



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

International Assistance

ICH-04 up to US\$100,000 and Emergency
requests – Form

REQUEST FOR INTERNATIONAL ASSISTANCE FROM THE INTANGIBLE CULTURAL HERITAGE FUND

For amounts up to US\$100,000 and Emergency requests
regardless of the amount:
submit at any time for possible approval by the Bureau of the Committee

Instructions for completing the request form are available at: <https://ich.unesco.org/en/forms>

Decisions on granting assistance will be based on an overall appreciation of the request on the following criteria, in conformity with paragraph 12 of the Operational Directives.

A.1 The community, group and/or individuals concerned participated in the preparation of the request and will be involved in the implementation of the proposed activities, and in their evaluation and follow-up as broadly as possible.

A.2 The amount of assistance requested is appropriate.

A.3 The proposed activities are well conceived and feasible.

A.4 The project may have lasting results.

A.5 The beneficiary State Party shares the cost of the activities for which international assistance is provided, within the limits of its resources.

A.6 The assistance aims at building up or reinforcing capacities in the field of safeguarding intangible cultural heritage.

A.7 The beneficiary State Party has implemented previously financed activities, if any, in line with all regulations and any conditions applied thereto.

In line with paragraph 10 of the Operational Directives, the Committee or its Bureau may also take into account whether: (a) the request implies cooperation at the bilateral, regional or international levels; and/or (b) the assistance may have a multiplier effect and may stimulate financial and technical contributions from other sources.

1. State(s) Party(ies)

For multinational requests, States Parties should be listed in the order on which they have mutually agreed.

Pakistan

2. Project title

Indicate the official title of the project that will appear in published material.

Not to exceed 200 characters

Fostering Alliance between Indigenous ICH Practitioners and Higher Education Institutions in

Sindh and KP

3. Duration of the project

Indicate the total number of months required for the implementation of the proposed project. Assistance from the Intangible Cultural Heritage Fund can cover a maximum period of up to thirty-six months.

12 months

4. Forms of assistance requested

Tick the box a. and/or the box b. whether you are requesting financial assistance and/or a service from UNESCO.

Financial assistance means that a financial transaction through a contract will take place from UNESCO to the implementing agency, while the 'service' modality does not necessarily foresee such financial transactions to the requesting States that will receive assistance from UNESCO.

☐ a. Financial assistance

AND/OR

☒ b. Service from UNESCO

5. Budget

Attach a detailed budget breakdown in US dollars for the whole project regardless of whether it is a financial assistance and/or a service from UNESCO request, by activity and type of cost, using **Form ICH-04 Timetable and Budget**.

The amount requested from the Intangible Cultural Heritage Fund should be clearly distinguished from the amount to be contributed by the State Party or other sources. The information included in this section should be consistent with that provided under section 13 (Activities) and the **Form ICH-04 Timetable and Budget**.

Total project budget: US\$ 104,690

Amount requested from the Fund: US\$99,800

State Party contribution: US\$4,890

Other contributions (if any): US\$

☒ Form ICH-04 Timetable and Budget attached

6. Is this an emergency request that is eligible for expedited processing?

Indicate if this is an emergency request that might warrant expedited examination by the Bureau, in the sense of paragraph 50 of the Operational Directives of the Convention.

☐ emergency request

☒ non-emergency request

7. Summary of the project

Provide a brief description of the project for which assistance is requested, including its overall objectives and main modalities of action.

Not fewer than 200 or more than 300 words

The National Heritage and Culture Division (NHCD) of the Government of Pakistan in collaboration with UNESCO Islamabad proposes a 12-month long project aimed at supporting underserved indigenous communities in safeguarding their intangible cultural heritage and engaging higher education institutions to encourage promotion of ICH through curriculum development and pedagogical training. Working closely with educational institutions, civil society organizations and government departments focused on education and culture, the objective of this project is to establish links between the urban youth in educational institutions and the tradition-bearers in indigenous communities that will foster a symbiotic exchange by providing exposure and opportunities for tradition bearers leading to economic and social mobility and by providing resources to students and teachers in chosen universities to deepen their knowledge of their rich heritage.

