

**REPORT BY A NON-GOVERNMENTAL ORGANIZATION ACCREDITED
TO ACT IN AN ADVISORY CAPACITY TO THE COMMITTEE ON ITS
CONTRIBUTION TO THE IMPLEMENTATION OF THE CONVENTION**

**Deadline: 15 February 2023
for examination in 2023**

File may be downloaded at:
<https://ich.unesco.org/en/forms>

*Please provide only the information requested below.
Annexes or other additional materials cannot be accepted.*

A. Identification of the organization

A.1. Name of the organization submitting this report

A.1.a. *Provide the full official name of the organization in its original language, as it appears on the official documents.*

THAAP

A.1.b. *Name of the organization in English and/or French.*

THAAP

A.1.c. *Accreditation number of the organization (as indicated in all previous correspondence: NGO-90XXX)*

90367

A.2. Address of the organization

Provide the complete postal address of the organization, as well as additional contact information such as its telephone number, email address, website, etc. This should be the postal address where the organization carries out its business, regardless of where it may be legally domiciled. In the case of internationally active organizations, please provide the address of the headquarters.

Organization: THAAP

Address: 43 G, Gulberg III, Lahore

Telephone number: +92-300-8464619

Email address: sajidavandal@gmail.com

Website: www.thaap.org

Other relevant information: pvandal59@gmail.com

A.3. Contact person for correspondence

Provide the complete name, address and other contact information of the person responsible for correspondence concerning this report.

Title (Ms/Mr, etc.): Ms

Family name: Ubaid

Given name: Meeza

Institution/position: Secretary to THAAP Heritage / ICH Expert

Address: Chapal Beach Luxury Apartments, Clifton Block 4, F-105, Karachi

Telephone number: +92-321-5124436

Email address: meexa_rishi@hotmail.com

Other relevant information: bmushtaq33@gmail.com

B. Contribution of the organization to the implementation of the Convention at the national and international levels (Chapter III and Article 19 of the Convention, paragraph 156 of the Operational Directives)¹

Distinguish between completed activities and ongoing activities contributing to the eight thematic areas of the Convention's Overall Results Framework², as well as to the preparation of periodic reports, nominations, proposals and requests under the Convention's international cooperation mechanisms. If you have not contributed, this should be indicated. Also describe any obstacles or difficulties that your organization may have encountered in such participation.

B.1. Describe your organization's contribution to strengthening **institutional and human capacities** for safeguarding intangible cultural heritage.

Not to exceed 250 words

THAAP since its inception in 2006, has been actively involved in the ICH sector, at the level of capacity building and safeguarding. It has focused on transmittal of cultural knowledge working closely with tradition bearers and youth, both at the community level and through programs organized in higher education institutions and schools. Its major contribution has been in linking Tradition Bearers to educational institutions and developing pedagogies to create a nexus

1. In case your organization operates in several States, please indicate clearly which State or States are concerned by your answers where appropriate.
2. For further information on the Overall Results Framework, please refer to the Chapter 8 of the Basic Texts of the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage: <https://ich.unesco.org/en/basic-texts-00503>

between traditional and contemporary knowledge. THAAP formalized its Culture and Development Program by establishing a subset in 2010, through which several safeguarding activities & projects have been organized in ICH domains (traditional art and craft, performing arts oral folklore, medicinal practices). THAAP's, NPO platform has experts and practitioners working for development and culture programs, a resource which is offered to institutions and organizations, for capacity building and for developing Safeguarding Programs at the grass root and government level. and organizations.

THAAP developed the CBI form, which received concurrence of all provincial and state governments and was formally adopted. THAAP carried out CBI capacity building workshops for state institutions, NGO sector and other stakeholders. It carried out the first CBI of ICH in Pakistan, in collaboration with government and the local Kalasha communities, the smallest religious minority of Pakistan. Among the 49 ICH elements inventoried, one was inscribed on the Unesco USL in 2018. THAAP also developed the National Guidelines for Integrating ICH in the School System in collaboration with stakeholders, which was also adopted by the national and provincial governments.

B.2. *Describe your organization's participation in activities related to the **transmission of and education** for intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.*

Not to exceed 250 words

THAAP's youth program aims to engage youth in safeguarding heritage and promotes intergenerational transfer of cultural knowledge in schools through collaboration with Intangible Culture tradition bearers, scholars and experts. THAAP's forte is engaging stakeholders in innovative and creative ways, such as heritage entrepreneurship, to further its prime mission of safeguarding of cultural assets through sustainable community engagement.

