

# Unlocking the Potential of Cultural Heritage for Relevance & Development: An integrated approach

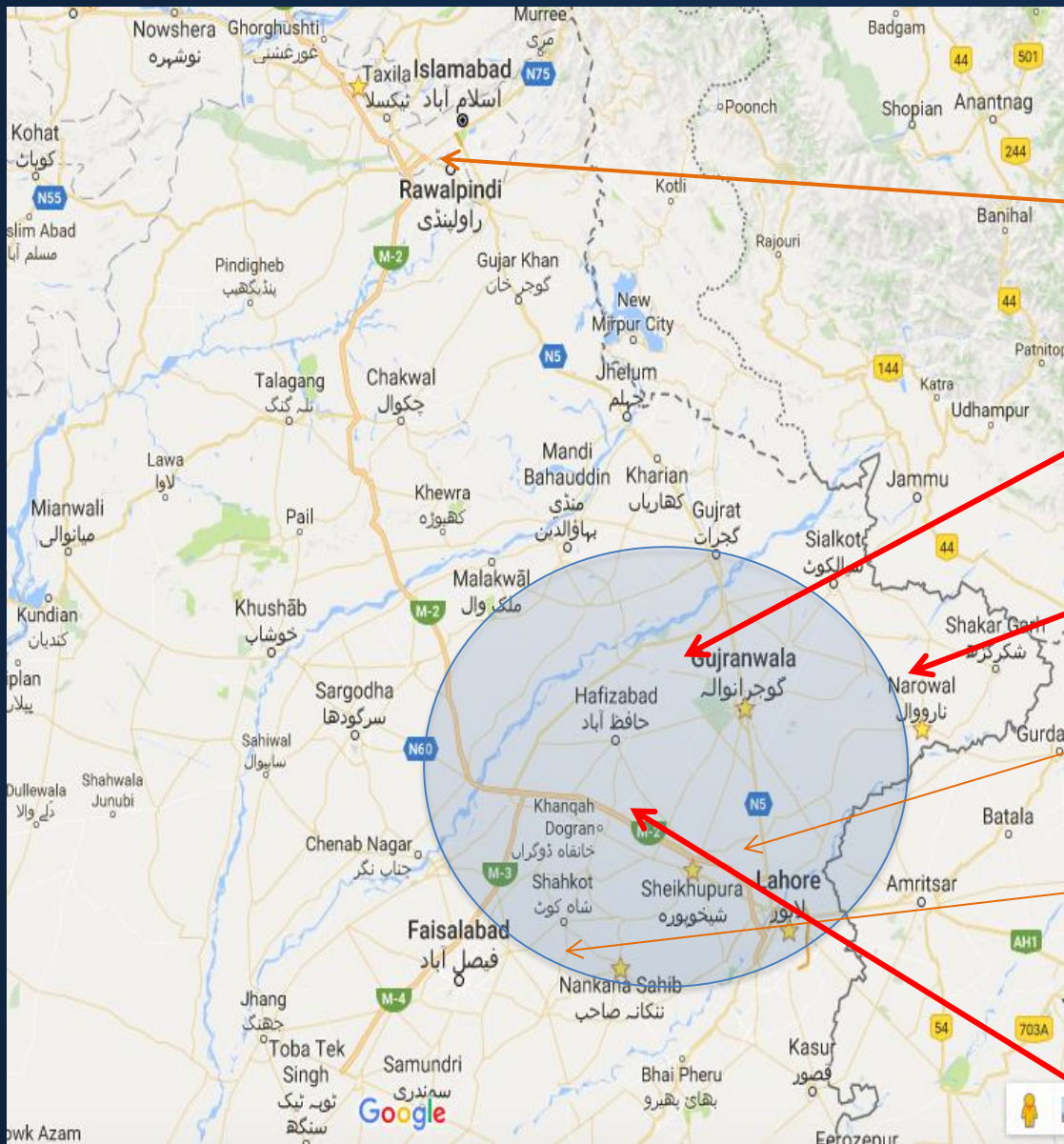
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Pakistan  
GC Member of Tehran ICH Center

Dateline:  
Tehran  
7 March 2024



## Case Study 1- ISMP: Post Conflict Peace And Harmony Through ICH Knowledge

## Map Showing Location of main Gurdwaras in Punjab



**HASAN ABDAL**  
Gurdwara Punja Sahib

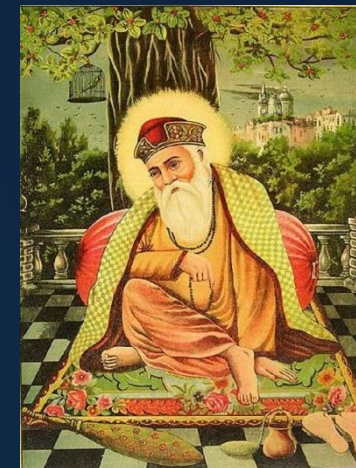
**GUJRANWALA**  
Gurdwara Rohri Sahib  
Gurdwara Bhai Lahu  
Gurdwara Chaki Sahib

**NAROWAL**  
Gurdwara Darbar Sahib, **KARTARPUR**

**LAHORE**  
Gurdwara Dera Sahib,

**NANKANA SAHAB**  
Gurdwara Janam Asthan,  
Gurdwara Bal Lila,  
Gurdwara Tambu Sahib  
Gurdwara Dera Sahib,

**SHEIKHUPURA**  
Gurdwara Sacha Sauda Sahib



Guru Nanak Ji  
Born: April 15, 1469  
*Talvandi (Nankana Sahib)*  
Death: Sept 22, 1539  
*Kartarpur Sahib*

## ISMP: INTEGRATING THE TANGIBLE & INTANGIBLE CULTURAL HERITAGE



Langar



### Story of Sacha Sauda from the Janam Saki

When Baba ji was a young lad his father , Kalu Mehta wanted to train him in business. He gave him some money and asked him to go the Choorkhana Mandi to buy some goods. Baba ji asked “ Do you want me to do Sacha Sauda?” His father encouraged him. On the way he saw some emaciated Sadus who seemed to be hungry so he used his money to buy food for the Sadus. When Baba ji returned home his father asked him what he had purchased. Baba Ji replied that he did some Sacha or Sucha Sauda.