The primary beneficiaries of this project will be the tradition bearers in Kalasha and Bheel tribes, the students and teachers at the selected universities in Sindh and Khyber Pakhtunkhwa provinces and officials of relevant government authorities involved in the project on federal and provincial levels. The practitioners of indigenous ICH in Pakistan have always faced difficulties in achieving socioeconomic mobility and networks to market their skills and talents. With lack of internet services and knowledge of marketing in the age of social media, these artisans have suffered not only abject poverty but also loss of pride in their traditions and the fear of their cultural assets disappearing altogether. Of course, the ongoing COVID-19 pandemic has made this situation much worse. With the onset of global recession and the economic impact of the lockdown measures, the tradition bearers in remote areas of Kalash and Tharparker are going to face harsher consequences. The project, coordinated and implemented by UNESCO Islamabad Office with regular support from the NHCD and the provincial ministries of culture and education, also aims to redress some of these consequences by building capacity of the tradition bearers and connect them to educational institutions to enhance their networks and opportunities.

8. Purpose of request

Tick one box to identify the purpose for which International Assistance is requested. This form is not to be used for requesting preparatory assistance. States Parties wishing to request preparatory international assistance for the preparation of nominations for inscription on the Urgent Safeguarding List should use Form ICH-05, and States Parties wishing to request preparatory international assistance for the preparation of proposals for the Register of Good Safeguarding Practices should use Form ICH-06.

- ☐ safeguarding heritage inscribed on the Urgent Safeguarding List
- ☒ preparation of inventories
- ☒ implementation of programmes, projects and activities for safeguarding
- ☐ awareness raising activities
- ☐ other purposes ()

9. Scope of the project

Tick only one box.

- ☐ local (sub-national)
- ☒ national
- ☐ sub-regional/regional (more than one country)
- ☐ international (including geographically non-contiguous areas)

10. Location of the project

Identify and characterize the geographical area(s) in which the project will be carried out.

Not to exceed 100 words

The project will be coordinated from Islamabad and centered on two indigenous communities: the Kalasha people in the Khyber Pakhtunkhwa province in the north of Pakistan and the Thari community in Tharparker district of Sindh province in the south of the country

11. Previous financial assistance from UNESCO for similar or related activities

SECTION TO BE FILLED IN BY THE SECRETARIAT

Has the State Party ever received any International Assistance under the Intangible Cultural Heritage Fund of the 2003 Convention to implement related activities in the field of intangible cultural heritage?

- ☒ No
- ☐ Yes

12. Background and objectives

Provide a brief description of the current situation and the need that the proposed assistance would address. For emergency assistance requests, describe the nature and severity of the emergency.

1. *For the safeguarding of a particular element, provide a description of the element, its social and cultural functions, its viability in terms of its practice and transmission and why safeguarding measures are required at this time.*
2. *For programmes or activities not focused on a particular element (e.g., the preparation of inventories, strengthening of capacities, awareness raising, visibility), describe why these programmes or activities are necessary and what gaps exist in other, related programmes and activities.*
3. *Identify, in terms that are as clear and measurable as possible: (i) what medium-term effects would be achieved by the implementation of the project (objectives) and (ii) what kind of positive impacts and concrete accomplishments would be seen after implementing the proposed project (expected results). Both need to be spelled out in detail and linked to the information included under section 13 below (Activities).*

Not fewer than 850 or more than 1300 words

Pakistan's rich cultural diversity is testified by the international attention its tangible and intangible cultural heritage receives. Interventions aimed at safeguarding of cultural assets by the federal and provincial government bodies, UNESCO and Civil Society Organizations (CSOs) have had a positive impact on the sense of pride and psychosocial resilience of many communities, which proudly own rich intangible cultural knowledge and practices.

However, a lot of this work has targeted already mainstream cultural groups whose networks and socioeconomic indicators allow them to access resources to safeguard their cultural practices as is. The more marginalized groups such as indigenous communities in the peripheries of the

country are at a disadvantage since they do not possess the social capital or the necessary tools (internet connectivity, command on English language to apply for international grants, or access to organizations and individuals who could help them) to access these funding opportunities. It is not to say that there has been no assistance of any sort for these communities. UNESCO Islamabad, NHCD and institutions such as Lok Virsa have been working to provide support to tradition-bearers for a while. However, there are still gaps that could be addressed through interventions that are more thoughtful.

First, the project aims to fill the disconnect between cultural rights organizations (including NHCD and UNESCO) and the Thari communities in Sindh. A lot of programming from these organizations in the last five years have focused on urban centres, tangible heritage (monuments, heritage sites) and communities that were affected by the floods of 2015. Since the Thari communities do not come under these categories, not a lot of collaboration has taken place with them. The project will be the first of its kind implemented by UNESCO Islamabad with the support of NHCD and will focus on strengthening indigenous solidarity between the Kalasha and the Thari communities.