While THAAP has been engaged since 2007 in partnership with UNESCO over several projects. In (2017-18) THAAP participated in the mapping component of Korean funded, UNESCO project, "**Community Involvement for the World Heritage Conservation and Sustainable Development**". This involved mapping of the extant and endangered traditional Building Crafts of the Punjab, concentrating on the areas of Multan, Bahawalpur, and Lahore. Followed by the 2nd Stage of the Project in which the THAAP worked with the community of stakeholders, craft person, architects' designers to develop ways and means to enhance community engagement with heritage sites. This work also focused on developing pedagogies of mainstreaming traditional ICH knowledge in Higher Education. It also focused on identification and inventorying of Tangible and Intangible Cultural Asset, Preparation of Resource Kits and other material, identification of informed community elders and tradition and knowledge bearers. Further the Project targeted engaging communities, in particular the youth, and strengthening their role in management and protection of the heritage. This was achieved through the capacity building and engagement of key stakeholders such as youth, school children, teachers, community living near heritage sites and general awareness raising.

B.3. *Describe your organization's participation in the **inventorying and research** of intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.*

Not to exceed 250 words

THAAP specializes in creating awareness and ownership of communities and individuals towards their cultural heritage assets which is anchored in exploring these assets to enhance livelihood and thus the economic wellbeing of communities. THAAP's work in cultural industries has established a sizeable network of artisans through its women empowerment/entrepreneur and livelihood projects in South Punjab. THAAP was set up for purposes of working within culture

and heritage sectors, to strengthen the nexus between culture and sustainable development and safeguarding communities' inalienable rights to their culture, particularly the intangible aspects of the Cultural Heritage. The organization endeavours to promote and create an appreciation of cultural diversity as a means towards harmony and peace amongst communities.

At THAAP the focus is on a) strengthening the skills of its in house members/staff working on ICH related areas; b) developing methodologies for integrating participatory approaches and c) introducing ethnic, religious, spiritual and age-related diversities in their activities.

THAAP documents ICH through research, in-depth interviews, observation, informal communication, and photo & video documentation. Then, through participatory approach and direct collaboration with ICH communities, THAAP identifies and defines ICH elements through community-based inventorying with prior consent of the ICH communities.

In order to make community-based inventorying possible, THAAP also conducts consultations, capacity building and awareness raising workshops for ICH communities on the 2003 Convention, discusses communities' rights and current risks and challenges in practicing their ICH.

THAAP's research dissemination forum of the Annual Conference, Talks, seminars and its Journal provides a platform for researchers, practitioners and scholars to share, present and publish their work. THAAP has a number of books to its credit and an Annual Journal since 2012

B.4. *Describe your organization's participation in developing **policies, as well as legal and administrative measures**, for safeguarding intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.*

Not to exceed 250 words

THAAP has been actively pursuing impact at the policy level and creating awareness towards critical issues which hamper the statutory and institutional support for a people centered inclusive framework to support ICH. The struggle has received some success but much more needs to be done. THAAP's extensive work since 2010 in "Integrating ICH in education and learning" has made some difference in the private school system but the government has yet unable to develop a framework for education and culture departments to work together to develop an Action Plan, despite the enthusiasm, efforts are needed for adoption of the "National Guidelines for Integrating Education in the School System and Learning" (UNESCO-THAAP collaboration 2011).

THAAP's endeavour in Safeguarding Traditional Crafts, working closely with ICH communities in 7 districts in the Punjab, resulted in strengthening of the Cultural industries and entrepreneurship which had impact at the grass root level and the recognition by government, on the importance of this sector particularly in terms of bringing women in the workforce. Their support for marketing is slowly growing and beneficial. However, dependency on sporadic exhibitions is not enough. THAAP is actively trying to get more viable marketing pathways opened and standard setting means established to support this sector.

CBI methodology and its adoption country wide has been achieved by THAAP in collaboration with the State Cultural Department and the provincial counterparts. This is now in use. However, the legal framework for safeguarding ICH as a consolidated law is still under discussion.

B.5. Describe your organization's participation in promoting the **role of intangible cultural heritage and its safeguarding in society**. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

THAAP has developed a network of artisans through its women empowerment/entrepreneur and livelihood projects in South Punjab. THAAP has established a network of about 15000 craft persons. THAAP was set up for purposes of working within culture and heritage sectors, to strengthen the nexus between culture and sustainable development and safeguarding communities' inalienable rights to their culture, particularly the tangible and intangible aspects of the Cultural Heritage. The organization endeavors to promote and create an appreciation of cultural diversity as a means towards harmony and peace amongst communities.

