
social & cultural values,
national values



Its an Illustration only



Chappals (shoes), a traditional footwear originating from Khyber Pakhtunkhwa, worn both casually and formally. Chappals are hand made and are easily available in many varieties depicting rich creativity and talent of the region.

Chapter 4: Creative Expressions

Article: 4.1. Traditional Arts

KP is endowed with traditional arts & crafts which forms the basis of our creative & cultural industries including but not limited to metal work, wood work, stone work, leather work, textile, embroidery etc. These arts & crafts account for a significant proportion of employment and revenue generation in the informal sector. This policy shall ensure growth of the arts through:

01. Capacity building measures;
02. Innovation systems;
03. Fair trade systems; and
04. Business skills learning systems.

for promotion & development of creative talent, and to serve as means of passing on traditional skills and creativity to coming generations.

Adequate support & infrastructure measures shall be provided to artists to develop skills and guarantee the continuity of traditional arts and ensure the development of contemporary art maintaining identity & authenticity.

Article: 4.2. Literary Arts

The government shall endeavor to document, preserve and present oral and written literature through books, films, audiotapes, multimedia and other digital & latest technological means. Research shall be encouraged to identify master pieces of literary works and initiate relevant measures

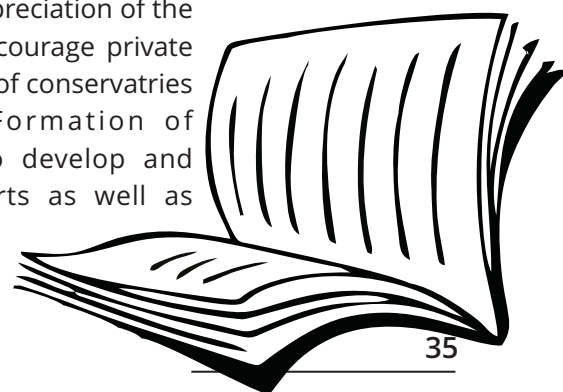
for inscription on the Memory of the World Register as per criteria envisaged by UNESCO. Opportunities shall also be exploited for depiction of literary works into animations, films, drams, theatres, videos, photography, art work and other means of expressions for wide penetration and thus promotion.

Article: 4.3. Performing Arts

The medium of drama, music and dance shall be used to encourage excellence and creativity in the appreciation of KP's dramatic arts and culture. The government shall ensure the early identification and nurture of talent by:

01. Supporting existing institutions to teach the performing arts & culture as well as supporting formation of required infrastructure;
02. Creating opportunities for the all members of public, particularly youth, to participate in dramatic arts and performance at the community level;
03. Involvement of civil societies group for identification and promotion of performing art heritage on non-discriminatory basis;
04. Utilization of modern technology for performing art development.

To sustain the development of performing skills and promote general appreciation of the arts the government shall encourage private initiative in the establishment of conservatories and resource centers. Formation of associations and groups to develop and promote the performing arts as well as



seeking the welfare of artists shall be encouraged. The state shall endeavor to support the efforts of the relevant institutions, associations and individuals to undertake research, documentation, development and promotion of traditional and contemporary dance forms.

Article: 4.4. Visual Arts

The government shall take steps to preserve KP's antiquities in wood, fabric, stone, metal, bone, clay as well as those on rocks, shrines and walls and will ensure the implementation of national and international laws to protect them from theft, illegal commercial exploitation or destruction arising out of hostility and ignorance. Modern and contemporary visual arts shall be vigorously promoted through the provision of grants and other kinds of support to creative artists.

The government collaboration with relevant agencies and associations shall support and promote arts form and institutions. Efforts shall be made for establishment of a state of the art Provincial Art Gallery at Directorate of Culture Peshawar as well as other infrastructure (e.g. galleries, display platforms etc.) required for the promotion and preservation of KP visual arts heritage.

Article: 4.5. Arts Association & Institutions

The government shall encourage the establishment of strong arts associations and

promote conditions conducive to the enhancement of creativity, skills development and promotion of arts work. Such associations and institutions shall be involved in the policy formulations at all levels as well as provide constructive feedback into decision implementing strategies. Efforts shall be made to support such associations through registrations, grants and other forms of assistance. Such association and institutions shall be encouraged to develop international links and promote cultural exchanges for mutual benefits and conduction of exhibitions.