Second, the project also addresses the need to develop culturally-competent pedagogical models of higher education. Currently, undergraduate programs on arts, design and anthropology do not focus adequately on local heritage. There have been some movement in this regard, especially by institutions such as Indus Valley School in Karachi and National College of Arts in Lahore but the movement has been limited in its scope. The project aims to promote context-specific and culturally competent pedagogical tools to undergraduate institutions in order for the students to develop understanding of the rich heritage of Pakistan. Following are the objectives the project aims to achieve:

Objective 1: A baseline study of cultural assets, opportunities and challenges to both indigenous communities developed and stakeholders from selected academic institutions and CSOs engaged.

Objective 2: Pedagogical tools and curricula developed to connect academic institutions with the traditions bearers

Objective 3: Capacity of tradition bearers developed and linkages established with relevant organizations

13. Activities

What are the key activities to be carried out? Activities need to be described in a logical sequence, explained in a detailed and narrative manner and their feasibility demonstrated. The information included in this section should be consistent with that provided under section 14 (Timetable of the project), section 5 (Budget) and the Form ICH-04 Timetable and Budget. It should include enough details demonstrating that the budget amounts and descriptions included in Form ICH-04 Timetable and Budget are appropriate.

Not fewer than 300 or more than 1000 words

Against the backdrop in the section above, and to address the challenges posed by the ongoing pandemic on the underserved indigenous communities and their tradition bearers, following set of activities are proposed. These serve as a way to continue UNESCO's intervention in Kalasha valleys and build strong linkages with indigenous communities living in Tharparker. The outputs and activities mentioned below serve two important goals within UNESCO's culture and sustainable development framework: first, it aligns ICH and its practitioners in both communities to the goal of economically uplifting these communities by strengthening their market linkages and networks. This is done through capacity building of practitioners in networking, digital literacy and study exchanges within the country. Second, the activities below also reinforce the impact of ICH on education. The project aims to create opportunities for students interested in cultural studies and anthropology to learn from practitioners of indigenous heritage in their own provinces thereby inculcating a holistic culturally-competent social science education.

Objective 1: A baseline study of cultural assets, tradition bearers, opportunities and challenges to both indigenous communities developed and stakeholders from selected academic institutions

and CSOs engaged.

Activity 1.1: Conduct a mapping survey of ICH and their practitioners in both Kalash and Tharparker

Activity 1.2: Develop and update the existing inventories of ICH in both communities with recommendations to implement safeguarding measures.

Activity 1.3: Form a steering committee comprising of representatives from the communities, CSOs and the relevant government authorities for oversight and monitoring of the project design and implementations

Objective 2: Pedagogical tools and curricula developed to connect academic institutions with the tradition bearers.

Activity 2.1: Organize consultations with academic institutions (two from Sindh and one from KP) and non-profit partners to develop a plan for engagement with tradition bearers from both communities

Activity 2.2: Develop pedagogical tools and heritage-based learning modules that involve the inventories developed under Objective 1.

Activity 2.3: Train teachers in effectively implementing the pedagogical tools in classrooms

Objective 3: Capacity of tradition bearers developed and linkages established with relevant organizations

Activity 3.1: Organize consultations with tradition bearers in both areas identified in Objective 1 to assess the challenges and opportunities they face and to modify the intervention as per their evolving needs in lieu of COVID-19

Activity 3.2: Design, plan and conduct training of tradition bearers in a rights-based manners aimed at networking, marketing and accessing opportunities for economic mobility

Activity 3.3: Organize a two-day workshop in Karachi and Peshawar each to connect tradition bearers with academic institutions and CSOs and draft realistic strategies to foster these symbiotic linkages.

14. Timetable of the project

*Attach a month-by-month timetable for the proposed activities, using the timetable included in the Form **ICH-04 Timetable and Budget**.*

The information provided should be coherent with the detailed activities and their sequences as included under section 13 (Activities). Please note that the activities can only begin approximately three months after approval of the request, at the earliest.

The information provided should also be in conformity with the budget overview in section 5. Please note that assistance and service from the Intangible Cultural Heritage Fund can only cover a period of up to thirty-six months.

☒ timetable attached

15. Community involvement

Identify clearly the community(ies), group(s) or, if appropriate, individuals concerned with the proposed project, including the role of gender. Describe the mechanisms for fully involving them in the preparation of the request as well as in the implementation of all the proposed activities and in their evaluation and follow-up. This section should describe not only the participation of the communities as beneficiaries of the project, but also their active participation in the project design; their perspectives and aspirations should be fully reflected in the proposed project.

