

was the main language of Garamchashma area but before being dominated by *Khovar* after 15<sup>th</sup> century AD.

7. *Wakhi* is restricted to Broghil valley, an area of about 3,000 inhabitants spread in a number of small hamlets comprising 10-15 houses in UC Yarkhoon. It is spoken as predominant language but people also understand/speak *Khovar* as second language.
8. *Pashto* is the mother tongue of Pathan who came to Chitral as craftsmen during the construction/renovation of Chitral Fort and Birmoghasht summer resort. Pashto is widely spread in the urban parts of Chitral. Pashto, being the main language in NWFP, people of Chitral also prefers to learn Pashto. This is understood and spoken in Chitral town, Drosh and other southern parts of Chitral.
9. *Katuri* is spoken by a small segment of population of about 200 people in Ayun UC and is rapidly becoming extinct.





## VI.3 MANSEHRA

### VI.3.1 Project Launch and Workshop on Cultural Mapping

In Mansehra, the project was launched on 22 September 2007, at Hazara University, followed by a workshop. Mr. Richard Engelhardt, UNESCO Regional Adviser for Culture in Asia and the Pacific, and Dr. Sharri Clark, Consultant and Research Associate at the Peabody Museum of Archaeology and Ethnology at Harvard University, were invited as Resource Persons on the occasion. The purpose of the cultural mapping workshop was to train possible project members in cultural mapping concepts and data collection methods, including survey strategies and GIS concepts. At the outset, it was decided to make the workshop a true pilot test of the organization and methodology for the project. One aspect of this was pilot testing and refining the data collection form, which had to be designed in the first days of the workshop. The purpose of the form was to record tangible (both moveable and immovable) and intangible cultural heritage, as well as exceptional natural heritage, and to assess the condition of, and levels of significance and risk to, each asset recorded. As a starting point, the group looked at the data collection form used for a recent Thai-funded, UNESCO project that recorded the tangible and intangible cultural assets of the Kaghan Valley in Mansehra. The group discussion was devoted to the broad range of data



that should be collected for the current project and how best to classify that data in clearly delineated categories.

### **VI.3.2 Field work**

The study area chosen for conducting fieldwork for the Cultural Mapping Workshop was the nearby village of Zar Dheri. The village was chosen due to its proximity to Hazara University, its relatively small size and the diversity of its cultural assets (i.e. the presence of archaeological remains, a modern shrine and other traditional cultural assets). The first day's scoping exercise was followed by the actual data collection process on the second day. The third day was devoted to training each group in the use of Global Positioning System (GPS) units and further data collection and mapping at Zar Dheri. The day ended with a lecture by Mr. Engelhardt, on the basic concepts of GIS, demonstrating how data layers that are separated or combined on the computer maps equate with the trainees' mapped data from Zar Dheri. The last day of the workshop was spent on final data collection, beginning with a community validation exercise, in which the Workshop trainees interviewed focus groups using the maps they had created to validate the data they had gathered.

### **VI.3.3 Consultant's Observations and Recommendations**

The workshop trainees' presentations highlighted issues that had to be addressed in further Workshop training or possibly in on-the-job training for those selected to work with the UNESCO project. One initial problem was that several of the trainees made assumptions and subsequent generalizations based on their impressions without investigating them. For example, a number of them reported in early discussions that the people of Zar Dheri are generally "emotionless" or "lacked emotion". When questioned, it became clear that this was based on the fact that people did not smile upon seeing the trainees. As the Consultant pointed out, such leaps from observation to assumption are not necessarily accurate. The people might understandably be wary of (yet more) strangers collecting data in this earthquake-stricken village, and they may have other problems that might affect their expressions. The



point is to avoid quick and facile judgments and always to investigate before making generalizations.

A common problem for workshop participants was the desire to fully record the lives of the people in the study area and the study area itself. In other words, it was tempting to try to conduct a full ethnographic or anthropological study of the area, including the environment (e.g., water sources and other natural resources), infrastructure (e.g., schools and other institutions), and the lifeways of the people (e.g., all occupations, crops grown, and foods eaten) instead of only recording significant traditional cultural heritage. Likewise, some trainees recorded general natural features such as streams as natural heritage on the data collection form, although the natural heritage category is intended for exceptional natural features that should be noted for preservation and/or might be endangered, such as a unique group of glacial lakes.

A major issue is differentiating between traditional and modern traditions—which can, of course, be mixed. Trainees often recorded modern tangible and intangible assets (such as modern tools or modern games) rather than recording only traditional significant cultural assets. The task is complicated by the increasing mixture of traditional and modern materials and techniques. Distinctions between traditional and modern are often, and increasingly, difficult to draw, but additional training to deal with these issues is needed for any participants who will actually work with the project.

One of the groups identified two critical points regarding the situation in Zar Dheri and other areas:

- 1) With the introduction of modern techniques/technologies, the older practices are falling out of use and becoming obsolete at a very rapid rate. Therefore, the preservation of cultural heritage requires an urgent and holistic approach to the effects of modernization by concerned authorities in order to avoid the extinction of the local indigenous culture.
- 2) The local people of the area expect practical steps to be taken with tangible benefits to the area from all of the visiting agencies—the NGOs, researchers, planners, experts and everyone else— and failure to see results gives rise to disappointment and resentment among local people.

#### **VI.3.4 Establishment of a Project Office**

A project office was established at Hazara University and a project team was in place, led by Mr. Abid ur Rehman, as the District Coordinator. The database was handed over to Hazara University in early 2009.



### VI.3.5 Outcomes

- Out of 41 Union Council of Tehsil Mansehra 21 were fully explored and mapped
- A total of 222 sites of both tangible and intangible value were recorded
- Three persons from each UC were trained and practically engaged in the mapping process
- Students from culture department of Hazara University were also given the opportunity to participate in the mapping exercise
- Awareness-raising campaigns, through involvement of schools on the importance of cultural heritage and the significance of cultural mapping
- Community outreach programme and involvement of educational institutions to create awareness among the students and engage them in mapping process
- Organized community meetings in each UC for enhancing their knowledge regarding preservation and protection of valuable cultural assets belong to that area
- Refresher training on the use of new GIS system was arranged for all projectstaff members where hands on training on data entry was given
- Reanalyzed the earlier entered data and prepared it for feeding it in the new GIS system
- Data of total 75 sites both tangible and intangible value were properly entered in GIS using new technique i.e. batch file instead of html. The remaining data has been handed over to Lok Virsa for the National Database

### VI.3.6 Discovery of archaeological sites during cultural mapping

One of the most interesting and unexpected features of the mapping exercise was the discovery of ancient archaeological sites dating back, 1<sup>st</sup> or 2<sup>nd</sup> century BC, by the field team. One of the sites is lined with a series of rock paintings, while the other has stepped wells of Buddhist era.



