

Pakistan has vibrant culture, says UNESCO rep

Islamabad: Vibeke Jensen, UNESCO Representative to Pakistan said that Pakistan has an incredibly rich and diverse society in terms of culture, creativity and cultural expressions which should be harnessed in the development of a dynamic economy.

She was speaking at National College of Arts (NCA) Rawalpindi in a dialogue to address the Role of Diverse Groups in Cultural and Creative Industries and marked The World Cultural Diversity Day.



Vibeke Jensen highlighted that the event is organized within the framework of a UNESCO- Danish supported Center for Culture and Development (CKU) project which aimed at mobilizing a wide range of stakeholders on the importance of the Government of Pakistan for ratification of the 2005 UNESCO "Convention for the Protection and Promotion of Diversity of Cultural Expression", adding further that the event would be helpful to develop a comprehensive and inclusive culture policy.

Dr Nadeem Omar Tarar, Director, NCA welcomed all the participants and discussed the role of NCA with respect to developing the potential of youth for contemporary culture and creative Industries.

Fouzia Saeed, Executive Director, Lok Virsa said that women was an integral part of the sustainable development. She expressed that women should not be afraid of the cultural diversity and should express themselves through creativity. She mentioned that women are repository of the culture as they hold the first place where the culture and diversity gets transferred to the next generation.

UNESCO's implementing partner, Center for Culture and Development (C2D) believes to promote and recognize the role of women in creative industries. Izza Khan, Executive Director, C2D emphasized on the importance and recognition of the diversity of roles of women at all levels for prosperity of the nation.

Atif Sheikh, Executive Director of Special Challenge Exchange Program, emphasized on the role of Persons with Disabilities in Creative Industry. He quoted examples of such talented people who were able to achieve economical independence despite of such physical dependencies.

Source: <http://nation.com.pk/national/31-May-2016/pakistan-has-vibrant-culture-says-unesco-rep>