Article: 4.6. Miscellaneous

The government shall ensure:

01. Copyrights, patent and intellectual laws shall be enforced to provide artists, writers and performing artists with necessary protection for their creative intellectual properties;

02. Through all the available forums, legal, administrative, political, cultural, educational and informational, awareness shall be created about available copyrights, patent and intellectual laws and utilization procedures;

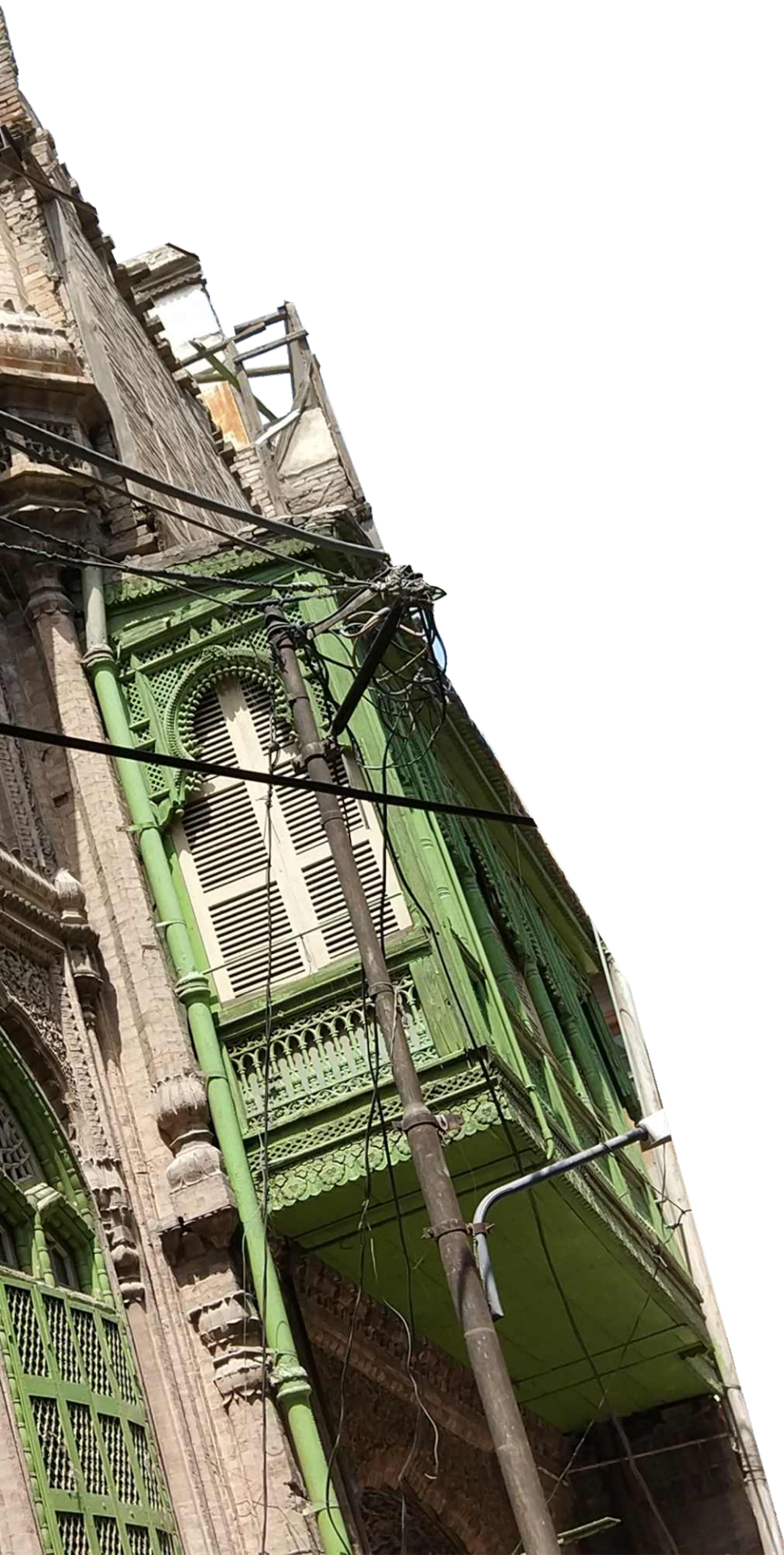
03. The government shall guarantee freedom of artistic expressions and association in conformity with the provisions of the constitutions. However artist shall exercise their freedom of expressions, conscious of our cultural values and collective sense of decency. It shall be responsibility of art critics

to make critical evaluation of art works and thus promote high artistic standards and promote public morality;
04. Government shall provide and guarantee the free movement artists, artisans, writers, and such as other creative personnel for promotion of arts diversity and richness;
05. Provision of welfare systems in the form of material and/or financial support for subsistence allowances as well as promotional and performance opportunities for employment or self-employment.