**The Gurdwara Sacha Sauda commemorates this event significant for being the first Langar of the Sikh faith**

### GURDWARA SACHA SAUDA SAHIB



#### SALIENT FACTS

- ❖ Constructed during the reign of Maharaja Ranjit Singh 1801-1839
- ❖ Added on through the years
- ❖ Historic Gurdwara, an important location resonating the story of the Janam Saki
- ❖ **Post Partition the Gurdwara was made functional in 1998**

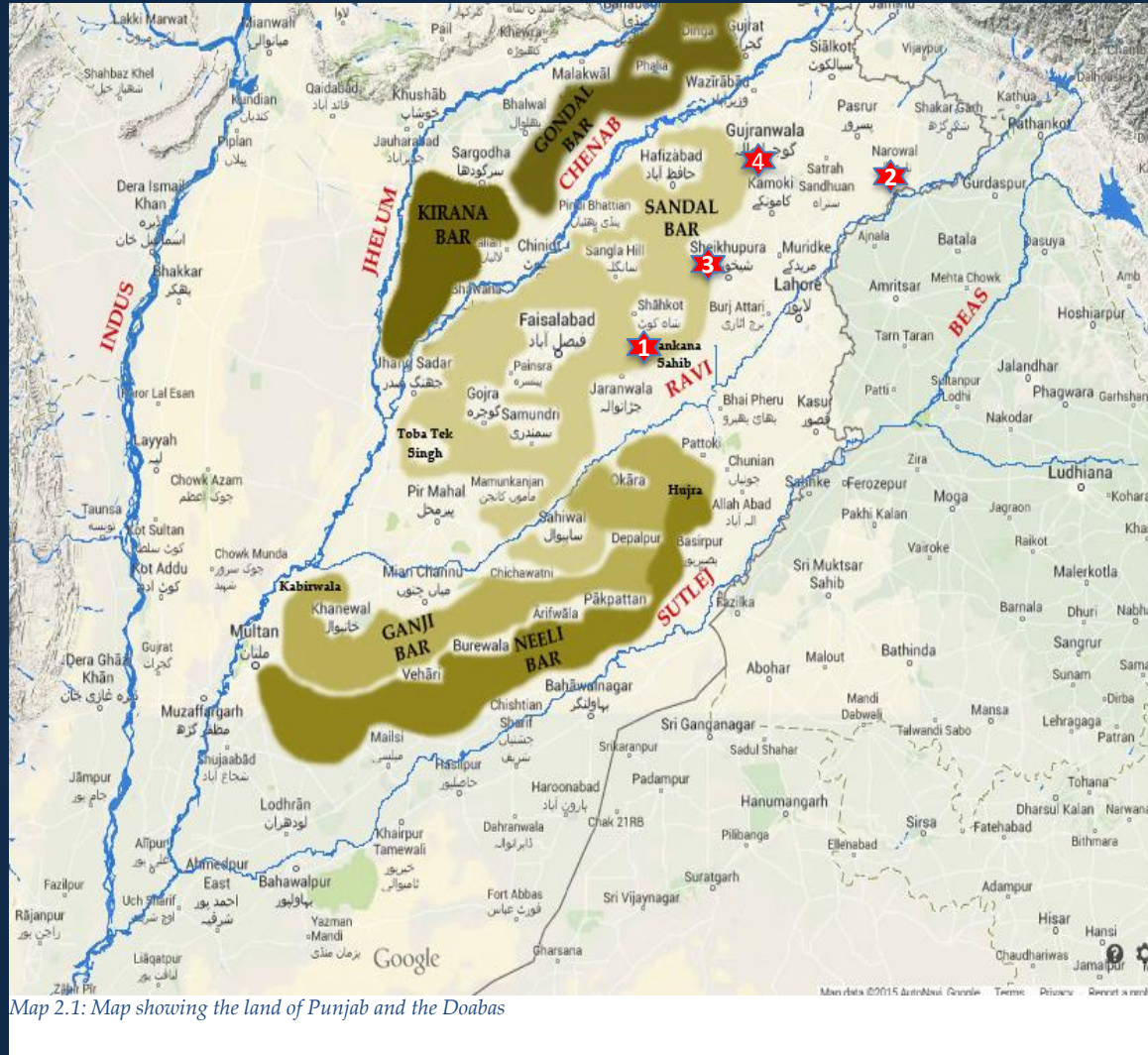


# THE CULTURAL CONTEXT: PUNJAB CULTURE

- ❖ Rachna Doaba has a rich heritage and continuous habitation stretching into millenniums
- ❖ The Living Heritage of the Punjab shows how it has been kept alive and embraced by many through the multiple belief systems and faiths that co-existed in harmony

*This ancient land is witness to the*

- Birth and Development of many religions
- The **Rachna Doaba** is where two great sages of the Punjab, **Guru Nanak Ji** and **Waris Shah** left their indelible mark.



