



May 31, 2016

## **Special event organizes to mark world day for cultural diversity**

ISLAMABAD, May 31 (APP): A special event was held here at National College of Arts Rawalpindi to commemorate the World Day for Cultural Diversity for Dialogue and Development.

Over 100 participants including representatives of the National Institute for Folk and Traditional Heritage, C2D, Unicorn Black, STEP and students of National College of Arts Rawalpindi and other academic institutions observed the day.

The objective of the commemoration is to raise awareness of stakeholders on the UNESCO's 2005 Convention for the Protection and Promotion of Diversity of Cultural Expressions and to highlight the role of diverse groups of the society including women, youth, persons with disabilities and other minorities in promoting creativity and development.

Partner's organizations and institutes (Unicorn Black, STEP, NCA) also display stalls with entertaining and informative video displays, presentations and sellable products prepared by the young entrepreneurs.

The display stalls was presented guide books, brochures and packed frozen foods, Burka Avenger merchandise including Burka Avenger action figures: Baba Bandoon action figures, Burka Avenger watches, Burka Avenger caps, notebooks and songs.

Dr. Nadeem Omar Tarar, Director NCA, Ms. Vibeke Jensen, UNESCO Representative to Pakistan, Session, Message from Andrew Senior on Creative economy (UNESCO Expert) and Dr. Fouzia Saeed Executive Director Lok Virsa attended the event.

Dr. Fouzia delivered a lecture on the Role of Women in Creative economy through Cultural and creative Industries. Atif Sheikh also spoke on the Role of Persons with Disabilities in creative economy.

Unicorn Black: Role of youth with respect digital technologies in Creative Economy.

Dr. Nadeem Omar talked about the role of NCA with respect to developing the potential of youth for contemporary culture and creative Industries-he can also add for the role of marginalized community of transgender and give a chance to one of the rep to say few words.

**Source:** <http://www.app.com.pk/special-event-organizes-to-mark-world-day-for-cultural-diversity/>