Not fewer than 300 or more than 500 words

Similar to the last project undertaken with the Kalasha community by UNESCO Islamabad on intangible cultural heritage and as per the guidelines of UNESCO programming, both the Kalasha

and Thari communities will be engaged in the design and implementation of this project. In putting together this proposal, representatives from both the communities have been approached to share ideas and concerns. The Kalasha community has been working closely with UNESCO Islamabad under the 2003 Convention since 2015. Through different projects (community-based inventorying project from 2015-2017 and the heritage and sustainable tourism project in 2018-2019), the project team has been conducting consultations with the community on matters related to ICH. The advisory board for the Kalash heritage and sustainable tourism project included a representative from each of the three Kalasha valleys (Bomboret, Rumbur and Brir) whose guidance on needs of the community post-pandemic has been included in the proposal.

The Thari communities (including but not limited to Bhil, Koli and Meghwar tribes) have been less involved in the past with UNESCO. However, in the process of designing this proposal, the project team spoke with President District Development Association Tharparkar (DDAT) Mr Krishan Sharma and the first woman senator from the Koli tribe Ms Krishna Kumari to identify the specific needs and challenges this project could address.

As the background information shows, the other primary participants of this project will be academic institutions in Sindh and KP where students and professors of humanities and social sciences will develop pedagogical tools to include ICH.

The project also entails formation of a steering committee that includes representation from the community, CSOs, government bodies and project team and will meet on a regular basis to assess the implementation and modify the design based on the evolving needs of the community in the light of the unfolding pandemic.

16. Capacity building

Describe how the project may contribute to building up capacities or strengthening existing resources in the field of safeguarding intangible cultural heritage. Special emphasis should be placed on the capacities of the communities described in section 15 to safeguard their intangible cultural heritage. It may also be relevant to describe the impact on the capacities of the implementing organization or partner agency.

Not fewer than 100 or more than 300 words

The entire focus of the project is on capacity building, namely the relevant staff in the collaborating universities, whose skills in (i) appreciating the importance of ICH and its linkage to development and (ii) in delivering course modules on "Intangible Cultural Heritage and Development" will be strengthened through the project. Through the delivery of such courses, the capacity of the interested students will also be built.

The capacity of the different actors involved in the project (academia, government institutions, civil society organisations - including those that have been involved in the inscription or inventorying of ICH elements) will also be built through this collaborative initiative.

The project will increase the number of experts in the implementation of the 2003 convention, safeguarding of ICH in general and community-based inventorying in particular. It will further enhance the knowledge of teachers and communities on UNESCO approved techniques on documenting ICH. It will strengthen the research and analytical skills of the teachers and practicing community youth in collection and recording of ICH in general. The documentation resulting from this project such as the inventories and will contribute to building the capacity of schools to provide lessons in ICH. They will also provide reading material in libraries enhancing general public's knowledge on ICH. The larger community will also be capacitated in identification of their own ICH. The country's ICH elements will be shared by the larger community through the exhibitions. Knowledge and experience in organising a ICH exhibition will have been enhanced which can be used in subsequent events following the project. Furthermore, the associations and implementers will enhance their organisational skills as they execute this whole project. The tradition bearers' skills and sense of identity will be enhanced during this project as they expose their heritage to the world.

17a. Name of the implementing agency (if financial assistance is requested)

In the case of a financial assistance request, indicate the name of the agency, institution or organization responsible for implementing the project to be financed and contracted by UNESCO. Indicate also the name and title of the contact person and other relevant contact information.

Name of the agency, institution or organization:

Name and title of the contact person:

Address:

Telephone number:

Email address:

Other relevant information:

Other agencies (for multinational files only)

Provide below complete contact information for one implementing agency in each submitting State, other than the agency identified above.

17b. Name of the proposed partner agency (if a service from UNESCO is requested)

In the case of a service from UNESCO request, indicate the name of the proposed partner agency that will implement the project in cooperation with UNESCO. Indicate also the name and title of the contact person and other relevant contact information.

Name of the partner agency:

National Heritage and Culture Division,
Government of Pakistan

Name and title of the contact person:

Mr Muhammad Mureed Rahimoon

Address:

4th Floor, Kohsar Block, Pak Secretariat,
Constitution Avenue, Islamabad, Pakistan

Telephone number:

+92-51-9222762

Email address:

rahimoon.mureed@gmail.com

Other relevant information:

Other agencies (for multinational files only)

Provide below complete contact information for one proposed partner agency in each submitting State, other than the agency identified above.