List of Mapped Tehsil/Ucs and Settlements in District Mansehra and the cultural assets mapped are shown in Annex F.



## VI.4 PESHAWAR

### VI.4.1 Project launch

Peshawar was the fourth district where the Norway-funded project on cultural mapping was launched on 4 August 2008, at Pearl Continental, Peshawar. The opening ceremony was largely attended by representatives of the federal and provincial governments, NGOs, university students, academia and media. Mr. Shahid Rafi, the Federal Secretary for Culture expressed in very clear terms, the Ministry's intentions for up scaling the project at the national level.

The event was followed by a workshop on GIS mapping, which highlighted the concept and the benefits of GIS mapping and establishment of a GIS database. The value of this powerful tool was understood by participants, who were, by that time, ready to go out into the fields for data collection. The fact that more than 50 people stayed back to participate in the workshop demonstrated the interest of people from various spheres in culture and cultural heritage.



A hands-on exercise in data collection was done at Gor Gathree, a cultural heritage site situated in the heart of the Walled City of Peshawar. Based on this short field-testing exercise, some minor amendments were made on the data collection form.

Mapping activities were undertaken in Peshawar in 40 Union Councils out of 92 UCs.

Although the team was not able to complete the whole district due to the suspension of the Project in November 2009, in view of the security concerns, a total of 255 sites/assets were documented and mapped during the field investigations, which included 235 tangible and 20 intangible cultural assets. Details of the mapped cultural assets are given below:

#### **VI.4.2 Management and compilation of collected data**

All the data (photos and videos) collected during the field activities were refined, organized, captioned, analyzed and computerized.



#### **VI.4.3 Lectures and Presentations**

During the field activities the team identified some schools/colleges functioning in buildings of historical importance. These needed immediate preservation as they were dilapidated and endangered, due to indifference and lack of awareness among local authorities and the general public.

In this connection, the Project Coordinator arranged lectures/presentations in the neighbouring schools and colleges with the aim to create awareness among the young generation about their culture, highlighting the importance of mapping of their cultural assets among the youth, ensure community participation in identifying and mapping the assets, engage the students in identifying their cultural assets and mapping process directly to promote a sense of ownership among the youth and to generate a sense of responsibility to safeguard and preserve their cultural heritage.

#### **VI.4.4 Community Check Lists**

Apart from presentations and lectures, the Peshawar Project office also prepared community checklists both in English and Urdu languages for the local community. The checklists were distributed among the locals who were asked to fill in necessary information about the cultural heritage. This approach proved very productive as it made it easier for the team to map the local assets.

#### **VI.4.5 Security Situation in Peshawar**

The general security situation in NWFP/FATA remained unstable throughout. The UNESCO Office in Peshawar participated in the security related meetings and updated its staff regarding the security incidents and followed enhanced security measures recommended by UNDSS Peshawar.

#### **VI.4.6 Model for Project Office in District Mardan**

With the closure of the Project Office in Peshawar, most of the team was inducted to carry out and replicate cultural mapping in district Mardan, given the valuable experience and success it had achieved in Peshawar.





## VI.4.7 Issues Pertaining to Field Survey

Issue	Solution
Highly deteriorated security situation in Khyber Pakhtunkhwa during 2008-10; frequent bomb blasts, kidnapping incidents, and target killing.	UNESCO Teams working in Peshawar and Mansehra regularly attended the security meetings and followed security advisories issued from UNDSS including: security build-ups and safety measures taken at the project office, regular use VHF radio sets, avoiding unnecessary movements.
Strict security advisories of UNDSS which affected the normal working and implementation of the activities: 1. Restricted movements. 2. Work from home had. 3. Use of Moss Compliance vehicle was mandatory which was not available in the Peshawar project office	In order to avoid strict security formalities and smoothly carry out mapping activity the project office engaged staff on non-UN contract for the field activities which was not on the pay-roll of UNESCO and was not under obligation of following the UNDSS security formalities.
Getting permission for entering and mapping several buildings occupied by FC, Army, Govt. and others including local community, minority groups etc. some buildings were very sensitive such as Fort Bala Hisar and several other buildings occupied by Pakistan Army in the Cantt. Area where photography and GPS reading was totally not allowed. It was time consuming to acquire permission for mapping	Team developed PR with Nazims of the UCs and other govt. officials to get easy access to the private houses and buildings under Government occupation. It was a priority to find a local influential person in a UC/village intended to be mapped, who would guide and helped in getting easy access to the sites/buildings in particular area.
More than 12 hours load shedding daily, greatly hindered the office work	UPS provided power backup for computer and fans for maximum 2 hours while the remaining deficiency was covered through late sittings and working on weekends.

The tangible and intangible cultural assets mapped during the project period are shown in Annex G-1 and G-2



## VI.5 MARDAN

### VI.5.1 Project launch

Although the project was launched in Mardan in March 2008, it did not actually take off until April 2009, mainly due to security considerations. A contract was given to Abdul Wali Khan University (AWKU), Mardan, where a project office was also established for the implementation of project activities. Dr. Fazaldad Kakar, Director General, Archaeology and Museums represented the Ministry of Culture, Government of Pakistan, on the occasion.

### VI.5.2 Field work

The team of data collectors in Mardan was trained by the core group that had been trained and carried out cultural mapping in districts Peshawar and Mansehra. In this context, a two-day seminar on Cultural Mapping was organized at Mardan, followed by six Community-awareness meetings in different Union Councils of Mardan. During the process, two people from each Union Council were trained in data collection to lead their respective teams.

### VI.5.3 Involvement of students and educational institutions

A strategy for involving school/college students in cultural mapping was evolved. This was a replication of the one adopted by the Peshawar team.



#### VI.5.4 Community-checklists

In addition to the data collection form, community checklists were prepared/translated in to the local languages and distributed among the locals to ensure community participation in the mapping process.