Khattak dance & musical Instrument "Tabla"





Peshawar Historical structures

Chapter 5: Culture & Entrepreneurship

Article: 5.1. Introduction

Entrepreneurship is the process of planning, beginning and operation of a new business, initially on a small and medium scale, and having ability to provide goods, services or both. Cultural entrepreneurship on the other hand involves developing new business startups based on the cultural and creative potential of the region and capitalizing on the idea resulting in economic activity. Thus not only it helps in the promotion of culture and creative sector, but at the same time plays vital role in the social and economic development of the region in the form of establishment of identity as well as generation of wealth and employment opportunities.

Latest developments in the technological components, entrepreneurship opportunities in CCI sector have been increased and thus opening up of a new approach towards the economic activity generation and dissemination of cultural content. The strategies adopted, while realizing the opportunities of entrepreneurship, includes innovation of a product, process improvement, using of technologies, developing new products (or services) etc.

Article: 5.2. KP CCI Profile

KP has a very rich and diverse heritage in the Creative & Cultural Industries sector. It is evident by the operation of small and

medium clusters spread out throughout the province and includes craft industries (woodwork, metal work, leather work, textile, pottery, glass work, stone work, mosaic, mizary work, cane/straw work, Karakul making and so on other craft industries) Visual art sector (paintings, sculpture, calligraphy, photography, drawings etc), performing arts (Music, theater, instrumental music, dramas, films, dances, etc) and cuisine/gastronomy.

Some of the famous cultural industries that are evident region wise includes leather work clusters in Charsada & Peshawar, Embroidery/Phulkari/Crochet clusters in Haripur, Abbottabad, DI Khan & Swat, Textile Work Cluster in Charsada, Swat & Chitral and Metal work cluster in Peshawar in the form of Bazar-e-Misgaran which is on the verge of extinction.

KP's creative sector is very rich and has several varieties, yet very less penetrated in the context of entrepreneurship, however some ambitious startups are operating and doing their best to exploit the sector and promote culture as well as develop economy.

Article: 5.3. Entrepreneurship Opportunities

Small medium startups are always attractive and requires less investment, as well as easily manageable. Keeping in view the rich diversity of this province's cultural and creative sector, there are numerous entrepreneurship opportunities available that

can be capitalized upon. Not only the sector in province offers decorative items, but also consumable and usable items such as metals works, pottery, textile and leather works etc. All of these products are handmade, or with simple tools, having no or very low impact on the environment, and produces zero to low wastage.

However the design of these products is always open to improve and can be adjusted according to the needs of consumer and market trends. A potential entrepreneur can take advantage of this opportunity by introducing innovation into the design, as well as procedures of product making and brand development. Handmade products are highly regarded and appreciated throughout the world, thus creating a profitable opportunity as well as at the same time providing sustainability option. With the help of modern technological development in media and digital technology, the opportunities can further be exploited with introduction of e-commerce and online selling thus reducing the influence of middlemen, and promoting the social and economic life of artisans.

Article: 5.4. Government Interventions

The government shall establish certain steps and procedures to tap on the potential of entrepreneurship in the CCI sector of the province. Following steps, including but not limited to, shall be adopted for a conducive

environment of CCI with the help of entrepreneurship:

01. Provision of Business friendly environment, particularly for small medium enterprises, to stimulate entrepreneurship opportunities;
02. Provision of tax amenities and financing amenities for new startups in the CCI sector;
03. Investment in latest technological developments, particularly E-Commerce and Digital Technology;
04. Enforcement and awareness of copyrights, intellectual rights and patents laws to protect new knowledge development from piracy and theft;
05. Promotion of KP CCI sector throughout the development and non-development spending of the government;
06. Sharing of latest information and research about KP CCI sector through all available mediums particularly success stories;
07. Promotion of entrepreneurship to general public, particularly to youth, to transform a massive youth sector into a resourceful youth force that constructively contribute towards economic development;
08. Provision of adequate infrastructure and institutional arrangements including mentoring, training, regulatory framework, human capital development and a knowledge sharing environment to promote innovation.





Karakul Hat (or Jinnah Cap) popular for its symbolic association with Quaid-i-Azam, used commonly by officials and citizens alike.



Karakul Indigenous Craft

Chapter 6: Miscellaneous

Article: 6.1. Culture & Sustainable Development.

