

QUESTIONNAIRE ON RAISING AWARENESS ABOUT INTANGIBLE CULTURAL HERITAGE

Submitted by: Ministry of Culture, Government of Pakistan

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General:

S.#	Questionnaire	Reply
1.	<p>Please briefly describe the general awareness in your country about the importance of intangible cultural heritage (as defined in Article 2 of the Convention).</p> <p>[You may wish to distinguish between the levels of visibility among different groups of population (youth, minorities, academic world, etc.), or the visibility of specific intangible heritage domains (such as music, oral traditions, performing arts, rituals, festive events, etc.). you may also indicate why you consider it relevant, or not, to enhance awareness about the importance of the transmission of the intangible heritage. You may refer to some specific problems that you may encounter when doing so, and propose possible solution]</p>	<p>The awareness of the importance of the intangible heritage is very mixed. A large number of people appreciate the expressions in various forms of the intangible cultural heritage including music, old traditions, performing arts, rituals and festivals etc. However, the level of awareness does not motivate them towards finding ways of preserving. It is very important that the preservation and the consequent change over decades is recorded to develop an awareness of the direction of change or the conservation of the pure forms. This country has an almost ten thousand years old traditions that is under threat of being lost. Some of the problems are because of overlapping cultural influences over millennia. The area of the Indus valley and the present Pakistan have had an impact on the intangible cultural heritage. Substantial content must have disappeared and lost forever. However, traces and surviving elements need to be recorded to build up a repertoire, a conservatory of the intangible cultural heritage. The social prejudices and religious interpretation do come in the way of serious research and progress particularly in dance and music. Also the major impact is the lack of requisite political will and motivation to provide funding for the scholarship and research.</p>
Awareness – raising at the national level:		
2.	<p>How can practitioners and bearers of the intangible cultural be effectively involved in raising awareness about the importance of their heritage, while respecting customary access to it?</p>	<p>The practitioners and bearers of intangible cultural heritage have been involved primarily in the classical music in the country and the knowledge has been passed from within the tradition of a school known as "Gharanas". Similarly, on a very minor scale</p>

		there has been preservation in the dance form. There is hardly any in drama. The oral traditions, which primarily was in the form of storyteller is almost extinct. There is need to be a group of intellectuals, researchers and scholars putting them together to launch a campaign of awareness with the support of the media.
3.	What role can formal and non-formal education play in raising awareness about the importance of intangible cultural heritage? What kind of educational materials could be developed for that purpose?	The appreciation of intangible heritage needs to be introduced in the curriculum of the schools, colleges and universities. These should be supported by audio visual material.
4.	What role can community centers, museums, archives and other similar entities play in raising awareness about intangible cultural heritage?	Presently, the community centers, museums and archives are only involved in preserving the tangible heritage and in this country there is almost negligible preservation of the intangible heritage. Some scattered stocks are available at personal levels and at the broadcasting stations and television networks.
5.	How can various types of media contribute to raising awareness? (television, radio, films, documentaries, internet, specialized publications, etc)	The role of media is vitally important provided they focus on the necessity of creating awareness for the preservation of the intangible heritage.
6.	Can commercial activities related to intangible heritage contribute to raising awareness about its importance?	Commercial activities can contribute to raising awareness of the intangible heritage by marketing the videos, DVDS, recordings of the selected elements of intangible cultural heritage.
7.	Can enhanced visibility and awareness of the intangible heritage lead to income-generating activities?	Yes.
8.	What kind of actions and tools do you expect the UNESCO Secretariat to develop in order to assist the States Parties in enhancing awareness about the intangible heritage? [such as the collection and dissemination of information, the development and maintenance of a website, the production of information materials, the constitution of a repository of audiovisual materials, the launching of international campaigns, the development of partnerships, the participation in international congress, the provision of information to other UN agencies and other intergovernmental organizations, etc.]	UNESCO should create model of development on the internet
9.	The Representative List of the Intangible Cultural Heritage of Humanity is established under Article 16 of the Convention "in	These objectives can only be achieved if the government intervenes in a purposeful manner by establishing an institute and

	order to ensure better visibility of the intangible cultural heritage and awareness of its significance, and to encourage dialogue which respects cultural diversity". What kind of specific measures should be taken to achieve these objectives?	study group adequately financed for the purpose of development of projects and programs for promoting and preserving the intangible cultural heritage.
10.	How can the programmes, projects and activities that best reflect the principles and objectives of the Convention, as referred to in Article 18, contribute to raising awareness about the importance of the intangible heritage.	The efforts of UNESCO and consistent role of the state parties will definitely establish and add to the importance of intangible heritage.
11.	Through what means can the Committee disseminate best practices, as referred to in paragraph 3 of Article 18?	No comments.
Threats related to awareness-raising:		
12.	When applying awareness-raising measures, what aspects or elements of the intangible heritage should be excluded?	No elements should be excluded.
13.	When attempting to raise awareness about intangible heritage, what kind of measures should be taken to avoid inappropriate use or access to it?	Attention will need to be paid to the social sensibilities, which are very cautious on nudity and vulgarity.
14.	What kind of precautions should be taken to avoid possible negative effects resulting from enhanced visibility of certain forms of intangible heritage?	No particular precautions are foreseen except that the no anti-religious campaign should be launched.
15.	What ethical questions do you think need to be raised when promoting the intangible heritage of certain communities?	Ethical norms are already established in the society and are taught in the schools and other institutions. No new questions need to be raised.