#### VI.5.5 Outcomes

- Mapped 134 cultural assets, comprising both tangible and intangible cultural heritage, in District Mardan.
- Explored and mapped a total of 17 Union Councils in District Mardan.
- Organized seminars and workshops on cultural mapping activities
- Trained dozen of volunteers from the local community on the mapping process.
- Created awareness among the local residents about the importance of their rich cultural heritage.
- Highlighted endangered cultural assets.
- Collected valuable data and opened venues for future research.
- Engaged volunteers from local community in the mapping exercise.

Prior to the initiation of data collection in Mardan, a Database for the Cultural Assets of NWFP (Khyber Pakhtunkhwa) had been established at Hazara University, Mansehra and handed over to end the end users in January 2009. However, following the cultural mapping process in Mardan, not only was more information placed in the database, but also a back up was prepared and housed at Abdul Wali Khan University (AWKU), Mardan.

Cultural mapping is a systematic approach to identifying and recording on cultural assets or resources in communities. It has two dimensions:

**1. Resource Mapping** – identifying and recording physical (or tangible) cultural resources making use of GIS tools and platforms;

**2. Community Identity Mapping** – exploring ‘intangible cultural resources’ – the stories – past, present, future - that define a community’s identity and sense of place.



## VI.6 MULTAN AND BAHAWALPUIR

### VI.6.1 Background

In view of the highly volatile situation in the North West Frontier Province (Khyber Pakhtunkhwa) project implementation became difficult and UNESCO was able to carry out cultural mapping in only four of the selected districts, namely: Peshawar, Mardan, Mansehra and Chitral. Recognising the gravity of the situation in the province, UNESCO, in consultation with the donor, decided to expand project activities in South Punjab, targeting two of the most culturally rich and vibrant districts, Bahawalpur and Multan.

M/S Pervaiz Vandal and Associates (PVA) was selected to carry out the mapping process in Multan and Bahawalpur in keeping with the process prescribed by UNESCO earlier.

### VI.6.2 Aims and Objectives of the Project

Broadly the project had four aims:

1. To develop a database of the communities' cultural assets (tangible & intangible) of 15 selected villages in each of the two districts
2. To prepare the database in a user friendly and expandable retrieval system
3. To create a nexus between culture and development and harness culture to provide economic opportunities for communities

4. To prepare promotional material for awareness building in the general public, specially for intergenerational transfer of cultural knowledge

### **VI.6.3 Components**

The Project consisted of four main components:

- a) Training and collaboration with stakeholders
- b) Field survey and GIS database
- c) Publications for dissemination, promotion and advocacy
- d) Strategy and future projects

The salient aspects of each component, covered in the project are delineated below:

#### **a) Training and Collaboration with Stakeholders**

Training of Field Staff was an ongoing process through the duration of the Project as new issues were confronted and resolved. The training module comprised of the following:

- i) Training in filling of the designated forms to assure quality
- ii) Sensitization of culture
- iii) Training in GIS data entry and GIS database
- iv) Review of on-going work





## Training during project period

Heads	Type of Training	Dates	Outcomes
Field Survey, GIS, Data Entry	Introduction to Project Training in Mapping and GIS	9-10 June 2009	Conducted jointly by UNESCO GIS Expert and PVA Core Team, the training through presentations, field exercises and interactive sessions laid the basics of the project; selection of Field Surveyors
	Follow on Training in Mapping	21-22 June 2009	Onsite issues resolved
	Assessment of Assets (archaeological)	2-5 July 2009	Training in identification of archaeological sites
	Assessment of Assets (built)	2-12 July 2009	Training in identification of 'built' heritage and intangible heritage
	Photographic recording procedures	2-12 July 2009	Skills development in photographic procedures
	Review Training	29-30 July 2009	Recap of procedures, tangible and intangible assessment of assets
	Refresher on filling in the designated forms	24-27 Oct, 2009	Entering the GIS Data. Review by UNESCO GIS team
	GIS Training	2009 August 3-5 Nov, 2009	Refresher GIS Data and Spatial Analysis; Entering GIS Data and Spatial Analysis
Sensitizing on Culture	Identifying historic eras and significant aspects of the intangible culture	8-9 June 2009	Enhancement of interaction with communities; skills development
	Archaeological Sites as an asset of communities	23-26 June 2009	Skills development
	Aspects of tangible and intangible assets	4-8 July 2009	Skills development
	Peoples' history and culture, significant expressions of the tangible and material culture	29-30 July 2009	Skills development
	Mapping and importance of the story-telling and oral expressions	8-13 Dec, 2009	Skills development
	Understanding a unique cultural group and its assets	Feb, 2009	Deep Cholistan Field Training

## **Outcome**

1. Twelve persons trained in districts in GIS and mapping including three women
2. Large number of people sensitized and received basic training.
3. Database team trained in Head Office
4. Master trainers available in both districts for upscaling of project

## **Meeting with Stakeholders**

### **PTDC July 2009**

Collaboration was the key to the mapping work in these districts. It was an ongoing effort throughout the duration of the project and good links were established with several representatives from the private sector and the local universities.

Periodic meetings were held in which the stakeholders were apprised of the interesting findings and they were asked to comment and provide insight and directions for further work. Very early on in the Project it was felt that a joint program should be identified since it would not only create a focus but also provide an opportunity for active stakeholder participation. Planning for such a program was carried out step by step, various options were explored and nearing the end of the project, a public event was held at both Bahawalpur and Multan. This was titled “the Multan (Bahawalpur) Culture Dialogue: Sharing and Collaboration Amongst Stakeholders” and the conference titled “People and Memories” which was later broadened in response to UNESCO Year of Rapprochement. These were collaborative events with the Bahauddin Zakriya University (BZU) at Multan and an NGO Saraiki Abdi Majlis at Bahawalpur.

### **Department of Fine Arts, IUB September 2009**

The objective of these events was to bring together on a common platform the opinion makers and the citizens in the district headquarter and through deliberations around a common agenda bring culture into the forefront as a means of promoting peace and harmony amongst people through appreciation of cultural diversity in a predominantly Saraiki speaking area. The events facilitated the advocacy and promotion of cultural assets as identified through the Mapping Project; and engendered a sense of pride and identity in the participants and the people of South Punjab. The theme “People and Memories” was selected as the title, because it was felt by all the partners that such a focus makes it easier for presenters and was a good way to move towards an understanding of cultural diversity represented through the different linguist and cultural sub-groups in the region.