Map 2.1: Map showing the land of Punjab and the Doabas

- 1: Nankhana Sahib, the Birth Place of Baba ji
- 2: Kartarpur the place of eternal rest of Baba ji
- 3: Gurdwara Sacha Sauda Sahib
- 4: Gurdwara Rohri Sahib

The sacred book of the Sikh religion, **Guru Granth Sahib**, the 11<sup>th</sup> and the Living Guru, includes

- ❖ the *bani* of 6 Sikh Gurus,
- ❖ 14 Hindu *Bhagats* and
- ❖ 5 Muslim Sufis.

From the Muslim Saints, the largest amount of poetry is of **Baba Farid** who has **123 shaloks** (*poems*) mentioned in the book.

**kirtan** (hymn) include many Kafis of the Muslim Sufi Saints and thus revered by the Punjabis

**Guru Granth Sahib incorporates the thoughts and philosophy rendered in poetic form of many sages of the Punjab**



# APPRECIATING THE JOINT HERITAGE OF THE PUNJAB: DECOLONIZING THE MIND



Moving away from the British Colonial Construct of “Divide and Rule” e.g. Hindu Door and Muslim Chimney to our own reality



Stakeholders Meetings at the University:

**LEARNING FROM THE COMMUNITIES & KNOWLEDGE BEARERS: MAKING EDUCATION MORE RELEVANT**

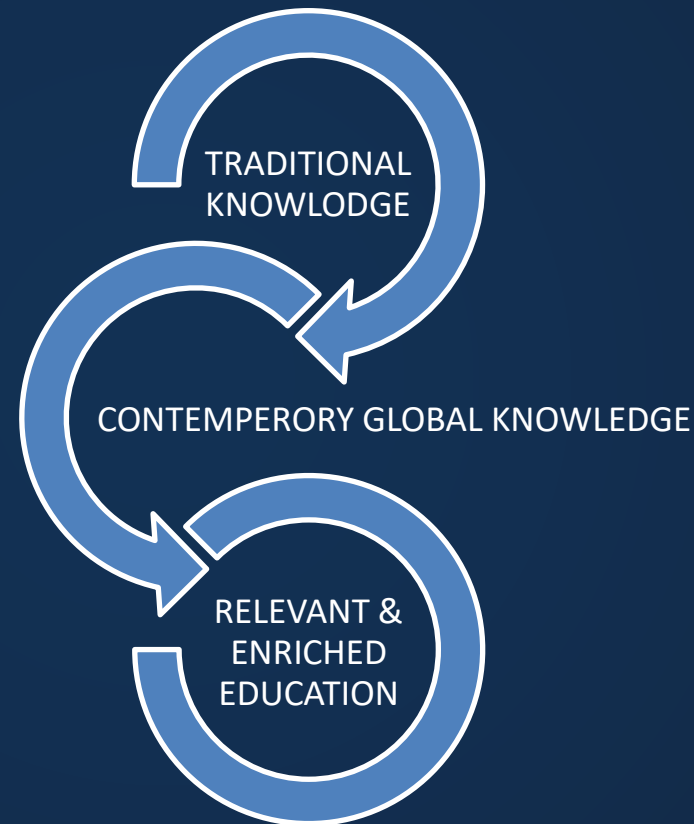
Celebrating the Birthday of the Holy Prophet (Peace be upon Him) at Gurdawara Sacha Sauda

**TOWARDS PEACE AND INTERFAITH HARMONY**



### WHY INTEGRATE ICH EDUCATION IN SCHOOLS ? DECOLONIZING THE MIND

- ❖ The Intangible Cultural Heritage Elements comprise of various **Layers of Knowledge, Wisdom and Meaning.**
- ❖ The integration of the **ICH knowledge, wisdom, technical knowhow** as well as the **value, meaning and symbolism embedded** within these elements into the formal Education and Learning ensure that this knowledge will not be lost but **will pass onto the next generation.**



**Musical Instrument Making  
Dabgari, Peshawar**

*ICH Knowledge of Sound & Physics*



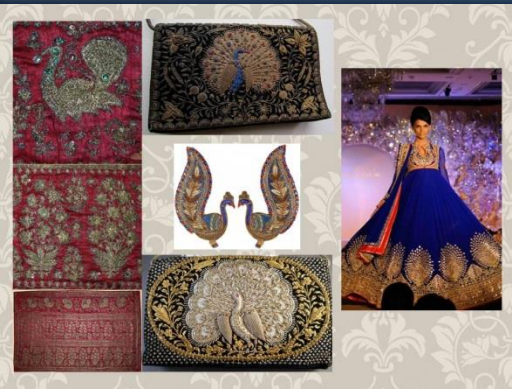
**Grand Jirga, Peshawar 2013**

*Traditional System of Conflict  
Resolution among the Pukhtun  
communities*

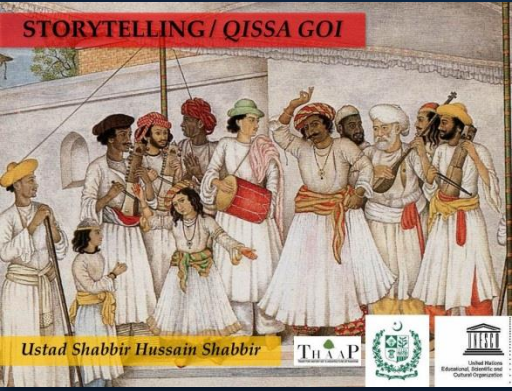
**A PILOT LED BY UNESCO ASIA-PACIFIC REGIONAL CENTER< BANGKOK  
4 Countries- Uzbekistan, Palau, Vietnam, Pakistan- Many Solutions**

