



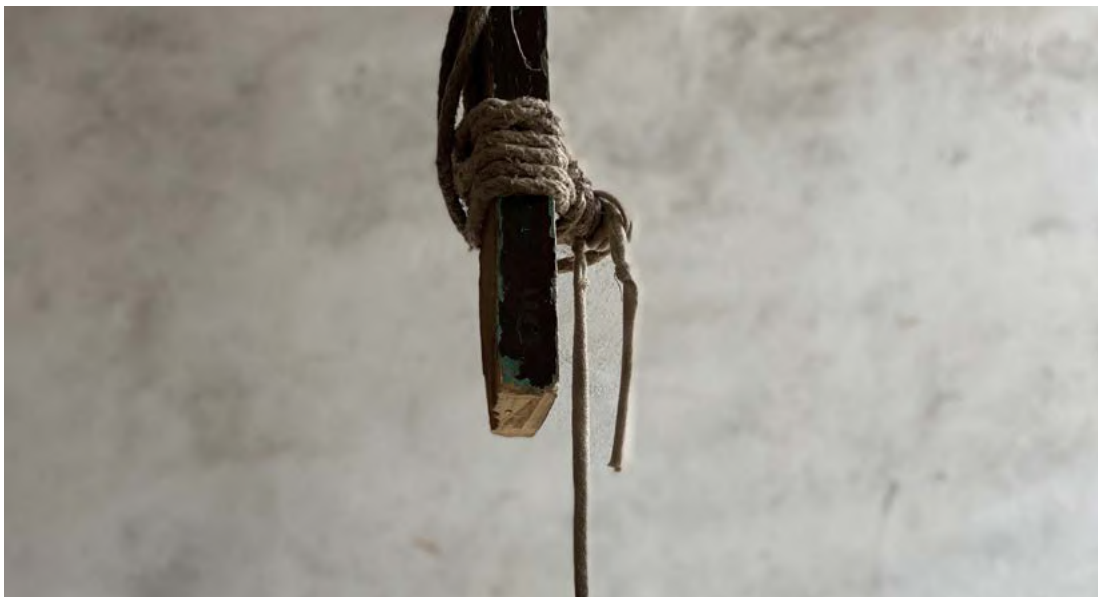
COLLECTIVE COMMONS



Kaarvan Crafts Foundation
Crafting Livelihoods

JAN - MARCH
Newsletter 2022

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PROTECTION & PROMOTION OF TANGIBLE & INTANGIBLE CULTURAL HERITAGE IN PUNJAB

Circuit 1: Potohar Plateau & Soanian Paleolithic Archeological Zone **Sites:** Katas Raj Temples, Mankiala Stupa, Bhair Mound & Dharmarajika and Taxila Museum

The Government of Punjab has been integrating economic growth with tourism, safeguarding of cultural heritage, and promotion of cultural and creative industries with the financial support of the World Bank and technical assistance of UNESCO and Kaarvan Crafts Foundation as the implementing partner. The integrated strategy included planning and development of sites and communities along with reformation of existing institutions or development of new ones. The plan at large aspired to integrate and address the needs of all the stakeholders including the state organs, communities, visitors, consumers, and commercial enterprises.

The project focused on addressing challenges like conventional and vocational education for sustainable development, skills development; women empowerment; promotion of development-oriented policies towards enterprising milieu for jobs and wealth creation; sustainable tourism tailored towards economic development through cultural integration; indiscriminate socio-economic empowerment; safeguarding of cultural and natural heritage; and development of a conducive environment for lasting partnerships amongst all stakeholders.

The first phase of the project was the assimilation of verified information to ascertain the current status of myriad factors through comprehensive cultural mapping and database development. It is self-evident that no plans or policies are effective unless these are based on substantiated and thorough analysis of ground realities that vary from place to place and time to time and require systematic interventions for

identification of opportunities, and mitigation of challenges along with their corresponding complexities.

Circuit 1 of the project included three districts in the north of the Punjab province namely Chakwal, Rawalpindi, and Khushab. These districts span on the vast expanse of the Potohar plateau with dilapidated infrastructure having a saturated job market as far as the traditional employment opportunities are concerned.