UNESCO Field Office

Please indicate which UNESCO Field Office has agreed to implement the project and has agreed with the proposed budget.

Islamabad Field Office

18. Strategy of implementing agency and/or partner agency

1. Describe the background, structure, mission and relevant experience, etc. of the implementing organization, the body that will be responsible for carrying out the project or the proposed partner agency. Identify the human resources available for implementing the project or supporting its implementation and indicate their division of tasks.
2. Describe how the implementing agency or the proposed partner agency will manage or support the project implementation.
3. Describe, if applicable, the coordination arrangements with any other partners and their responsibilities in the implementation of the project. Identify the human resources available in each of the entities involved.

Not fewer than 150 or more than 1000 words

UNESCO Islamabad will be the implementing agency for this project. With support from NHCD, the funds will be directly decentralized to the Field Office and the project will be executed by the culture sector. The culture sector at the Islamabad Office is uniquely qualified to undertake this project. Project Officer Ms Laila Rajani, who is also the contact person for this proposal, has worked at the intersection of indigenous communities, ICH and UNESCO for the past two years.

The implementation of the proposed project will be handled by Ms Rajani with support from the head of culture sector Mr Jawad Aziz and UNESCO Country Director Ms Patricia McPhillips. The internal controls and risk management characteristic of UNESCO's programming globally will ensure proper allotment and expenditure of funds with adequate reporting to all parties involved. The experience of just completing a project with the Kalasha community under the 2003 convention makes the implementing agency uniquely qualified to take on this project. The office also enjoys amicable working relationship with NHCD and provincial governing bodies in Sindh and Khyber Pakhtunkhwa where they already have active projects at the time of writing this proposal. UNESCO Islamabad also possesses a countrywide network of CSOs and academic institutions working on culture-related projects and will likely collaborate with experts, academics and consultants in the field to ensure the quality of the outputs within the project.

At NHCD, UNESCO Islamabad will be directly working with the Joint Secretary Mr Mureed Rahimoon and reporting to Secretary Mr Inamullah Khan, who have been collaborators in the conception of this project.

19. Monitoring, reporting and evaluation

Describe how the implementing organization or the proposed partner agency indicated under section 17 and described under section 18 plans to carry out the monitoring, reporting and evaluation of the project and how the communities will be involved in this mechanism. For larger or more complex projects, external monitoring and evaluation are preferable.

Not fewer than 50 or more than 250 words

The monitoring and evaluation will be done internally. Within the project, the steering committee will also facilitate the ongoing monitoring and evaluation of activities and ensure that the activities align with the evolving needs of the community especially in the post-pandemic society. Through regular meetings, the project team will ensure that the project activities are in line with the evolving needs of the communities. The Islamabad Field Office will lead in the monitoring and evaluation of the project. Implementing partners such as the universities in Karachi and Peshawar will produce end of activities technical reports, which will be submitted to the field office. The end of project technical reports will be consolidated by the project officer at UNESCO Islamabad into a final technical report. The project officer at the field office will also lead in conducting periodic monitoring evaluation missions during implementation of the activities and produce evaluation reports as well as the midterm (which will combine all the evaluation mission reports on activities implemented midway of the project) and the end-of-the-project evaluation reports. The missions will involve leaders of practicing communities and groups who will consult the members and provide on-the-ground information about the successes and challenges that the project activities encountered. This information will be consolidated by the project officer into the monitoring and

evaluation report.

20. Sustainability after the assistance ends

Describe how the results and benefits of the project are expected to last beyond the end of the project. If the mechanisms established by the project will continue to function after the implementation of the project, describe how and which responsible body would be in charge.

Not fewer than 50 or more than 250 words

The design of the project emphasizes the sustainability of the expected results given its focus on strengthening the capacity of existing institutions, i.e. the universities that will be expected beyond the end of the project to continue using the teaching materials developed and to continue delivering courses on ICH and Development. The tradition bearers in both communities will also enhance their networks and will be supported in finding long-term connections.

21. Multiplier effects

Describe how this assistance may stimulate financial and technical contributions from other sources or stimulate similar efforts elsewhere.