## Identification, Building Partnerships & Collaboration

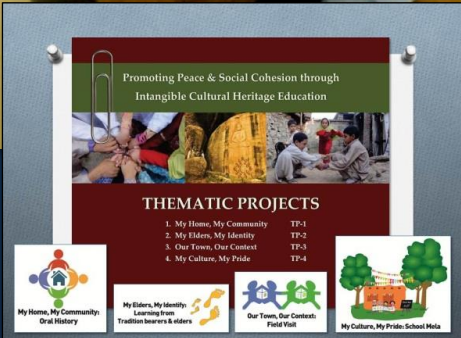
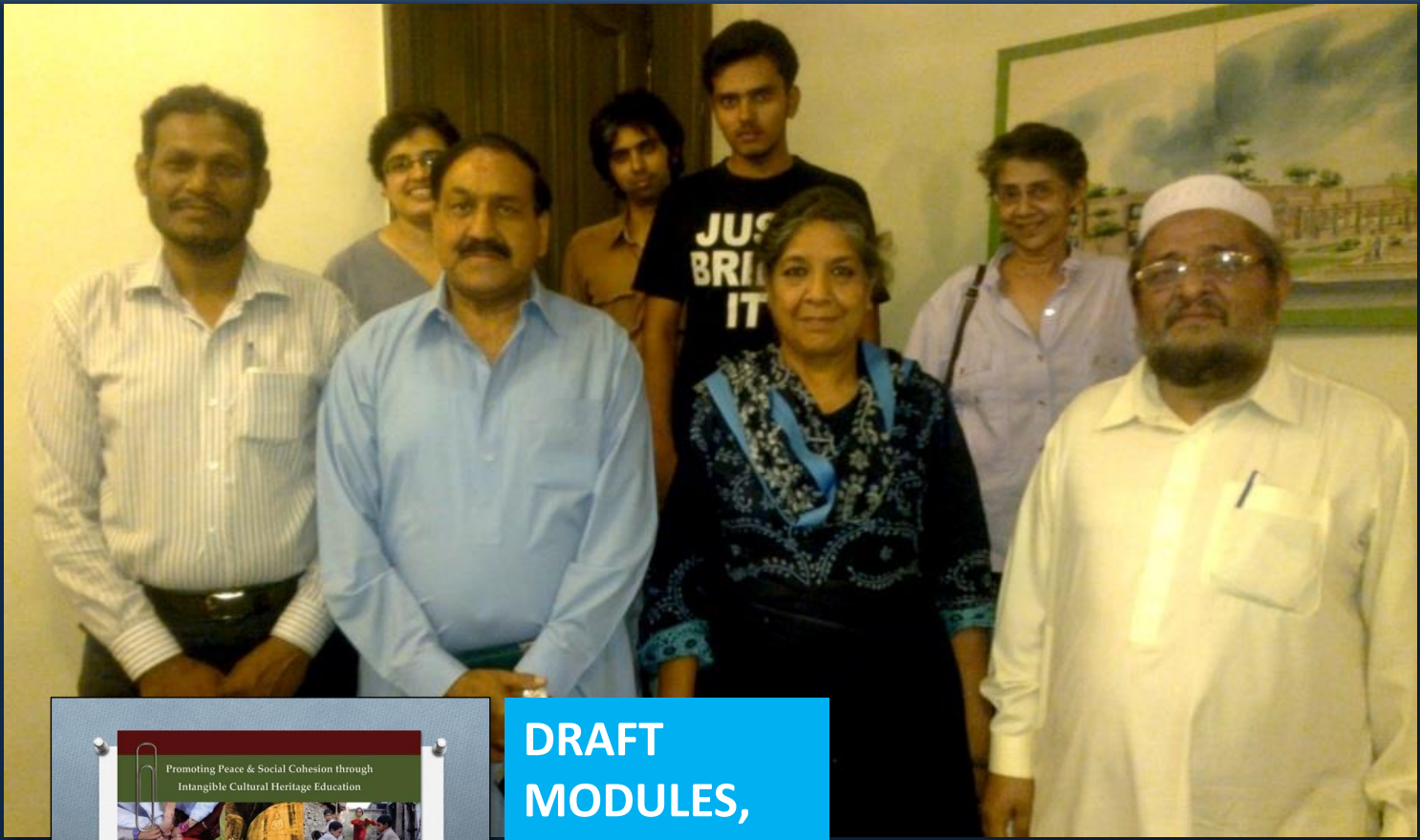
### Meetings of Ustads & Contemporary practitioners, university and school teachers DEVELOPMENT OF TRAINING MANUALS & PRESENTATIONS FOR TEACHER TRAINING