The cultural mapping of the subject areas required reaching out to the practitioners and beneficiaries of cultural and creative industries, the custodians of the heritage sites, and relevant government officials along with their surrounding communities. The strategy of exploration of new vistas in the ambit of cultural and creative industries along with capitalization on the rich and diverse human and natural resources will have a significant impact on the development of livelihood of the locals along with opening prospects for non-locals e.g. tourism, trade linkages, and socio-cultural promotion, etc.

In the next phase the project focused on capacity building measures of all stakeholders through meetings, interactive sessions, and training workshops tailored towards the peculiar needs of the selected groups. Training plans, modules, and manuals were developed for the artisans and allied trades while intensive workshops were conducted with officials from the selected government departments for their capacity building.

In the end, exhibitions were designed to test the outcomes of project and imparted skills in the market. These exhibitions were held at high profile venues with a broad based participation by artisans and entrepreneurs. The exhibitions helped the artisans and the entrepreneurs have a first-hand exposure of their target market by interacting with consumers and understanding their requirements. These also paved way to create sustainable market linkages through a decentralized model so that grass root level artisans could be included into the income generating exercise.

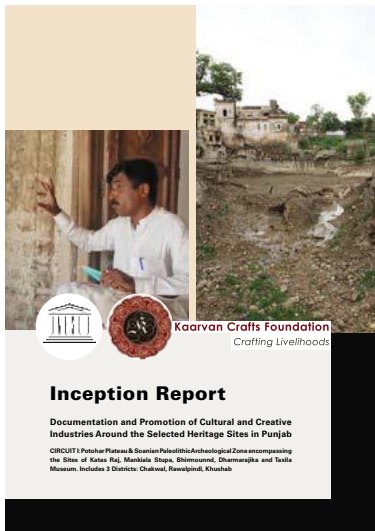






LEARNINGS/DELIVERABLES

The following Sites in Punjab were created to outline the learnings from the project:



Inception Report



Capacity Building Report



Govt. Officials Training Report



Exhibition Report

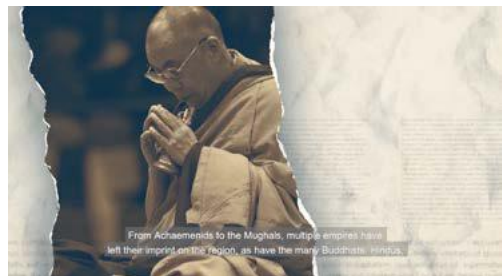
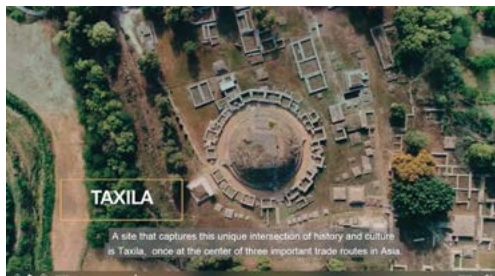


Final Project Completion Report

FINDING BUDDHA WITH INDIGENOUS PEOPLE OF POTOHAR
Surangla Punjab
Melodies & Colours of Punjab

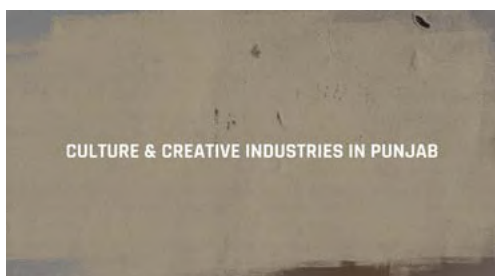


Resource Document



Culture & Creative Industries in Punjab

Circuit 1: Potohar Plateau & Soanian Paleolithic Archeological Zone **Sites:** Katas Raj Temples, Mankiala Stupa, Bhir Mound & Dharmarajika and Taxila Museum