The events were held on February 23, 2010 and March 29, 2010 in Bahawalpur and Multan respectively.

## **Outcome**

1. Greater participation of stakeholders in districts in the project.
2. Greater awareness and appreciation of cultural mapping and its value
3. Interest of people to form local based groups for protection of cultural assets
4. Developing inclusive mechanisms resulted in good links with universities to carry further the project's aims and objectives

## **b) Field Survey and GIS Database**

The field work for mapping cultural assets in both districts involved the preparatory work followed by the Field Survey in the following steps:

1. Selection of field teams and basic training
2. Identification of villages which were known centers of the tangible or intangible culture
3. Planning out movement of field teams (3 teams each for Bahawalpur and Multan)
4. Identifying and meeting with Local Resource person (LRP) at start of work in each village
5. Rapid walk through the village with LRP to identify tangible assets
6. Discussions with local people to list out intangibles to be filled in forms
7. Filling in forms of tangible and intangible cultural assets
8. Check of all forms by respective Supervisors
9. Check by Field Work Coordinator
10. Transmittal of forms to Data Entry Team (Via Hand disk sent through courier)

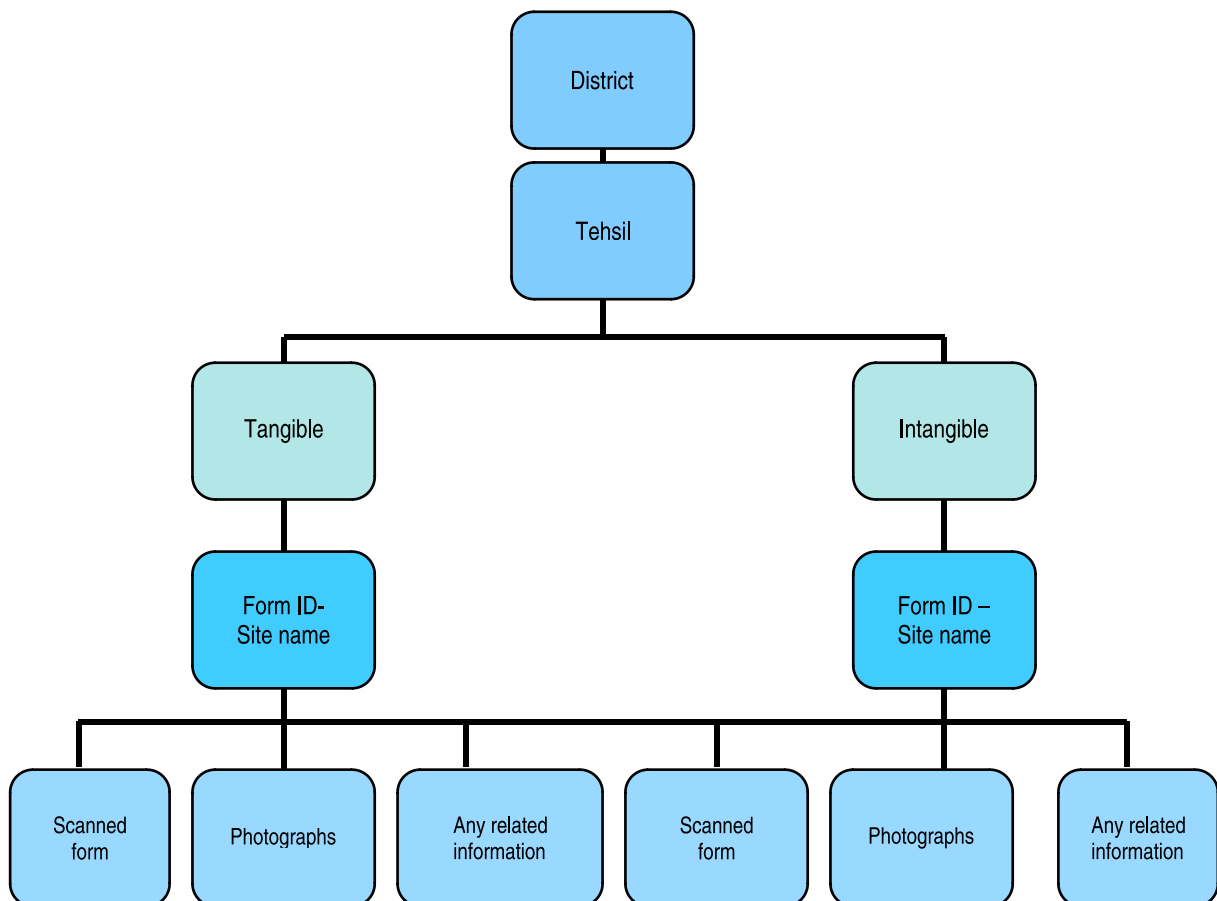
## **Field forms**

The Field Survey Forms were divided into separate forms for tangible assets and intangible assets to resolve confusions arising in the field. This was done in consultation with UNESCO GIS Expert.





Format for developing database was developed as encapsulated in Chart below:



The field work was closely monitored and issues identified were resolved quickly to ensure that information is correctly filled in and quality maintained. A sample of issues and solutions is given below:

## Issues Pertaining to Field Survey

Issue	Solution
Lack of understanding of terminology	Handout 1: prepared for each survey team explaining terminology
Spelling errors of English text	Handout 2: List of spellings prepared
Different spellings used for same word	A chart developed and displayed in the Field Office and Sub-field Office for all teams to use. Uniformity of spelling expected
Common mistakes noticed such as of Ethnic Groups	All teams informed that ethnic groups are not religious sects but “caste” ( <i>zaath/paathe</i> )
Age/Era box incorrectly filled due to lack of knowledge of history	Training sessions held
Captionless photographs	Format for the captions of photographs for description with place, name and date developed
Field forms	The Field Survey Forms were divided into separate forms for tangible assets and intangible assets to resolve confusions arising in the field. This was done in consultation with UNESCO GIS Expert
Organizing Data in a systematic manner	A system developed (See data entry chart)
Other minor issues pertaining to forms	Resolved through training and communication with PVA experts

## Number of villages surveyed

The TOR required that at least 15 villages in each district are to be surveyed. The given unit of a village appeared problematic and it was decided that the work would be done on the basis of Tehsils which are clear administrative divisions with easily identifiable boundaries. Thus teams were sent to different parts of each District with the aim that a representative sample would be covered. In each of the tehsils the start was from a village which had been identified by local stakeholders and/or library research as a known locale of cultural assets which could be a craft or built heritage or music etc.

