



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
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Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للترية والعلم والثقافة

联合国教育、  
科学及文化组织

## Culture Sector

### Living Heritage

Mr Muhammad Mureed Rahimoon  
Joint Secretary  
National Heritage and Culture  
Division  
Ministry of Information, Broadcasting  
and National Heritage  
Government of Pakistan  
Islamabad  
Pakistan

16 November 2020

Ref.: CLT/LHE/20/180900005

Dear Mr Rahimoon,

I am writing with reference to the request for financial assistance from the Fund for the Safeguarding of the Intangible Cultural Heritage in the amount of US\$99,800 submitted by Pakistan to implement a project entitled 'Fostering alliance between indigenous ICH practitioners and higher education institutions in Sindh and KP'.

At the outset, we would like to thank you for your participation in the online meeting which provided an opportunity to exchange on the ways to improve project design.

The Secretariat has carefully read and analyzed your request and considers that additional information is needed to provide the Bureau of the Intergovernmental Committee with all the necessary information to examine your request and decide on the granting of the assistance.

Enclosed with this letter, you will find the Secretariat's technical assessment of the sections where we believe that revision will help ensure your request meets the selection criteria.

We hope that this analysis will be useful for your revision work. However, you may also wish to refer to the aide-mémoire for completing a request for International Assistance. This is available at: <https://ich.unesco.org/en/forms>.

I invite you to submit a revised version of your request in electronic format (standard .rtf or .doc format) to [ich-assistance@unesco.org](mailto:ich-assistance@unesco.org). This request should address the issues raised by the Secretariat and be submitted as soon as possible, and in any case **no later than 30 December 2020**. The Secretariat will then substitute it for the request previously submitted, assess it one last time and transmit it to the Bureau with a recommendation to approve or not to approve it, or to refer the request to you for additional information.

Please note that if a revised request does not reach us by the above-mentioned deadline, the Secretariat shall then consider that the initial request may be submitted to the Bureau as it stands.

.../...

Should you require further clarifications, Ms Juliana Forero from the Safeguarding Implementation and Monitoring Unit can be contacted at the following email address: [j.forero@unesco.org](mailto:j.forero@unesco.org) or by telephone: +33(0)1 45 68 24 02.

I thank you for your interest in the Convention for the Safeguarding of the Intangible Cultural Heritage.

Yours sincerely,

A handwritten signature in dark ink, consisting of several loops and a long horizontal stroke extending to the right.

Tim Curtis  
Secretary, Convention for the Safeguarding of  
the Intangible Cultural Heritage  
Chief, Living Heritage Entity

cc: Permanent Delegation of the Islamic Republic of Pakistan to UNESCO  
Pakistan National Commission for UNESCO

## **Request for International Assistance from the Intangible Cultural Heritage Fund**

### **Technical assessment from the Secretariat**

*The Operational Directives for the implementation of the Convention for the Safeguarding of the Intangible Heritage designate the Bureau of the Committee as the body authorized to approve international assistance requests up to US\$100,000. The purpose of this document is to provide guidance for the preparation of the project proposal before it is presented to the Bureau. The following sections describe specific points that may be refined or further elaborated.*

#### **General**

- This 12-month project aims to develop capacity building activities on Intangible Cultural Heritage (ICH) involving indigenous and young researchers in the social sciences. The request contains a 'service' modality which means that the State Party will receive assistance from the UNESCO Office in Islamabad for the execution of this project.
- Although various objectives and areas of action are described in the request, the project seems to focus more on capacity building and education than on enhancing economic opportunities for the communities to be involved. It is therefore recommended to define the main objective and a clear scope of the project in line with the activities around capacity building and education.
- The term 'asset' is used interchangeably with the term 'ICH', which gives the impression that the project understands ICH primarily from an economic perspective. Likewise, the concept of transmission, which is core to safeguarding, is missing in the proposal.
- There should be greater coherence between the different sections of the Form ICH-04. This is an important requirement for the granting of International Assistance. In this regard, Sections 7 (Summary of the project), 12 (Background and Objectives), 13 (Activities), and the title of the project should have a logical sequence, as these are essential elements in assessing the feasibility of the project.

#### **Section 2. Title**

- It is recommended to avoid using abbreviations in the project title.

#### **Section 5. Budget**

- Please refer to the specific comments related to the budget presented at the end of this document.

#### **Section 7. Summary of the project:**

- This section describes the overall goal of the project, which is to improve the quality of life of two indigenous communities in Pakistan through the ICH and education. Therefore, the revised request could provide more precise information about the socio-cultural context of the beneficiaries and the activities that could contribute to the overall goal of the project.

#### **Section 10. Location of the project**

- The geographical characteristics of the area should be outlined.

## **Section 12. Background and Objectives**

- The information provided in this section should illustrate specific well-defined objectives and expected results that demonstrate that the project aims to ensure the viability of the living heritage concerned. As the current request provides only general statements in this section, it is recommended that the revised version provide a clear definition and description of the long, medium and short-term objectives, followed by the expected results to justify the appropriateness of the activities proposed in Section 13.