Project Completion Video

CATALYSING WOMEN-LED ENTERPRISE GROWTH IN PAKISTAN- BRITISH ASIAN TRUST - TARGET FOUNDATION

Kaarvan Crafts Foundation in partnership with The British Asian Trust & Target Foundation, started off the “Catalysing Women Led Enterprise Growth in Pakistan” project in Districts of Sialkot & Faisalabad. Kaarvan team has been busy mobilizing & sensitizing families and communities to address cultural barriers to women's inclusion. These activities aim to reduce stigma relating to women's participation in the workforce through skills upgradation, Industry engagement & mentorship of 2100 women entrepreneurs and their supply chain members, while also creating 300 new jobs over a period of 3 years. It is estimated that up to 40% of Pakistan's population – some 87 million people – could end up living below the poverty line as a result of the COVID-19 pandemic. As well as devastating lives and livelihoods, the pandemic is exacerbating existing inequalities, with women among those worst affected.

Kaarvan Crafts Foundation in partnership with The British Asian Trust is collaborating with the Target Foundation in tackling this crisis by catalysing the growth of women-led enterprises in low-income urban areas in Pakistan.



British Asian Trust

Catalysing Women-led Enterprise Growth in Pakistan
Identification and Registration

TARGET British Asian Trust Kaarvan Crafts Foundation

Catalysing Women-led Enterprise Growth in Pakistan

Community Information Sessions - Identification and Registration

TARGET British Asian Trust Kaarvan Crafts Foundation

TARGET

Kaarvan CONVERSATIONS

Kaarvan conversations started in the year 2020 & is an inclusive space where Kaarvan interacts with individuals from different walks of life. On January 13th, guest in the podcast was Zehra Shallwani, CEO of Dastaan tours and she talked about eco-friendly tourism, cultural heritage, social entrepreneurship and biodiversity in Sindh!

Kaarvan Conversations

CULTURAL HERITAGE & STAKEHOLDERS SERIES

ECO TOURISM & SOCIAL ENTREPRENUERSHIP IN SINDH

KEY TAKEAWAYS



Zehra Shallwani
Founder & CEO - Dastaan Tours

- 1 A means of unleashing our untapped cultural potential is to explore the myths and history is through story telling which is an integral part of tourism.
- 2 Development is not just about exploring one area but we need a holistic development where the focus is on all aspects – geography, heritage, arts, crafts and biodiversity.
- 3 Youth engagement and eco-friendly schemes are necessary to cultivate a sense of ownership of heritage sites
- 4 Within Sindh there are different dialects spoken within communities and different cultural communities are co-existing for over a millennia.
- 5 Digital marketing can really help raise awareness of the resorts that are located around heritage sites such as Mohenjodaro.
- 6 Climate change is evident in many ways. From flooding in rural Sindh, to cities becoming inhabitable to rural-urban migration, these are all climate induced disasters and reactions.



Kaarvan Conversations

CULTURAL HERITAGE & STAKEHOLDERS SERIES

ECO-FRIENDLY CRAFT

KEY TAKEAWAYS



Sabohi Ali
Artisan & Development Practitioner

- 1 Nature is sensitive and it reacts to how we behave. There is a link between Nature and Humans and we need to recognise that.
- 2 Our traditional ways need to be preserved. Letter writing is one of those traditions that should be brought back as we need to live slower lives. Fast living has taken a toll on us and the planet.
- 3 Local industry needs to be supported and that can be done by sourcing raw material from local vendors. Innovation and creativity can be done by working with local producers and suppliers.
- 4 Plastic use needs to be limited. Single use of plastic must be eliminated as it is harmful to the planet. Fabric pouches and bags can easily be used in place of plastic.
- 5 The local industry advocates for slow living, eco-friendly products and traditions that work in harmony with the environment.



Continuing on our documentation and exploration of Pakistan's cultural heritage, 22nd January we had Sabohi Ali, an artisan, and a development practitioner. The pandemic has had devastating consequences but it also provided opportunities. It is important to see the positive in all the negative and to create to keep going on. Sabohi told her inspiring story and gave us the opportunity to see the beautiful craftwork that she creates!

Kaarvan Conversations
CULTURAL HERITAGE & STAKEHOLDERS SERIES

**WORKING IN THE MEDIA
AS A WOMAN**

KEY TAKEAWAYS

1
Television is a full time job which comes with immense responsibility. When you are addressing the public, one is educating and shaping minds. Therefore the focus must always be on quality content.