**Multan District** survey was based on its six towns with the towns (kasbas) covered in each case, followed by selected villages on the periphery and in the rural hinterland. The total number of Villages/towns/ Kasbas mapped is 54 including quarters (mohallas) in densely populated areas such as Multan City

**Bahawalpur District** mapping represents all tehsils and total as 65 village/kasbas/mohallas. During the Bahawalpur mapping, the team was able to record some songs of the riverside tribes along the Sutlej and it was decided that a team would be dispatched to map tribes along the riverside. A unique cache of intangible assets were mapped, a selection of which

has been produced as a DVD. In Bahawalpur district it was also decided to go into deep Cholistan since the periphery villages had revealed such unique and exquisite assets it was felt that the more remote parts would perhaps be important to record.



### **Data entry in GIS database**

This involved the following stages:

- i) Checking data received for Quality Control
- ii) Discussion on filled in forms with UNESCO GIS Expert in Sorting Data files for preparing files for entry in GIS Base
- iii) Entering coordinates from all data forms to GIS Base
- iv) Attaching files to specific data

Total Number of Forms entered for Bahawalpur District is 256 (Tangible-130, Intangible 126) and for Multan District 232 (Tangible -137, Intangible 95).

### **Information drawn and analysed from GIS database**

The database other than the coordinates of each location where cultural assets have been mapped can also be used to collate and analyze information in a fairly simple way. This



becomes most useful for development and/or research projects. In the words of some stakeholders there is already enough information in the database to take it to the documentation stage or carry out research in a variety of subjects for which baseline information is now available.<sup>1</sup>

Since the TORs required that a Strategy for Safeguarding Cultural Assets and future projects should be developed, such tables collating mapped information were prepared by PVA Core team.

### **c) Publications, promotion and advocacy**

Advocacy, publication and promotion were interlinked activities which were carried out throughout the project period.

**i) Advocacy** focused on raising awareness amongst stakeholders and communities, safeguarding of cultural assets both the tangible and intangible. This was achieved through focus group discussions with stakeholders and at some schools, as well as one to one meetings with opinion makets. The District administration was also brought into the loop.

**ii) Publications and promotional** material was prepared as handouts and a brochure explaining the concept of Cultural Mapping which were widely distributed and made available in the field offices.

**iii) A DVD/Video** was also prepared and dispatched to UNESCO-Islamabad for dissemination. This comprises a selection of eight river songs of the Mors of the Sutlej.

Sung in Saraiki by Saber Hussain Mor and Nazir Hussain Mor and subtitled in English (translation by Prof. Zafar Ali Khan), the video acknowledges the rich, but untapped intangible cultural assets of the districts.

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<sup>1</sup> PVA final report: tables on “List of Built Assets in district Bahawalpur: sourced from database forms” Annex 4; List of Built Assets in district Multan: sourced from database forms” Annex 5; and “Table Showing Existing Craft Knowledge in a Selection of Villages Mapped in District Multan & Bahawalpur: sourced from database” Annex 6.

### **River songs of the Mors of River Sutlej**

The Songs in this album are from the repertoire of the Mors, an ancient tribe inhabiting the riversides of the great rivers of the Punjab. The Mors claim descent from the Melluhas, the tribe identified by some scholars as the people of the Indus Valley civilization. The Mors have traditionally earned their livelihood from the rivers as boatswains, fishermen and through making products from the material obtained from the riverside such as reeds for baskets, floor coverings and also the cloth rillis (appliqué bed covers) The selection of songs constitute the intangible assets of the Mor community, collected during the Mapping of District Bahawalpur and Multan. The repertoire is varied with loories (lullabies); dohras (couplets) and river songs as well as mythical stories and folklore. The selections for this album are some of the river songs which the Mors of the River Sutlej have been singing from generations. They are in the local language, Saraiki, and have evolved and may have been adapted over the years to include aspects of the Saraiki culture and the verses or invocation to the region's premiere Sufi poet and philosopher, Khawja Ghulam Fareed. Some of the songs lament the drying of the rivers, the Hakra which is reputed to have dried in circa 1500 BCE and lately the Sutlej which is now without water, depriving the Mors of their livelihood and culture.