The phenomenon of sustainable development has dominated the thinking paradigm of development spending and is widely regarded and acknowledged as a major desired outcome of interventions at both government and non-government levels. Globalization, a phenomenon being cherished and criticized at the same time, has provided opportunities both positive and negative. In its negative form, it has the potential to create global conflicts in the form of cultural invasions and loss of identities. Hence it is the need of the hour for adopting strategies and calculated measures for protection, and at the same time promotion, from penetration of cultural influences originating from beyond the borders.

In this context, Creative & Culture Industries (CCI) has been acknowledged of the potential of its contribution towards sustainable economic development and its resilience towards economic depression and stagnation. In the developed world, CCI has been positively contributing towards creating employment opportunities as well as wealth generation. The strengths and involvement of CCI sector has the potential for achieving Sustainable Development Goals (SDGs) set out by United Nations including poverty reduction, gender equality, economic growth & employment, sustainable production & consumption and innovation.

The crux is to provide capital, in excess, towards the CCI sector for production, participation and enjoyment for all communities of the province on a fair and equal opportunities basis. Therefore CCI shall be incorporated in development plans on equal terms alongside other potential sectors. Efforts shall be made for strengthening institutional capacity, promoting research on cultural industries, encouraging art education, entrepreneurship and establishing a provincial arts and crafts council within the Directorate of Culture.

Integration of sustainable development into CCI shall primarily be through a range of instruments to stimulate sustainability for reaping benefits of a robust CCI sector. Some of the instruments, inclusive but not limited, are identified as below:

01. Support for small and medium enterprises in the CCI sector to ensure sustainable development outcome that deliver both economic and cultural value to the local communities;
02. Developing the skills to enable the traditional cultural and creative industry to embrace the modern economy;
03. Promotional campaigns for small independent producers of cultural goods and services for revitalizing traditional, cultural and creative industry;
04. Encouraging academic research in CCI, by providing a conducive environment;
05. Improving institutional structure, for transmission of skills towards potential learners;

06. Involvement of civil societies for multi-directional development in CCI sector.

Article: 6.2. Culture Sector & the Emergence of Digital Environment.

Since 2005 Digital Technology has changed the world. Increasingly people consumes content through mobile phones and digital devices. Mobile phones and digital devices have become personal devices and are consumed for contents in the form of apps, blogs, videos, photography, and social media hence the making of a new, interactive, media. The evolution of this new media has created opportunities for individualized and customizable content production and promotion thus providing windows for diverse content creation and broadcasting.

However digital technology is a mean not destination and one of the factor that drives its usage is Culture & Creative Sector thus linking digital environment with creative & cultural environment warmly. It has introduced new approaches causing changes in production, distribution and consumption trends. With a creative approach desired narratives can be defined, which will have lasting effects on minds and hearts of audience generating stimulation of thinking and action.

With the central role of social media, digital technologies have created new business models by reducing roles of middlemen and initiating direct link between consumers and

producers. KP has vast opportunities of digital industries and a generation of young people are learning to code and program to capitalize on such opportunities. At the same time KP has very rich and diverse culture heritage which can be documented and promoted using digital technologies infrastructures thus creating a strategic and sustainable link between the two. This would not only provide entrepreneurship opportunities to the vast youth of the province but would also serve the purpose of identification, inventorying, safeguarding and promotion of cultural heritage assets which can be cherished and shared using digital technologies platforms with equal participation opportunity for civil society. Such infrastructures & platforms can be developed in technical & operational support from relevant governmental and nongovernmental stakeholders.

Cultural & Creative Sectors can easily capitalize on the opportunities created by evolution in digital technologies. The accelerated growth taking place in E-Commerce is of great advantage for local cultural industries to market their products and gain access to wider markets, at both domestic and global levels.

The following instruments, inclusively but not limiting, have been identified as the core elements for integrating digital industry and cultural & creative sectors:

01. Quality cultural content development for children in the form of games, books, videos and television;
02. Co-productions of digital contents





Sitara embroidery

regarding cultural heritage;

03. Entrepreneurship opportunities to youngsters through IT education for e-commerce learning;
04. Promotion of documentation and dissemination of cultural heritage through mobile & digital devices;
05. Encouraging documentaries making for identification of cultural and social challenges;
06. Encouraging civil societies for private production and dissemination of cultural content;
07. Capitalizing and building on existing IT infrastructure for creating of a centralized platform for culture and creative sector;
08. Exploitation of available telecom technologies, such as 3G, for identification and promotion of cultural heritage content.

Article: 6.3. Culture & Disaster Management.