2
The role of the media is to start important conversations especially for issues related to our society. Through shows people learn new things and gain an education and awareness. Through conversations concepts such as truth and lies, what is right and wrong come forward.

3
Women related issues in particular, such as legal rights, can be raised via the medium of television which has a wide reach across the country. This can also be seen as a form of public service.

4
Quality of conversations is maintained by diversity of guests and thoughts. Shows must be informative but they must also be representative of diversity.

5
There are many different types of shows and they are of many varieties. To carve a niche and a name one must ensure quality of conversation is maintained via representation as it creates inclusivity.

Barrister Fatima Shaheen
Television Host

Kaarvan Crafts Foundation
Crafting Inclusivity

The Pakistani Woman is strong, independent and resilient. Women have made pathways in all sectors of society for progress and development. Barrister Fatima Shaheen talked about her experiences as a female anchor and how she fights to make marginalised voices heard.



SOFT SKILLS TRAININGS - CATALYSING WLE GROWTH - SIALKOT

Soft skills training sessions for 360 women entrepreneurs & home-based workers was being carried out in the districts of Sialkot.

It is estimated that up to 40% of Pakistan's population – some 87 million people – could end up living below the poverty line as a result of the COVID-19 pandemic. As well as devastating lives and livelihoods, the pandemic is exacerbating existing inequalities, with women among those worst affected.

Kaarvan Crafts Foundation has partnered up with The British Asian Trust & the Target Foundation in tackling this crisis by catalysing the growth of women-led enterprises in low-income urban areas in Pakistan.





Village Baig Chak, Post office Jamke Cheema, Tehsil Daska, District Sialkot



Village Baig Chak, Post office Jamke Cheema, Tehsil Daska, District Sialkot



Village Kamal Pur, Post office Peerochak, Tehsil Daska, District Sialkot

Kaarvan Conversations

Pakistan has such a young nation with majority of its population under the age of 40. So how can we encourage the youth to take an interest in our local culture? How can they take ownership of our ancient heritage? Ahmad Farooq, founder of Virsapur, offered his journey and thoughts on Saturday 5th 2022!

Kaarvan Conversations

CULTURAL HERITAGE & STAKEHOLDERS SERIES

ENGAGING THE YOUTH AND REDISCOVERING PAKISTANI CULTURAL HERITAGE

KEY TAKEAWAYS



Ahmad Farooq
Founder, Virsapur



1

Pakistan has so much diversity but that fact hardly ever gets highlighted. There is not enough discourse to raise awareness about the various identities and even our education system does not explore this in depth.

2

The eradication of our local cultures has been a consistent, gradual process. Globally, Pakistan lags behind due to political realities which has meant culture suffered badly. Locally, our internal struggles has greatly divided us and impacted how the world sees us.

3

One of the biggest tragedies is that our own local people become aware of our own local cultures through education abroad.

4

Virsapur is a digital sphere which has received multiple reactions. Many have appreciated the work being done to highlight indigenous cultures. But there is a gap where urban people are unable to connect with rural roots and vice versa.

5

Ethnic minorities need to be heard and seen as there is great polarisation which can only be bridged through recognition and awareness.



Kaarvan Crafts Foundation


The critically acclaimed novelist Zarrar Said appeared on Kaarvan Conversations to talk about the erasure of local languages.

Kaarvan Conversations


CULTURAL HERITAGE & STAKEHOLDERS SERIES

THE ERASURE OF LOCAL INDIGENOUS LANGUAGES

KEY TAKEAWAYS



Zarrar Said
Author



1

Regional languages are an essential part of our identity. Ownership must take place and there should be a sense of pride in our indigenous languages.

2

Colonialism is blamed and it is an easy excuse, but then why do the Pathans and the Sindhi speak their languages with so much confidence and pride? It is in Punjab where Urdu is seen as a 'higher' language.

3

In 1946, only 5% of the population spoke Urdu. In Pakistan today, you collect all regional languages 75% of the population speaks a language that is not officially recognised.

