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launched in Pakistan

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Danish-funded cultural development programme launched in Pakistan



A \$3.7 million Pakistan Culture and Development Program, funded by the Danish government, has been launched in Islamabad to empower people through cultural activities and promote intercultural dialogue at national, regional and international level.

The two-year programme is being implemented by the **Danish Centre for Culture and Development (CKU)** in collaboration with national civil society organizations in four provinces, FATA and Gilgit-Baltistan regions.

The programme comprises of three components included empowerment of people through active participation in art and cultural activities; enhancement of economic growth through creative industries; and promotion of intercultural dialogue and intercultural collaboration at national, regional and international levels.

The launching ceremony, which took place at the Lok Virsa, was attended by Minister for Information, Broadcasting and National Heritage, Senator Pervaiz Rasheed and Ambassador of Denmark to Pakistan, Jesper Moller Sorensen. It featured entertaining and socially representative cultural, folk, musical and theatrical performances by CKU's partner organizations.

Addressing the audience, Danish Ambassador in Pakistan Sorensen said, "Art and culture are important means to bridge differences, to create tolerance, and ultimately to provide opportunities for every single individual, regardless of who they are. Unfortunately, cultural space has been challenged in Pakistan in recent years. It is especially during challenging times that we must support those in society, who have the talent and desire to express themselves in innovative and creative ways."

Ambassador Sorensen, who was wearing traditional Pakistani attire, highlighted that one part of the programme is a focus on creative industries and economic growth: "One should never underestimate the importance of creativity and innovation in the private sector. The focus should be on creative industries goes hand-in-hand with our renewed efforts to bring more Danish businesses to Pakistan, and thus help create jobs and growth,"

*Read the full reports on the launch in **The Nation** and in **Dawn***

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