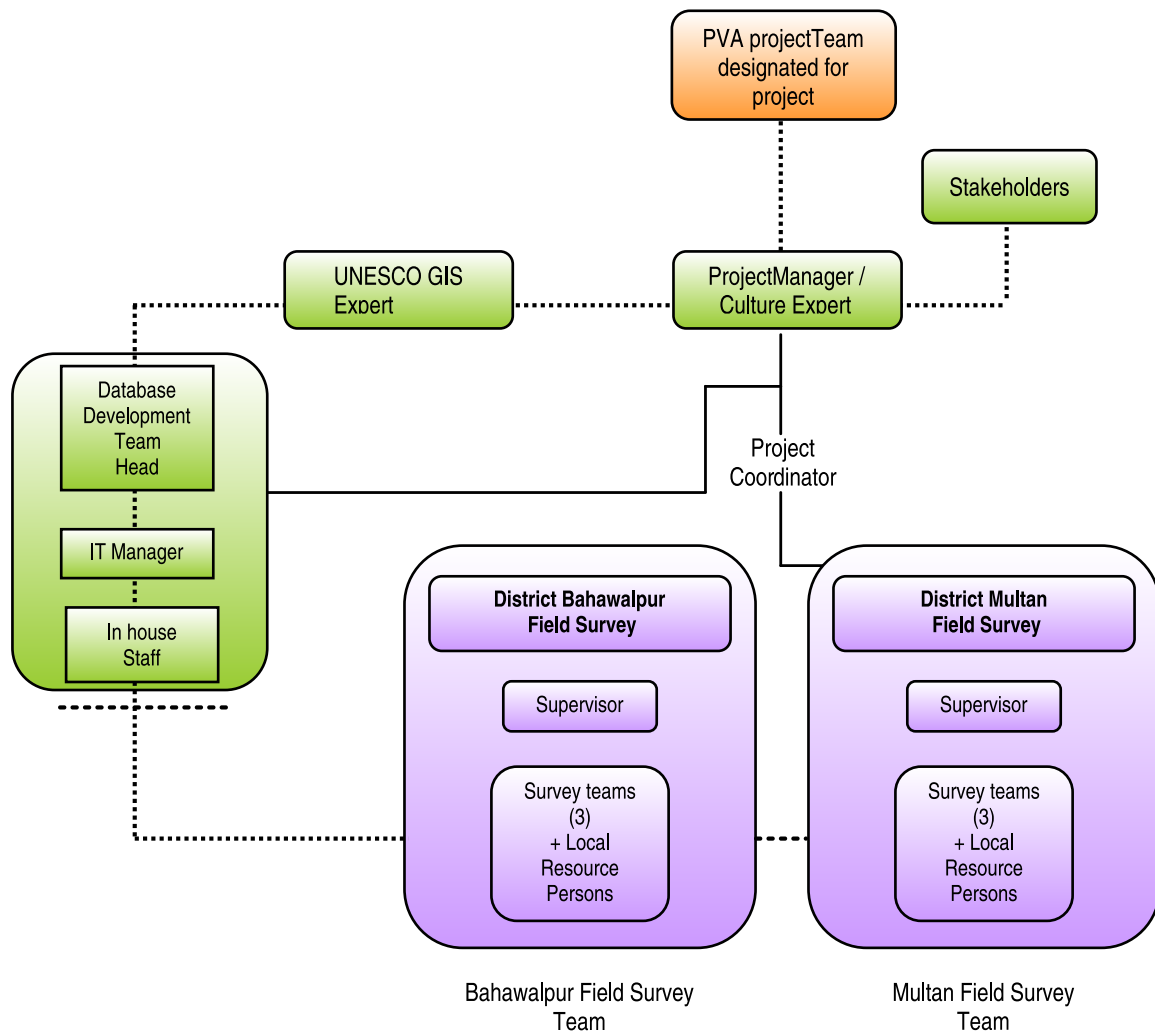
iv) Conference on “Rapprochement of Cultures: The Multan (Bahawalpur) Cultural Dialogue” was held as an awareness raising, promotion and collaborative activity, as described in c-iii above and attached as Annex to the PVA report. This was organized within the framework of the International Year on Rapprochement of Cultures.

#### **d) Strategy and Future Projects**

Considering that this constituted an important stage of how the usefulness of Cultural Mapping could be demonstrated to the communities, the PVA core team started preparing for it from inception. Team members were assigned tasks which would provide an analytical view of various aspects, one such report is the Situational Analysis for the Craft Sector in the two districts which was prepared by PVA Culture Resource Person (Crafts).

### **VI.6.4 Management Systems and Quality Assurance**

The following management system, as proposed, was made operational which envisaged the setting up of two field offices in the districts with field staff headed by a Field Coordinator. The Database was maintained in the Head Office and developed by trained staff. The Chart below delineates Management System set up for the project.



## Organizational chart for project implementation

1. A format for the internal reporting system for all team members was developed, including for Field Supervisors, Field Coordinator.
2. Field Coordinator reported weekly on progress to PVA head office
3. Data from Field was transferred to HO on External Hard Disk through Courier
4. Quality Check at 5 levels (Supervisor, Field Coordinator, Database developers (HO), PVA Expert, oversight by UNESCO GIS Expert
5. Information on Data received from field is maintained in HO on specified format
6. Frequent visits were made to the field offices and villages by PVA experts to resolve problems and assure that mapping is result oriented.



### **VI.6.5 Quality Assurance Mechanisms**

Quality assurance mechanisms were built in during the testing stage. This was part of the training of the field team aimed at ensuring that the first level of information was correctly entered and truly reflective of the community's assets.

A proforma to assess the Data for quality check was developed by the database team. Additionally frequent visits were made by PVA Core team members who were required to submit a report after each visit to enable identification of any problems/issues immediately. Joint meetings with all teams from both districts were also held periodically to keep all team members on track through sharing experiences. The Supervisors were also invited to the Head Office and dedicated training sessions were held with them for transfer of knowledge on the GIS system. PVA endeavoured that the teams should be made fully aware of procedures as well as achieve a greater understanding of culture and cultural assets.

### **VI.6.6 Exit Strategy**

- a) Reports dispatched to UNESCO Islamabad contained recommendations regarding various aspects of the project, focusing on upscaling, expanding and deriving projects to link culture to development.
- b) Master Trainers were made available in both districts
- c) GIS Database was ready for transference to UNESCO approved/designated center. At Lahore the proposed locations were UNESCO-Department of Archaeology (GoPunjab) Documentation Center at Lahore Fort.
- d) Reports suggested setting up a center in South Punjab or at the district level where a lot of interest had been generated and universities were keen to set up a data/documentation center.



## VI.7 SHARING OF EXPERIENCES

### VI.7.1 Project strategies

In general, consultation with stakeholders was an integral part of the strategy adopted for the implementation of the mapping project. The wide range of stakeholders/UNESCO partners included the federal, provincial, district and local level governments; local communities; partner NGOs; universities; schools; teachers and also the donor.

### VI.7.2 First Experts' Meeting, 7-8 May 2008

Since a number of agencies/individuals are carrying out similar exercises at the national, regional and also international levels, there was a need to bring together the diverse experiences for adoption of best practices most appropriate for local conditions. Moreover, the interest of the Government of Pakistan in mapping of the country's cultural assets and developing a national database necessitated the need for a standardized system to ensure uniformity at the federal, provincial and local levels. However, the main objective of the meeting was to finalize a framework for cultural mapping; data collection and data management.

While by and large, the proceedings focused more on the achievements of participating agencies/experts, **Dr. Ayesha Pamela Rogers** gave a very comprehensive presentation on

principles and benefits of cultural mapping. She highlighted the definition and goals of cultural mapping stressing the difference between inventory and cultural mapping in terms of community participation, the wide range of tangible and intangible cultural heritage and the variety of methodologies involved – particularly database and GIS. The importance of the right methodology was one of the important point raised by her and the need for agreement on an ethical and conceptual framework and some of the basic approaches that can be used, such as the issues of extractive mapping and the need for training and capacity-building at the community level. Dr. Rogers also highlighted the role of heritage professionals as trainers and data collectors in collecting information on heritage identified at the local level, by the communities. The presentation ended on the note that cultural heritage is dynamic and constantly changing. It is this aspect of culture that we want to capture.