Not fewer than 50 or more than 250 words

The teachers and students at the schools and universities involved, heritage foundations and associations and communities and groups will be encouraged to use the results of this project to raise more funds and technical support from other sources to continue the training, inventorying and practicing the elements such as through community events as well as the annual cultural and artistic events. They will be able to implement other safeguarding measures for ICH elements. The television and radio stations will be encouraged to broadcast the events particularly the exhibitions and continue running programs on their stations using the rights to materials generated in this project to reach more people thereby promoting transmission. Associations will be encouraged to share the activities and events with groups on social media such as WhatsApp for easy access by the urban youth. The publications generated in this project will further stimulate the government partners to invest in curriculum with local cultural content, as it will be looking for educational materials appropriate to local cultural traditions..

22. Contact person for correspondence

22.a. Designated contact person

Provide the name, address and other contact information of a single person responsible for all correspondence concerning the request.

For multinational requests, provide complete contact information for one person designated by the States Parties as the main contact person for all correspondence relating to the request.

Title (Ms/Mr, etc.):	Ms
Family name:	Rajani
Given name:	Laila
Institution/position:	National Project Officer, UNESCO Islamabad
Address:	7 th Floor, Serena Business Complex, Sector G-5/1, Islamabad, Pakistan
Telephone number:	00923352672597
Email address:	l.rajani@unesco.org
Other relevant information:	layla.rajani@gmail.com (alternate email address)

22.b. Other contact persons (for multinational files only)

Provide below complete contact information for one person in each submitting State, other than the primary contact person identified above.

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23. Signature(s) on behalf of the State Party(ies)

The request should be signed by an official empowered to do so on behalf of the State Party, and should include his or her name, title and the date of submission.

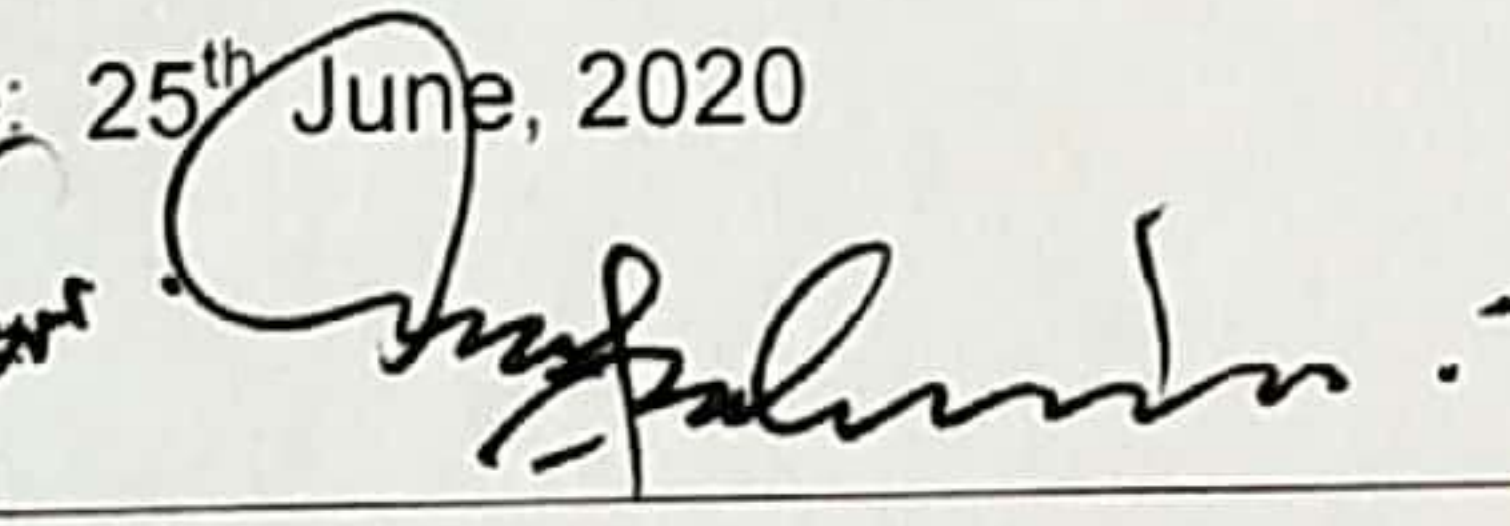
In the case of multinational requests, the document should contain the name, title and signature of an official of each State Party submitting the request.

Name: Mr. Inamullah Khan

Title: Secretary, National Heritage and Culture Division

Date: 25th June, 2020

Signature:



Name(s), title(s) and signature(s) of other official(s) (for multinational requests only).

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