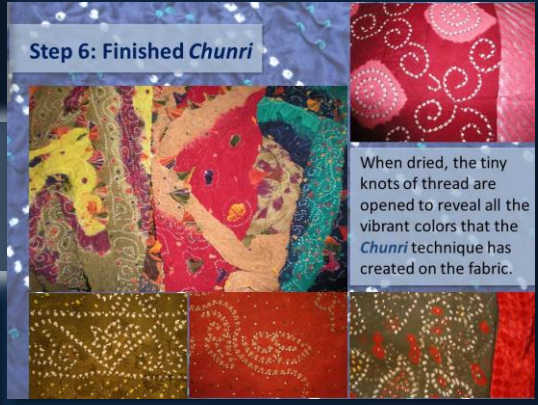
Zardozi




Storytelling



## DRAFT MODULES, CD with PPP 5 ICH ELEMENTS



Embellished Textile



**MUSICAL INSTRUMENTS**

Musical Instruments

There are three types of Musical Instruments

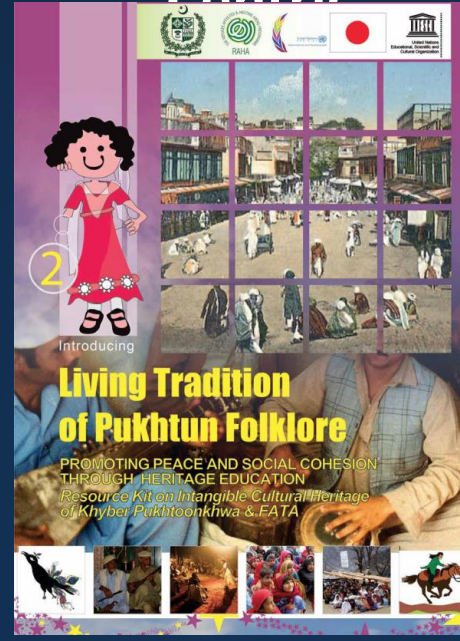
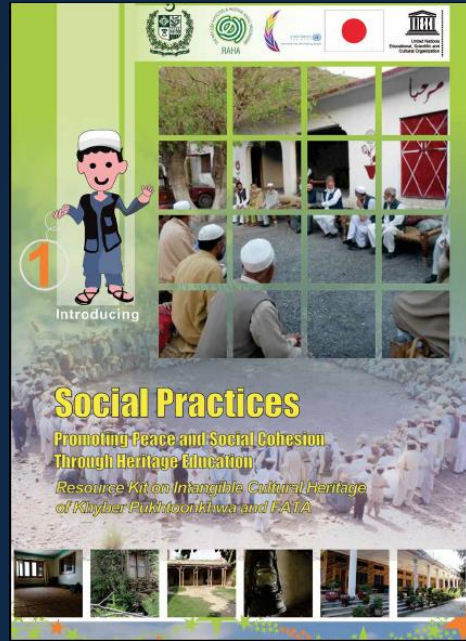
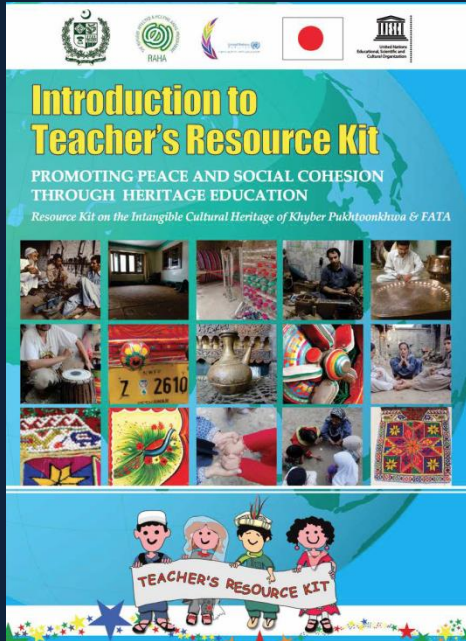
1. Wind Instruments
2. Percussion Instruments
3. String Instruments

Musical Instrument Making



Khatati

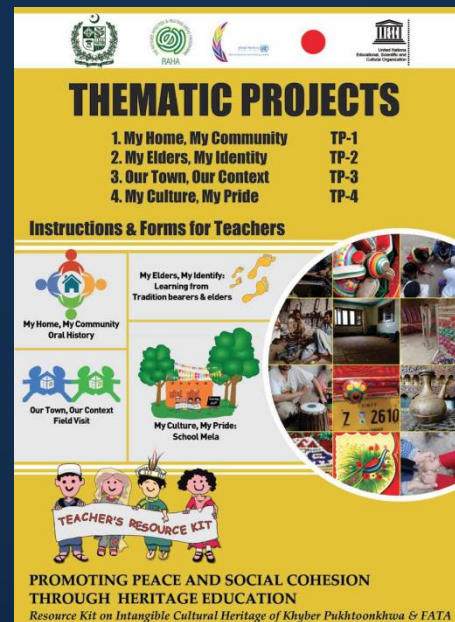
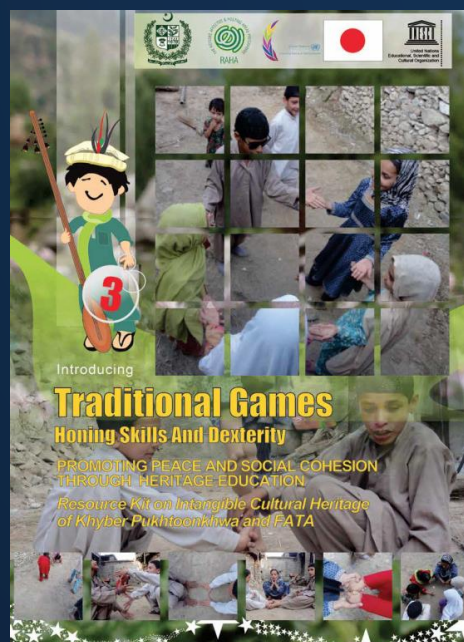
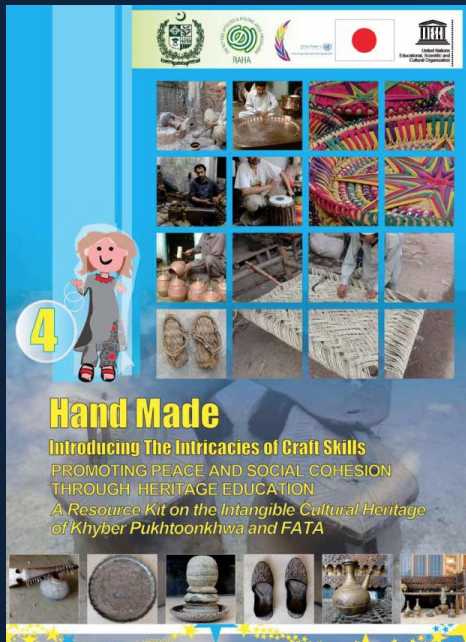
# Teacher's Resource Kit for Integrating ICH in Education : It is all about Process and People