THAAP works in close collaboration with stakeholders, including government, non-government local organizations, tradition bearers and experts to bring together the diverse knowledge that is required for successful implementation of culture projects. THAAP engagement with local communities, scholars and the tradition bearers is a special feature

B.6. Describe your organization's participation in **raising awareness** about intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

THAAP's main forte is creating awareness and ownership of communities and individuals towards their cultural heritage assets which is anchored in exploring these assets to enhance livelihood and thus the economic wellbeing of communities. THAAP's work in cultural industries has over the years established a sizeable network of artisans through its women empowerment/entrepreneur and livelihood projects in South Punjab. The organization endeavours to promote and create an appreciation of cultural diversity as a means towards harmony and peace amongst communities.

THAAP's forums for dissemination such as the talks, round tables, seminars, and the Annual Conference is a regular feature to promote the ICH through awareness and knowledge. It especially focuses on encouraging young researchers to work with seasoned experts to transmit knowledge and methodologies. The organizations work within communities is continuously evolving and growing organically with more refined and rapid methodologies in place to reach communities. THAAP has been actively pursuing awareness raising in communities in 3 provinces.

THAAP has also published books on ICH which have been well received and has created awareness and impact. Its latest book is, 'From Tsiam to the Hindukush,' which was written on the Kalasha Community. It is a THAAP UNESCO joint publication. Alongside THAAP has annual Journals.

B.7. Describe your organization's participation in **facilitating the engagement of communities, groups and individuals, as well as other stakeholders, for safeguarding intangible cultural heritage**.

Not to exceed 250 words

The methodologies used for this engagement in communities varies in the face of the ground realities. THAAP avoids "one solution fits all" approach and develops the strategic goals and inventions on a case to case basic. This is accomplished within a framework of guiding principles such as people cantered approach, inclusivity with particular focus on the marginalized, the poor, the differently abled, the LBGTI+ community, social, human, environmental and economic sustainability.

The overall goal that THAAP promotes is to develop a community driven attitude and approach. Thus, strengthen communities' capacity to prioritise, plan, implement and safeguard their ICH be trained to carry forward the CBI process, intergenerational transmittal of cultural knowledge, seek opportunities for economic and social wellbeing of their communities. THAAP success stories which are examples are the Kalasha communities which have successfully pursued their goals for safeguarding their ICH with little reliance on THAAP handholding although consultations continue from time to time. The other sustainable outcome has been the CCI initiative in South Punjab where communities have developed excellent systems and networks in the region with THAAP constantly experimenting with marketing channels which can be sustainable for the long-term including attempting government to set up viable systems through public private partnerships.

B.8. Describe your organization's **engagement in cooperation at the bilateral, subregional, regional or international levels** for the implementation of the Convention, including initiatives such as the exchange of information and experience, and other joint initiatives.

Not to exceed 250 words

THAAP has participated in the UNESCO Intergovernmental meetings at 15 COM, 16 COM and 17 COM. THAAP has also participated in regional events in South Korea, China and Paris. THAAP's CEO (Sajida Haider Vandal) has been the UNESCO 2003 Global facilitator for workshops in Sri Lanka, Brunei, Malaysia, Indonesia, China and Bangladesh. THAAP's Secretary (Meeza Ubaid) has recently been inducted as UNESCO 2003 Global Facilitator.

B.9. Describe your organization's involvement in or contribution to the drafting of the national Periodic Report on the implementation of the Convention.

Not to exceed 250 words

This was done by the Federal Government itself although THAAP had been sending reports on collaborative activities.

B.10. Describe your organization's participation in the preparation of nominations to the Urgent Safeguarding List or Representative List, requests for International Assistance or proposals of Good Safeguarding Practices.

Not to exceed 250 words

THAAP worked in the Kalasha Valleys from 2015 – 2019. It conducted the first ever CBI of Pakistan and during that, Suri Jagek was also Inventoried.

THAAP was involved in the preparation of the nominations on Suri Jagek. THAAP directly worked with concerned communities, carried out field research, developed the concept of the photo & video materials and together with the community members prepared the entire nomination file.

Suri Jagek is the first Independent element inscribed on the UNESCO Urgent Safeguarding List from Pakistan. It was inscribed in 2018 on 13 COM.

