

Policies on culture, creative sectors urged for socio-economic development

Karachi: Pakistan possesses tremendous opportunities for boosting its rich cultural and creative sectors for socio-economic and sustainable development, said UNESCO consultant and international expert on culture and creative economy, Andrew Senior, on Monday. Addressing the opening of the consultation meeting on policies for Pakistan's creative sector, he said the contemporary creative arts works, including audio-visual performing arts, music, publishing, interactive media design and creative services, were rapidly emerging and opening new horizons from rural areas to urban cities in the country. Adopting a strong cultural and creative sector policies and placing culture and respect for cultural diversity at the heart of development strategies was the key for successful globalization, he said. A similar consultation took place in Lahore last week, and a third meeting is scheduled for Islamabad later in the week, he added.

Senior said that UNESCO had launched a series of consultations to engage key stakeholders such as government actors, representatives of the civil society organisations, including women, youth, media and marginalised groups as well as young entrepreneurs, to raise awareness and to discuss key challenges and opportunities in order to make policy recommendations for Pakistan's culture and creative sectors.

"The purpose of these consultations is also to build support for signing of the 2005 UNESCO Convention for the protection and promotion of diversity of cultural expressions. It is expected that success stories will be collected to demonstrate the creative sector's contribution to economic growth, job creation and social inclusion in Pakistan."

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