**Mr. Uxi Mufti**, then Executive Director, Lok Virsa (Folk Heritage) presented a very complete picture of both tangible and intangible cultural heritage of Pakistan. He wanted the group to read the book, “Documentation of Performing Arts in Asia and Computer Retrieval Systems”. He was the only participant who raised the issue of copyright highlighting the importance of ownership staying in the hands of the traditional bearer communities.



All the effort that went down in saving Moenjodaro for 30 years have not borne any results, so now we need to concentrate on “Saving the Abstract You” . He pointed out that 99% of the country’s cultural skills are unwritten, undocumented and unmapped. He was concerned about the standardization of cultural mapping that we were talking about, especially in terms of mapping verbal art, ballads and tales, languages and performing arts.

**Mr. Salman Beg** spoke mainly about AKCSP’s interventions on built heritage. He shared with the group how AKCSP had begun mapping in the Northern Areas. He described the thematic areas which the Historic Cities Programme covered, all hinging on restoration and reuse of landmark buildings. They include rehabilitation of historic settlements, skills development and documentation of built heritage developed in conjunction with the intangible cultural heritage. Mr. Beg also highlighted that initially all the documentation was done by international experts, who trained local people. They have now shifted to using this trained core group to continue the process. He mentioned in particular, these groups of young women who were using total stations to map historic settlements.



The presentation on Heritage Foundation focused on the achievements of Heritage Foundation in the wider sphere of heritage conservation, particularly in the earthquake-hit areas.

**Mr. Abdul Hameed** from Hazara University, in his chronological presentation mentioned the large number of pre-historic archaeological sites, with tables and numbers. He progressed progressively up to the British Period describing the range of heritage and the types of heritage recorded by the Hazara University team. They described the data base constructed for documentation and management of the museum objects in Peshawar Museum.

On this last presentation **Dr. Mahmood Hussain** observed that most of the work on documentation is focusing more on the tangible or built heritage and less on the intangible cultural heritage. It was agreed that ways needed to be found to disseminate and mainstream information about cultural mapping in language accessible to general readership.

The participants got a very good briefing on GIS and database construction from **Mr. Yawer Saeed Ansari**. According to him, the preliminary template developed by UNESCO Consultants at the Mansehra workshop, did not complement or correspond to the GIS. “It is a collection form, which will have to be translated into a database in conjunction with a database team or Advisers”. He was concerned about the scale of mapping and stressed that decisions would need to be made regarding scale before the actual exercise begins. This, he said was related to the GPS accuracy we would need in the field. He described the two kinds of databases – dynamic and static and thought that decisions need to be taken in this direction too.

On the second day of the meeting, experts focused their discussion more on the draft data collection template and methodology. Input from the assembled experts fell into three broad categories: specific comments on the structure and design of the template; concerns about the use and function of the database methodology; and conceptual issues arising from the overall approach being proposed.

Some important points raised during discussions pertaining to the database methodology as a whole are given below:

- It is important that the database methodology be discussed before concentrating on details of the form; otherwise there is a risk that the document or tool becomes more important than the cultures being mapped

- The experts must not take a simplistic view of the universe being mapped, but must be sensitive to the complexities faced by those actually living it
- We need to be aware of the limitations of the data collection process and to state those limitations clearly, perhaps in the form of a preface to the template itself. In particular, the moralizing influence, social contexts and intangible aspects of culture cannot be mapped and we must acknowledge this
- We must be clear about who the data is being collected for and for what purpose
- The mapping process must supply training for data collectors and monitor the results closely so that errors and lacunae can be addressed promptly
- There is a need to focus more on the issues of classification: should data be collected by listing all possibilities or be defining broad categories? This is a fundamental issue of overall approach to database methodology
- The methodology must ensure that information and the process of collecting it are owned by the local communities and that the outcomes bring benefits at local levels

On the broad, conceptual background to cultural mapping:

- Data collection is just a tool for identifying, locating and measuring culture; a tool which has to be amenable to quantification. As such, it is a tool which can operate on the object of your concern but it cannot tell you what it really is, because that is both intangible and unquantifiable. Such understanding comes only through the intellect
- There is a real risk that mapping and quantification of culture can result in its changes and even destruction
- Cultural mapping has broad goals: to bring collective pride in culture; to provide opportunities for economic regeneration and to conserve
- Some aspects of traditional culture may be unacceptable to us today. However, they are part of the reality of our culture and we have a responsibility to not romanticize them, but to record them honestly. We should not operate from a judgemental human rights perspective

The Experts' Meeting resulting in a number of positive and substantial outcomes:

- It led to a wider and deeper understanding among the participants of what cultural mapping comprises and how it can contribute to both preservation and development
- Many important points regarding the overall concept and design of the mapping project were highlighted, particularly as regards ethics and standards, collection of GIS usable data, limitations of the methodology and issues of classification
- Although a final detailed format for the data collection template did not result, important decisions were made concerning its design and implementation. The outcome was a clearer understanding of how to move forward

### **VI.7.3 Second Experts' Meeting 15-16 June 2009:**

Following the First Experts' Meeting, a GIS compatible template was developed for data collection and was successfully field tested. A database for cultural assets of NWFP was established in December 2008 at the Hazara University in Mansehra and subsequently, handed over to the end-users (Hazara University).

As the project progressed, the introduction of GIS for data collection created a lot of interest by and large and turned out to be a rewarding and fruitful exercise. Workshops on GIS conducted in Mansehra and Peshawar were largely attended by participants not only from other districts, but also from other provinces of Pakistan.

Information-sharing among organizations and experts regarding their respective data collection initiatives has remained far from generous, so that all the sporadic activities towards preservation and promotion of Pakistan's cultural heritage are hardly making any positive impact. UNESCO felt the need to bring together all concerned individuals and organizations to interweave their adhoc efforts in order to develop a more efficient and effective system of safeguarding the country's diverse and vast legacy. By organizing the Second Experts' Meeting, UNESCO Islamabad provided a platform to culture experts for sharing information so that all authentic, available information may be entered into one standardized system or database developed by UNESCO. Concerted efforts to enrich the database, UNESCO believes can be eventually scaled up at the national level.