The formal and informal transmittal of transfer of cultural knowledge

- Spaces
- Methods
- Through whom:

- Working with Communities to identify the ICH and what is of Value to the people
- Working with the Ustads: The Knowledge Bearers and the Traditional Practitioner and educators....Listen to what people want
- Select the domain and research thoroughly to deconstruct the layers of knowledge
- Work with the Curriculum developers and educators to prepare Resource Kits



- Example from the beginning years
- PHYSICS CLASS : Sound through Traditional Musical Instruments
- GEOGRAPHY : THROUGH TRADITIONAL STORIES

# CASE STUDY 3: UNLOCKING THE POTENTIAL OF WOMEN THROUGH THE ICH OF THEIR COMMUNITIES – THE UNESCO-THAAP PROJECT 2010

**Goal: Empowering women through crafts for livelihood and economic wellbeing**

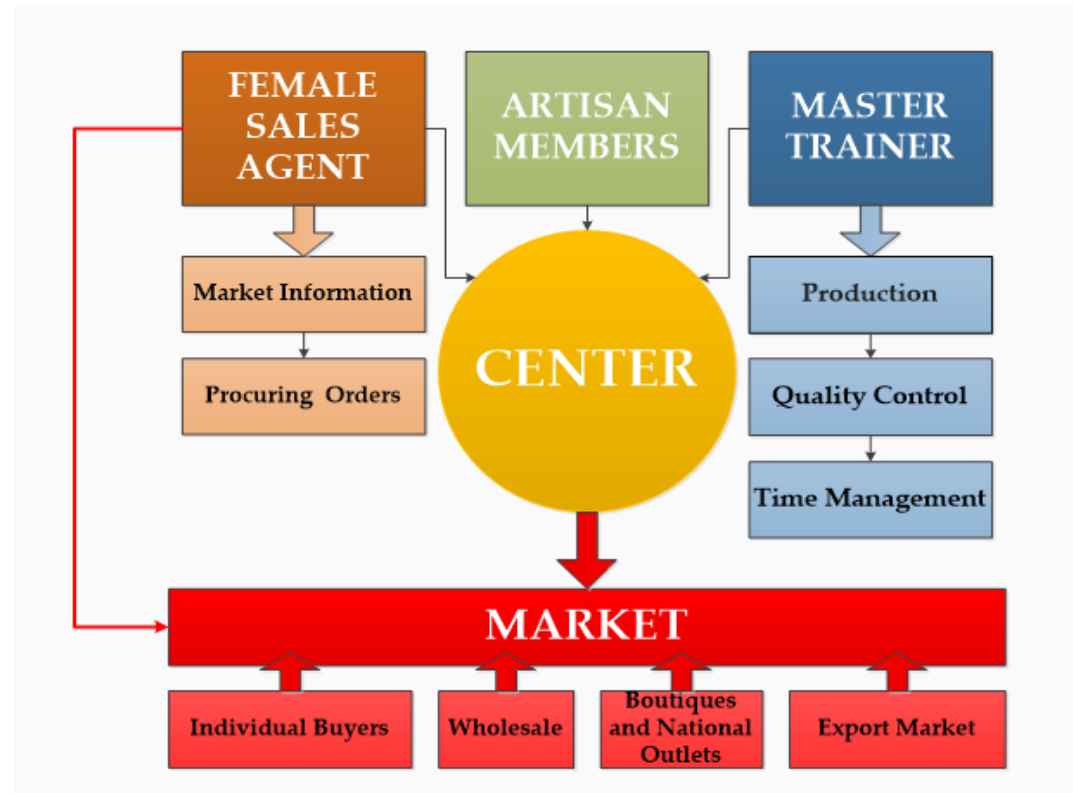
**Strategy: Uplift of the Village Economy and Empowering Women through Crafts**

- Intergenerational Transfer of Cultural Knowledge of Craft Making, & Local Cultural Expressions
- Breaking the exploitation by the Middle Men
- Breaking the Isolation

- Developing a Pedagogy
- An organizational Skills
- Training in Innovative design