4


There is so much shame associated with regional languages in Punjab then even a local MPA cannot speak his indigenous language in the Punjab Assembly.

5

The written word also needs to change. More books in local languages need to be mainstreamed. The curriculum must also incorporate indigenous languages.

6

Pop culture has made a Punjabi a 'paindoo'.



Kaarvan Crafts Foundation
Crafting connections

We had a fascinating Kaarvan Conversation session with Qasim Zaidi on the history and legacy of Karbala Gaamey Shah in Lahore.

Kaarvan Conversations
CULTURAL HERITAGE & STAKEHOLDERS SERIES

THE LEGEND AND HISTORY OF GAAMEY SHAH KARBALA

KEY TAKEAWAYS



Qasim Zaidi
Chartered Accountant



1

Legend of Karbaa Gaamey Shah. Known as the 'heart of Pakistan' it is the markazi imam bargah as everything for the Muharram procession starts and ends there.

2

Gaamey Shah is named after a saint whose name was Syed Ghulam Arshad and he is buried inside the Imambargah. There are different legends and myths surrounding it which is reflective of the diversity and plurality of thought.

3

One of the legends is the conversation between Gaamey Shah and Ranjit Singh on Guru Nanak.

4

What is evident is the tolerance and acceptance of the saint that is still preached today.



Truck art is an indigenous art. It has a rich history and it is a definitive cultural place in the Pakistani identity. Ijaz Mughal, a truck artist joined us on Saturday 26th February to tell Kaarvan about it and what the future holds for truck art.

Kaarvan Conversations
CULTURAL HERITAGE & STAKEHOLDERS SERIES

THE CULTURAL HERITAGE OF TRUCK ART

KEY TAKEAWAYS



Ijaz Mughal
Truck Artist



1

Truck art originated from Pakistan and cannot be found anywhere else in the world. It is not created anywhere else except for in Pakistan.

2

It was started by four men. Two brothers from Jhelum called Azam Ustaad and Yaseen Ustaad; Bhaiyya Baddoo Arzwad, a Hindu from Rampur; and Rafeeq Ustaad from Taxila.

3

Between the four men, each one brought an individual element, all of which amalgamated to create what is known as truck art recognised by its motifs and bright patterns accompanied by poetry.

4

Trucks are seen as 'brides'. Truck drivers spend their lives on the road and so the trucks are decorated as their brides with whom they are committed to.

5

Truck art, the original form, is dying out as the practice is becoming more and more commercial. It is imperative the technique is preserved and recognition is given to the founders.



INTERNATIONAL WOMEN'S DAY 2022

This International Women's Day, Kaarvan celebrates the resilient spirit of women who grace life with undying perseverance, flexibility and connection. It is this connection to respect and understand diverse perspectives that leads them to become the community inspiration - a beacon of hope of progress and socio-economic inclusion. Kaarvan participated in the #FiveComesFirst campaign by the World Global Goals pointing to the SDG 5: Gender Equality.





SOFT SKILLS TRAININGS - CATALYSING WLE GROWTH - FAISALABAD

Soft skills training sessions for 360 women entrepreneurs & home-based workers was being carried out in the districts of Sialkot.

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Makkuana, Jaranwala road, Tehsil Jaranwala, District Faisalabad