Culture heritage are always at risk from natural calamities such as storms, landslides, winds, tsunamis, floods, droughts, earthquakes and other such natural mishaps including man made phenomenon such as militancy, urbanization, industrialization, pollution, chemicals and diseases. Therefore it is important to outline a strategy regarding protection and safeguarding of such cultural heritages that are at risk from such calamities. Main pillars of mitigating adverse natural disaster effects on cultural heritage are;

01. Regular inspection maintenance of the

cultural heritage sites;

02. Raising awareness and regular organized training;
03. National & International cooperation for relief and funding and insurance;
04. Legislative support.

The following strategically important measures shall be taken in case of natural calamities and disaster:

01. Creating awareness about cultural heritage and risks particularly among governments and communities;
02. Promotional campaigns regarding historical and social importance of cultural heritage sites;
03. Preventive and mitigation efforts are to be taken, structural and non-structural, for the protection and safeguarding of cultural heritage sites that are at risk.

- Non-structural include knowledge sharing, data collection, warning systems, damage assessments and other such measures;
- Structural includes physical maintenance, drainages, protection etc.

04. Mapping of cultural heritages that are target of natural disasters. Mapping shall be executed and completed with help from available resources;

05. Complete information about environmental impact on cultural heritage assets including pollution, erosions, emissions;

06. Rapid response system support and collaboration from PMDA, NDMA and other national & international forums;

07. Restoration of cultural heritage sites, that are completely or partially demolished.

Article: 6.4. Culture & Equality.

The approach of equal opportunities is highly regarded and appreciated throughout the world. In its core form it means provision of opportunities on equal basis to all members of society (or national) regardless of dividing factors such as gender, age, race, religion and other discriminations. Adopting this phenomenon provides for creative thinking as well as multidimensional approach towards problem solving issues through diversity. This policy document looks forward in guaranteeing the provision of equal opportunities regardless of discrimination and ensures:

- 01. Acknowledgment of and provisions for cultural rights to all citizens of the province;
- 02. Provision of opportunities on equal basis to all communities, residing in KP, for documentation and safeguarding of their indigenous culture;
- 03. Provision of an inclusive environment where all members of the province can contribute towards promotion and celebrations of cultural heritage;
- 04. Provision of support – financial, administrative, operational – to all citizens of the province that are working in culture domain on equal basis for documentation, safeguarding and promotion of culture heritage of KP;
- 05. Provision of equal opportunities to those

who are entering into KP CCI sector as an entrepreneur or wishing to take employment in this sector regardless of discrimination;

06. Encouragement of provision of equal participation in policy making and implementation decisions;

07. Equal opportunities for all those working in the field of cultural domain, either from home or market, for identification, inventorying, safeguarding and promotion of cultural heritage.



Article: 6.5. Role of Civil Societies.

The term of civil society is used for aggregate of non-governmental organizations exhibiting interests and will of citizens. Examples includes rights groups, trade unions, associations, societies, universities, institutions, community based organizations, diaspora groups, professional associations etc.

The role of civil society is of extreme importance, particularly their engagement at grass roots level and sharing of a cohesive cause. Civil society plays it utmost important role, by identification of challenges at grass roots level and bringing these forward for authorities notice. Their role has the potential of a watch dog in implementation of plans as well as guaranteeing transparency and accountability.

KP has a very rich and civil society structure including trade unions, professional associations, and community based organizations, religious, political, educational, social, sports, environmental groups, rights groups, as well as youth organizations. Thus the penetration of civil societies is very high, and potentially it is encompassing the whole province both geographically and operationally.

Keeping in view the importance of civil societies, its potential for reaching the grass roots level and its traits for finding solutions, it is mutually beneficial to involve these

societies in policy development as well as implementation stages. The government shall work on the following options, for successful and fruitful involvement of civil societies:

01. Registration of all civil societies groups that work in the domain of culture heritage;
02. Encouragement to establish such societies for better understanding of challenges & issues at grass roots level;
03. Strengthening of civil societies groups through operational, technical and administrative support through seminars, workshops, conferences etc;
04. Involvement of civil societies for implementation of policy and objectives achievement;
05. Involvement of civil societies for promotion of cultural heritage at all levels including national and international;
06. Motivating civil societies for development and submission of projects in the domain of culture heritage promotion and preservation;
07. Encouragement of civil societies for participation in policy development and implementation procedures.



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Emergence of Digital Environment

Arts & Crafts

Intervention Strategies

Culture & Disaster Management

Role of Civil Societies

Culture & Entrepreneurship

Culture Sector

KP Culture Heritage

Culture & Equality



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