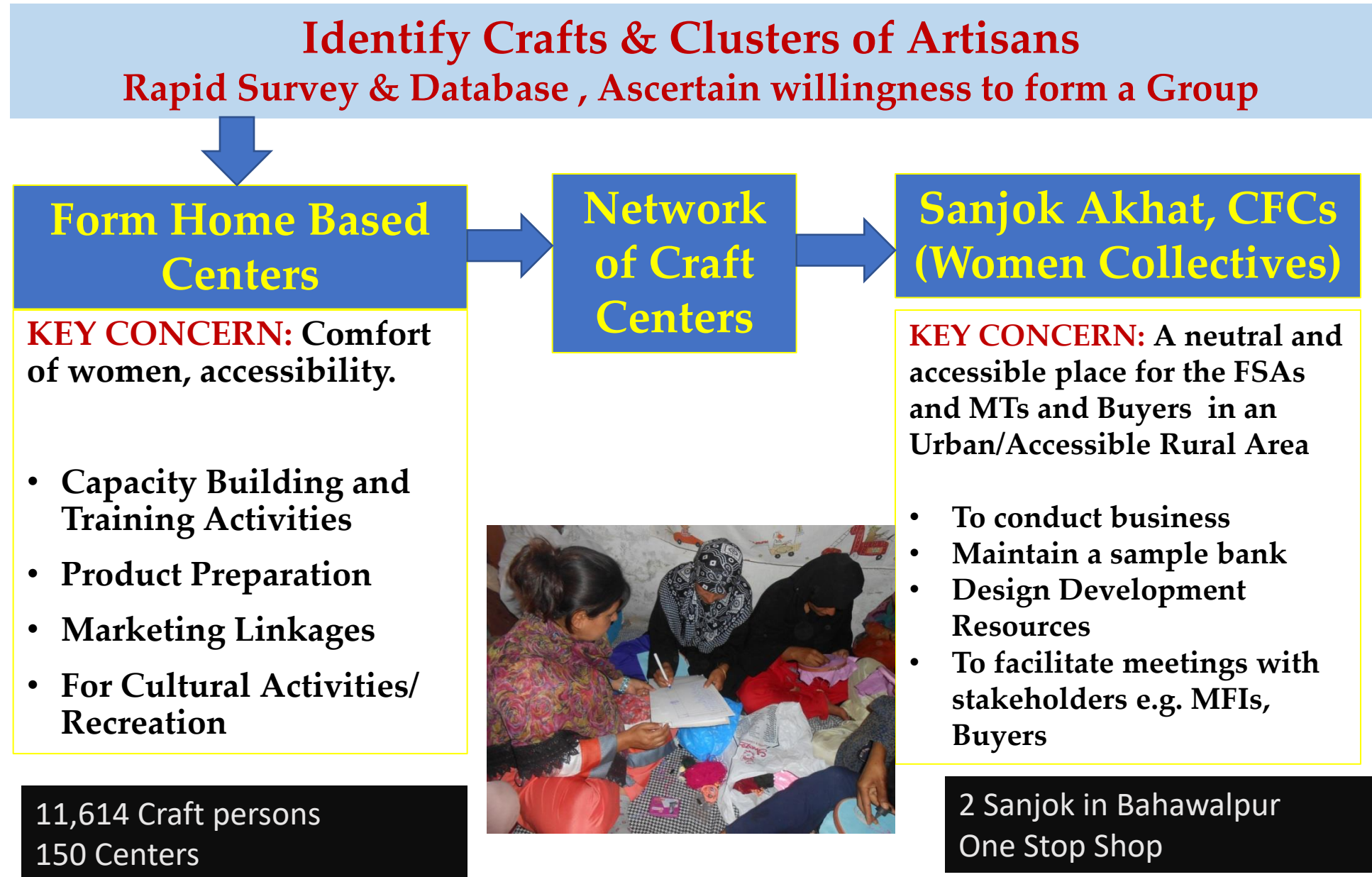


Promoting cultural industries for Poverty Alleviation



Nusrat Chunri Center-Abbass Nagar Village, District Bahawalpur

# STRATEGY: ORGANIZATIONAL STRUCTURE



**GOAL:** BREAK THE ISOLATION THROUGH NETWORKING OF ARTISAN IN SEVERAL VILLAGES

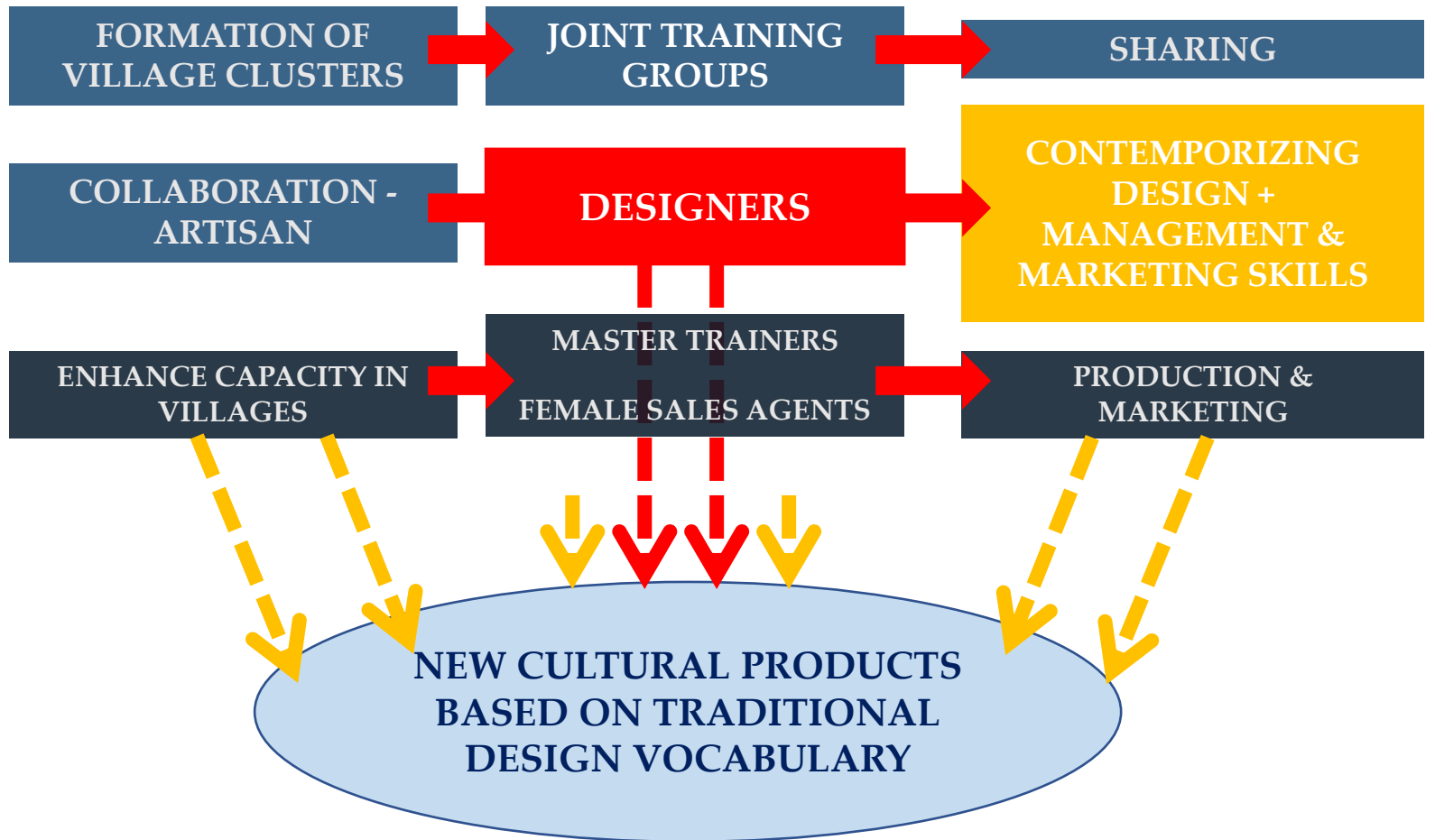
**TRAINING PEDAGOGY-**

through designer-artisan collaboration

- For contemporizing design
- Marketing Skills
- Financial Resources through MFI

**METHODOLOGY**

Multi layered



# BUILDING PARTNERSHIPS WITH TRADITION & KNOWLEDGE BEARERS: THE KEEPERS OF ICH



Ustad. Abudallah Mai- Chunri



Surraya Mai- Spinning



Ustad. Baqir- Naqqish (Fresco painter), Multan



Ustad Nadeem- Weaver



Hashim- Weaver with Designer Fida Hussain



Nusrat (Chunri) with Designer Aisha Imdad

**THE CONCERN** : SEARCH OF A PEDAGOGY FOR TRANSFORMATIVE EDUCATION : Developing a nexus between two parallel systems



Ustads and IAC Faculty Gather to develop the curricula, methodologies and resources to test out pedagogies



Ustad Saif-ur-Rahman, Naqqash



Ustad Abdur Rahman at the Charburji Conservation Work



Ustads and IAC Faculty in the Studio Class Critiques.

UNESCO Republic of Korea Funds-in-Trust Project  
Sustainable Development and Community Involvement Initiatives  