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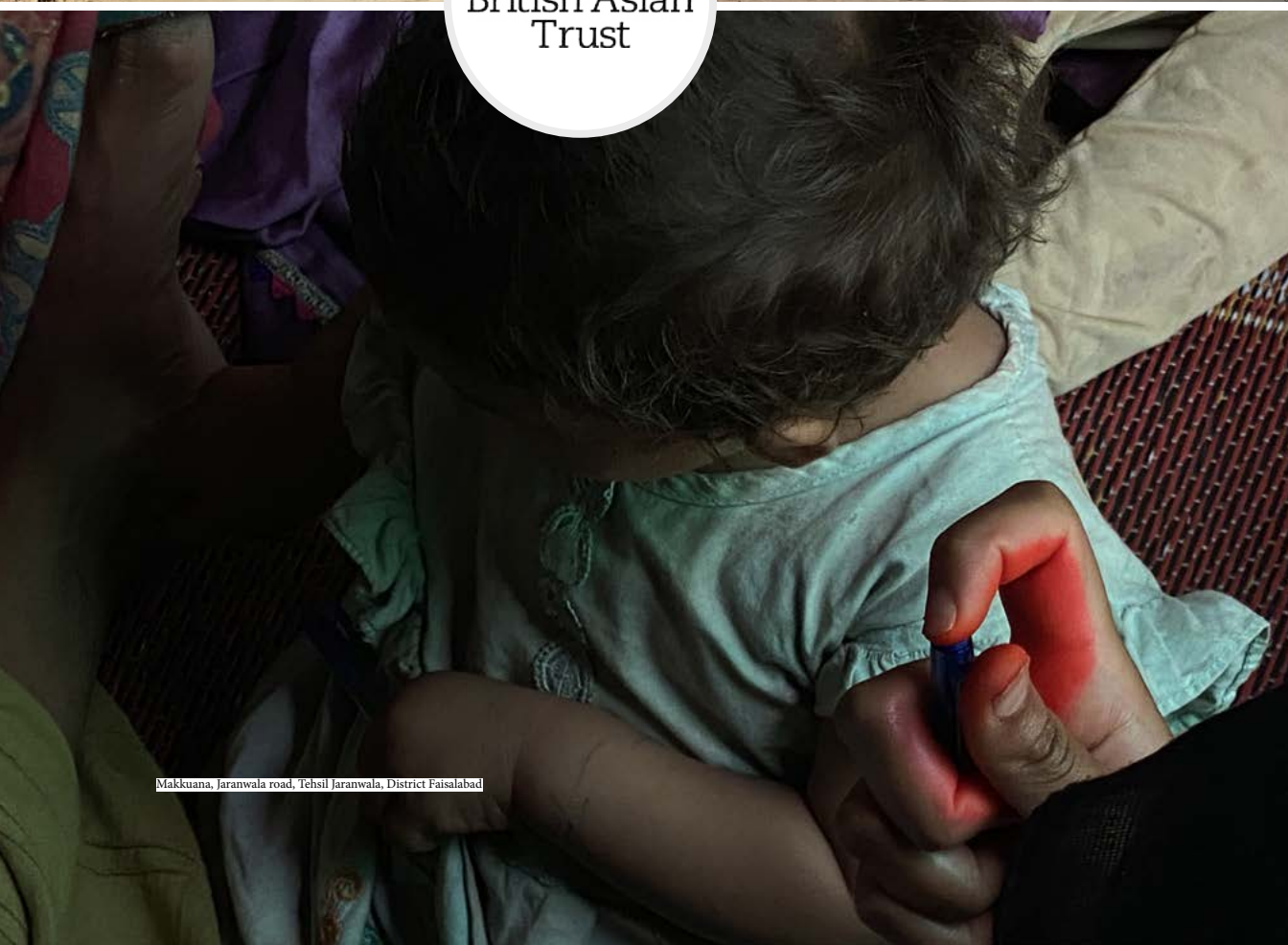
Chak 65, Jaranwala Road, Tehsil Jaranwala, District Faisalabad



District Faisalabad




British Asian
Trust



Makkuana, Jaranwala road, Tehsil Jaranwala, District Faisalabad

INDUSTRY CONNECTIVITY & EXPOSURE VISITS

Next stage of the Catalysing Women Led Enterprises was to make industry connectivity & Exposure visits in Faisalabad & Sialkot.



Aiza Beauty Parlor, Noor Garden, Madina Town, District Faisalabad



Faisalabad Garment City Company, Near Sadaqat Mill, Khurrianwala, Tehsil Jaranwala, District Faisalabad



Naeem Stitching Unit - Jaranwala Road, District Faisalabad



CATALYSING WOMEN LED ENTERPRISES GROWTH IN PAKISTAN

Industry connectivity and Exposure visits by Industry Experts have been being carried out for more than 700 women entrepreneurs & home-based workers in the district of Faisalabad & Sialkot.





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+92 423 585 7485



info@kaarvan.com.pk



www.kaarvan.com.pk



137-C-1 Model Town Lahore



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