THAAP has been asked by the Government of the Punjab to develop a nomination dossier with the communities of chunri makers to enable the state party for present it for inscription in the next UNESCO round.

C. Cooperation with UNESCO

Has your organization carried out activities in cooperation with UNESCO? If yes, please tick the relevant boxes and provide information in the box below.

- Direct cooperation with UNESCO (Headquarters and Field Offices)
- Activities for which you have received the authorization to use the emblem of UNESCO/of the 2003 Convention
- Cooperation through the 2003 Convention's Global Network of Facilitators
- Cooperation with Category 2 Centres
- Cooperation with National Commissions for UNESCO
- Cooperation with UNESCO Chairs
- Financial support from the Intangible Cultural Heritage Fund
- Financial support from the Participation Programme
- Other types of cooperation

Not to exceed 250 words

D. Participation in the work of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage

D.1 Has your organization participated in the sessions of the Committee? If so, please indicate which sessions you attended and whether you had any specific role during these meetings.

Not to exceed 250 words

Yes, THAAP has experience in participating in the work of the Intergovernmental Committee for the Safeguarding of ICH represented by its director and national ICH experts.

Prof. Sajida Vandal attended the 15 COM in Port Louis 2018, where Suri Jagek was inscribed on UNESCO Urgent Safeguarding List.

She also attended 16 COM where Falconry was Inscribed.

Meeza Ubaid, attended 17 COM held in Rabat, Morocco in 2022 where other than the General Assembly Sessions, we also attended NGO Forum Sessions and all the side events and have become part of all the working groups.

D.2 Has your organization served as a member of the Evaluation Body (paragraphs 26 to 31 of the Operational Directives), or as a member of the Consultative Body (between 2012 and 2014)? If so, please indicate the period.

Not to exceed 100 words

No

D.3 *In what way(s) has your organization provided advisory services to the Committee (paragraph 96 of the Operational Directives) or in what way(s) do you foresee that it might provide such services in the future?*

Not to exceed 500 words

N/A

E. Capacities of your organization to evaluate nominations, proposals and requests (paragraphs 27 and 96 of the Operational Directives):

E.1. *Nominations, proposals and requests are available for evaluation only in English or French. Do members of your organization or your staff have a very good command of English or French? If so, please indicate which language(s) and the number of those members or staff.*

Not to exceed 250 words

THAAP's staff members and affiliates have advanced command of English, all of them have international experience. All of them have expertise in different domains of ICH – Oral Traditions and expressions, folk music, traditional knowledge and practices concerning nature and the universe, social practices and rituals, sacred sites as community-conserved areas, traditional Games, medicinal knowledge etc.

E.2. *Does your organization have experience in working across several intangible cultural heritage domains? Please describe your experiences.*

Not to exceed 250 words

THAAP has the capacity and experience of working in all the main domains of ICH.

E.3. *Describe the experience of your organization in evaluating and analysing documents such as proposals or applications.*

Not to exceed 250 words

THAAP is well equipped to offer its services in both analysing documents and SG proposals based on extensive field experience and academic work. Many of THAAP members are university and school academics well versed in the methodologies, requirements, and ethics of evaluations

E.4. *Does your organization have experience in drafting synthetic texts in English or French? Please describe your experience and indicate in which language(s) and the number of those members or staff.*

Not to exceed 250 words

THAAP has solid experience and capacity to develop and prepare various documents – applications, proposals, nomination files, narrative and financial reports, including writing various academic articles and research papers in English language.

Several books were published in English. THAAP also provides its assistance to the National Commission in drafting and editing the country nomination files in English. The language of correspondence and communication with international partners and donors is the English language.

E.5. Does your organization have experience in working at the international level or the capacity to apply local experience to an international context? Please describe such experience.

Not to exceed 250 words

THAAP has been partnering and carrying out joint projects with a wide range of international organizations since 2006. A number of projects have been implemented with Italian partnerships such as with Fondazione Santagata.

F. Membership in the ICH NGO Forum

Indicate below whether your organization wishes to (continue to) be part of the ICH NGO Forum. Please note that membership is contingent upon the decision of the Committee to maintain the accreditation of your organization.

For more information on the ICH NGO Forum and its activities, please see: <https://ich.unesco.org/en/ngo-forums-00422>.

Yes

No

G. Signature

The report must include the name and signature of the person empowered to sign it on behalf of your organization.

Name: Prof. Sajida Haider Vandal

Title: CEO THAAP

Date: 23-03-23

Signature:

