



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



CENTRE FOR CULTURE
AND DEVELOPMENT

PRESS RELEASE

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Stakeholders in Karachi met to discuss Participatory Policy Design for Culture and Creative Sector for Sindh

Karachi: UNESCO Pakistan has been working closely with multi-stakeholders from the culture and creative industry of Pakistan at national and provincial levels to shape public policies. These policies are specifically being tailored to support the creative sector and to raise awareness about the importance of UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. In this context, UNESCO Pakistan, inaugurated a two day workshop in Karachi. Last week a similar workshop was held in Peshawar.

The two day workshop is followed by the earlier countrywide consultations that were held in July this year in Lahore, Karachi and Islamabad which was organized with the support of Centre for Culture and Development (CKU) and funded by the Government of Denmark. Officials from the provincial government of Sindh and public institutions and representatives of the academics as well as representatives of civil society organizations and media, participated in the workshop to further discuss a **"Participatory Policy Design for Culture and Creative Sector and to raise awareness on the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions"**. UNESCO believes that bringing together multi-stakeholders is important for collaboration across different ministries and line departments to create policies which are supportive, transparent and participatory with regards to the creative sector.

Pakistan has a diverse and rich culture which provides great potential for the creative industry. Devising cultural policies both at the provincial and national levels, can further help the young creative entrepreneurs in various industries to contribute to the economic development of Pakistan. In this regard, UNESCO's 2005 Convention, an international treaty that recognizes the distinctive nature of culture as an important contributor to economic and social development, once ratified, may provide Pakistan's creative economy a much needed economic boost.

At the Karachi workshop, Mr. Ghulam Akbar Leghari, Secretary, Culture, Tourism and Antiquities Department, Government of Sindh spoke about the impact of culture on society and vice versa. He stressed on the need for Pakistan to accept the ever-changing nature of culture and said that a national and provincial cultural policy will provide provisions to ensure the true essence of Pakistani culture remains constant despite external changes. He claimed that culture is what defines an individual of any given society and celebrating culture and streamlining it through policy will ensure protection of identity and add to the overall quality of life in Pakistan.

UNESCO Expert, Mr. Andrew Senior and UNESCO Consultant, Mr. Salman Asif briefed participants on the understanding of policy creation and how culture can be streamlined into policy. The workshop was well attended by representatives from the Sindh government, academics and creative entrepreneurs who were enthused at the prospect of protecting and promoting Sindhi culture. The workshop was held at the Pakistan Institute of Tourism and Hotel Management in collaboration with their staff.

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