## **Section 13. Activities**

- Please describe all activities in a detailed and structured manner. The activities should be presented in a logical sequence, demonstrating their feasibility and ability to lead to the expected results and contribute to the specific objectives set in Section 12.
- In this section, the beneficiary communities and proposed objectives should be redefined as described in the sections above. The activities to be developed should correspond to these objectives.
- Please provide a brief description of the inception phase of the project. It is included in the Budget form but is not described in Section 13.

## **Section 14. Timetable of the project**

- Given the large number of activities, the proposed length of the project – 12 months – seems short. It is recommended that the project duration be extended to ensure full implementation of project activities.
- Monitoring, Evaluation and Reporting activities are scheduled for months 11 and 12 in the Timetable. However, it is described as an ongoing process in Section 19.

## **Section 15. Community Involvement**

Beneficiary communities and other stakeholders were involved during the preparation of the request and will be involved during the implementation of the project. The gender dimension should also be described in this section.

## **Section 16. Capacity building**

- It is important to explain the aim of bringing together community members and academic institutions. Will they jointly develop pedagogical tools and curricula to ensure that students learn about ICH? Or will it enable communities to build their capacity to develop their capacity to develop a strategy on ICH (e.g., safeguarding, developing income-generating activities, or mastering a new technology)?
- The involvement of UNESCO facilitators in the development of a capacity building programme could contribute to this project.
- In this section, an exhibition on ICH is mentioned. Please clarify if this will be part of the activities of the project. If so, please include it in section 13 and in the Budget form.

## **Section 19. Monitoring, reporting and evaluation**

- It is recommended that the evaluation of the project is done by an external expert, rather than internally.

**Section 22.a. Designated contact person**

- The designated contact person is responsible for all correspondence between UNESCO and the State Party and should therefore be selected from any institution/organization of the submitting State.

## COMMENTS RELATED TO BUDGET

### General:

- The budget is presented in a structured manner and the calculations are correct. However, it is recommended that the description of activities in Section 13 include enough details to demonstrate that the amounts and descriptions in the budget are appropriate. For example, further information should be provided on (list not exhaustive):
  - the main elements that will constitute the inventory exercise (Activity 1.2),
  - the role of the facilitator in Activity 1.2,
  - the specific activities for monitoring and evaluation and the related costs,
  - the provisional number of members of the Steering Committee and the frequency of its meetings (Activity 1.3).
- It is strongly recommended that various expenditures required to implement a particular activity be listed as separate line items rather than being grouped together under one single line item. It is the case for example for:
  - Other service contracts (specify) (Activity 1.2),
  - Service contract (Activity 2.1),
  - Service contract (Activity 2.2),
  - Service contract (Activity 2.3),
  - Service contract (Activity 3.1),
  - Service contract (Activity 3.2),
  - Service contract (Activity 3.3).
- The 'Description' column should specify the details of the calculations (units x unit cost) and avoid lump sums as much as possible.
- It is important to provide detailed calculations for '*Monitoring and Evaluation*'. Ideally various components of it (visits, remote assessment, honorarium of the consultant) should appear as separate line items.
- '*Maintenance and Repair*' is included in all project activities. It is recommended that the need for these expenses be explained for each activity.
- The State Party requests that the International Assistance take the form of services from UNESCO. Specifically, the project is to be implemented by the UNESCO Office in Islamabad with regular support from the National Heritage and Culture Division. Costs related to the administrative and technical implementation of the project by the UNESCO Field Office should be included in the revised request.

### By activity:

#### Activity. Inception phase

- Cost calculation details should be provided in the Description column (units x unit costs) for the line *Hospitality*.

#### Activity 1.1 Mapping survey of ICH practitioners in Kalash and Tharparker

- Cost calculation details should be provided in the Description column (units x unit costs) for the following lines:

- *Translation, editing and printing,*
- *Other (specify).*

### **Activity 1.2 Community-based Inventorying in Kalash and Tharparker**

- *Other service contracts (specify):*
  - Cost calculation details should be provided in the Description column (units x unit costs),
  - Various expenditures currently under '*Other service contracts (specify)*' should appear as separate line items.
- *Other (specify):*
  - Please provide additional details on this expense in the Description column (units x unit costs),
- *Facilitator:*
  - Please provide details of calculation and specify whether this budget line covers honorarium or travel expenses.

### **Activity 1.3 Forming a steering committee**

- Cost calculation details should be provided in the Description column (units x unit costs) for every item under this activity,
- Please specify what is covered under *Hospitality*,
- The title of the item ('Rent a room/rental venue') does not match its detailed description (stationery, equipment, refreshments). In addition, various expenditures currently under this item should appear as separate line items.

### **Activities 2.1 – 3.3**

- No calculation details are provided for any of the elements of these activities.