for the Implementation of World Heritage Convention

**USTADS OF TRADITIONAL BUILDING CRAFTS  
WHO CONDUCTED THE CAPACITY BUILDING WORKSHOPS IN 2017**

 Ustad Khurshid Alam Golzar Qaland Lahore 0300-551-100	 Ustad Saif-ur-Rahman Naqqash Lahore 0300-4722107
 Ustad Muhammad Baqir Kashgar Multan 0333-2192232	 Ustad Muhammad Waqar Kashgar Multan 0333-2192232
 Ustad Ghulam Hyder Qandoo Kashgar Rawalpindi 0334-2879878	 Ustad Muhammad Razaq Kashgar Rawalpindi 0334-2879878
 Ustad Akbar Abbas Kashgar Lahore 0300-4511145	 Ustad Kamran Ullah Kashgar Lahore 0333-9902948
 Ustad Borhan Uddin Kashgar Lahore 0300-4511145	 Ustad Anif Sharif Tariq Basha Lahore 0300-4511145
	 Ustad Anwar Sobhani Naqqash Rawalpindi 0334-2879878

Lahore Component:  
Capacity Building for Traditional Crafts  
of these districts in the Punjab:  
(Lahore, Multan and Rawalpindi)

UNESCO Implementing Partner:  
ICA  
Institute of Culture and Art

**EXHIBITION** Exhibition of Traditional Building Crafts  
and their Conservation Initiatives  
at the National Museum, Islamabad

Institute of Culture and Art (ICA),  
Hafizabad Road, Lahore

Integrating the Traditional and Contemporary Knowledge



**AMO MAI,  
VILLAGE DB 80,  
DEEP CHOLISTAN**



**GULLAH MAI,  
VILLAGE ABBAS  
NAGAR,  
BAHAWALPUR**

**THANK YOU**