The overall objective of the meeting was therefore, to convert available information on cultural assets – both tangible and intangible – in the specific format developed by UNESCO and enter in the national database.

**Syed Aqil Shah, the Minister for Culture from NWFP** (Khyber Pakhtunkhwa) graced the meeting despite the extremely tense situation in his province. Syed Aqil Shah maintained that, "bringing to the forefront, the significance of culture in its diverse forms is one of the most crucial tasks in pursuing objectives of peace, national integration and national cohesion and for creating a better image of Pakistan". However this, he said, could be achieved only with concerted efforts.

**H.E Mr. Robert Kville, the Ambassador of Norway** in Pakistan, opened his speech by sharing with the guests, Norway's interest with reference to this particular project. Despite historic and cultural differences and geographical distance, there are bonds between Norway and Pakistan as a result of several years of cooperation. These bonds are further strengthened by the many citizens of Pakistani origin, now living in Norway.



Concentration is a key word in Norway's development programme, whereby, the focus is on three thematic areas – education, good governance and culture. "We do not work all over Pakistan and we choose our cooperation partners very carefully", said H.E. Mr. Robert Kville, "In the area of culture, UNESCO is a prominent partner for us, in Punjab, in the Northern Areas and of course in the North West Frontier Province". The Norwegian Government has been working with UNESCO Islamabad since 2001.

The Honourable Amabssador believes that a country's economy cannot thrive without culture. Political and social stability would be hard to achieve without knowledge of the traditions and the cultural heritage a nation's life is based upon.

The presentation by **Mr. Yawer Saeed Ansari, GIS Expert**, set the tone for technical discussions that were to follow the opening session. To attain a proper mapping and documentation of cultural assets, a standard platform for data collection was required. Nevertheless there are many approaches possible, but Geographical Information System (GIS), was selected owing to its versatile, flexible and friendly user interface, but yet very powerful analysis capabilities. The presentation described some of the capabilities of GIS and what it can do.

***"Culture is an asset in itself – not a garniture that we can do without".*** H.E. Mr. **Rober Kville, Ambassador of Norway to Pakistan**

An effort was made to standardize the field data collection techniques. Initially designed 27 page form was reduced to a 3-page form catering for tangible and intangible assets. This 3-page form emphasizes on basic information of a cultural asset and has been a standard approach since the start of the Project. Initially, a pilot project in Mansehra District was carried out where this standard form was tested for its usefulness and field techniques were standardized. The most important endeavor was to standardize the approach of cultural mapping leading to a national database. After successful implementation in Manshera, this approach was utilized in Chitral, Mardan, Peshawar, and recently, in Multan and Bahawalpur. The enormous amount of data being gathered from these districts would be converted into GIS. Mr. Ansari's presentation described some capabilities on how GIS handles the database of cultural assets. One pertinent aspect was the ability of GIS to relate intangible information to a particular geographical place. Any type of information, like movies, pictures, documents, audio narration etc. can be attached to and retrieved from the database.

## Technical Sessions

UNESCO's presentation was delivered by the three key team members from Peshawar, Mardan and Mansehra, Mr. Jawad Aziz, Mr. Abdul Hameed and Mr. Abid ur Rehman. Accordingly, the presentation was divided into three parts. The first part was delivered by **Mr. Jawad Aziz**, Project Officer, UNESCO Islamabad, who highlighted the concept of cultural mapping and explained why it was necessary to map the cultural assets. He also spoke about the beginning of the Project Office in Peshawar and the strategy on "community involvement" adopted by the team. **Mr. Abdul Hameed** took over from Mr. Aziz and went on to explain the details about the various types and number of cultural heritage identified and mapped so far. He also touched upon the newly adopted strategy of involvement/participation of school children in the mapping process, which has sparked tremendous response and interest from other schools in the vicinity. **Mr. Abid ur Rehman**, spoke about the newly established database at the Hazara University and the data collection and data entry system adopted by the team members. Mr. Rehman also shared with the participants, the new archaeological discoveries made during the mapping process, which consist of a series of rock paintings and nine stepped wells dating back to the Buddhist period.



**Ms. Yasmeen Lari, Executive Director, Heritage Foundation (HF)** highlighted the vulnerability of heritage assets in a post-disaster scenario, as witnessed during and after the earthquake of October 2005. Ms. Lari's presentation underscored the concern of HF for safeguarding endangered heritage and traditions by devising methodologies for their preservation. Since the 2005 earthquake, Heritage Foundation has continued to emphasize the loss of urban and vernacular heritage during the reconstruction phase through wilful destruction in pursuit of modernity and 'building back better'. The cataloguing of heritage assets in the Siran Valley in early 2006, and the publication in the form of HF's National Register of Historic Places of Pakistan (2008) was carried out to draw attention to the need for protection of heritage-at-risk.

**Mr. Safiullah Beg**, representing the Aga Khan Cultural Service, Pakistan (AKCSP) delivered a presentation on the restoration and reuse of landmark monuments in the Northern Areas, with particular focus on Gilgit, Skardu, Ghanche, Astore and Diamer. AKCSP adopts a strategy of community-based rehabilitation, giving a sense of belonging and ownership to the local population.

The Ganesh settlement – a rare example of heritage conservation by local communities within AKCSP's programme area activities in each district vary. In Ghizer, located in the Hindukush mountain region AKCSP is engaged in inventorying and documentation of cultural heritage whereas in Gilgit, Skardu and Ghanche AKCSP is implementing major restoration and conservation projects. Similarly in Astore and Diamer districts AKCSP has initiated baseline survey of cultural heritage. The main thematic areas are:

1. Restoration and Reuse of landmark monuments
2. Community-based Rehabilitation and up gradation of historic settlements
3. Institutional development and capacity building
4. Inventorying of cultural heritage
5. Promotion of traditional music and festivals
6. Heritage-based enterprise development

Besides cluster villages, AKCSP has so far, documented around 919 cultural assets in the Northern Areas, which include archaeological sites, monuments, living cultures, traditional music, arts and crafts. AKCSP's conservation projects owe their success to the happy blend of simple methods and modern technologies,

The presentation by **Ms. Feryal Gauhar** focused on the work done by the Heidelberg Academy of Sciences and Humanities, Germany, on the rock carvings in Chilas, that stand threatened with the construction of the Basha Dam, in the Northern Area. Ms. Gauhar's