

Gandhara Cultural Festival

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Azaad Digital:

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<https://www.dawn.com/news/1888534#:~:text=ISLAMABAD%3A%20The%20Pakistan%20National%20Council,sustainable%20eco%2Dtourism%20in%20Pakistan>

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Gandhara Cultural Festival held to promote heritage, eco-tourism

Jamal Shahid | Published January 30, 2025 | Updated a day ago



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Visitors arrive at the PNCA to attend the Gandhara Cultural Festival in Islamabad on Wednesday. In the other picture, Buddha statues are on display. — INP

ISLAMABAD: The Pakistan National Council of Arts (PNCA) hosted a vibrant Gandhara Cultural Festival on Wednesday, marking the grand launch of an initiative that aims to promote Gandhara civilisation and heritage for sustainable eco-tourism in Pakistan.

The Nation:

<https://www.nation.com.pk/30-Jan-2025/gandhara-cultural-festival-celebrates-heritage-promotes-sustainable-tourism>

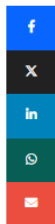


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Gandhara Cultural Festival celebrates heritage, promotes sustainable tourism

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ISLAMABAD - The Gandhara Cultural Festival, held at the Pakistan National Council of the Arts (PNCA) on Wednesday, brought Pakistan's rich cultural heritage to life, celebrating the ancient Gandhara civilisation and promoting eco-tourism. The event, followed by the grand launch of the project "Promoting Gandhara's Civilisation and Heritage for Eco-Tourism", marked a significant step in preserving Pakistan's historical treasures and boosting tourism. The festival featured a vibrant array of stalls and exhibits, showcasing ancient artifacts, stone carvings, books, hand-embroidered dresses, handmade jewelry, truck art, stupas, and organic foods. One of the main attractions was a Hindu community corner where visitors were captivated by devotional bhajans performed with

The News International:

<https://www.thenews.com.pk/print/1277976-gandhara-cultural-festival-opens-with-focus-on-heritage-preservation>

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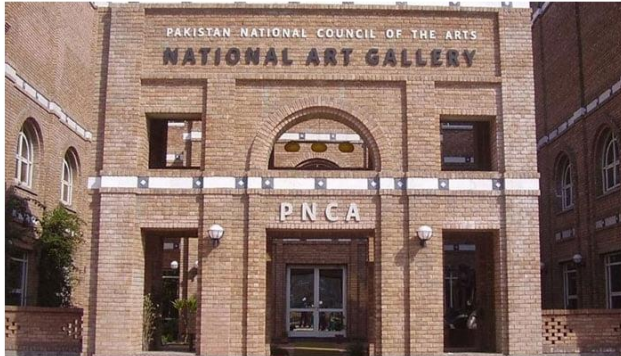
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Islamabad

Gandhara Cultural Festival opens with focus on heritage preservation

By Our Correspondent | January 31, 2025



Pakistan National Council of the Arts (PNCA) building can be seen in this image. — State Media/File

Islamabad: The much-anticipated Gandhara Cultural Festival, marking the launch of the "Promoting Gandhara's Civilisation & Heritage for Sustainable Eco-Tourism" project, was officially inaugurated at the Pakistan National Council of Arts.

The Express Tribune:

<https://tribune.com.pk/story/2525394/festival-breathes-life-into-centuries-old-culture>

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Festival breathes life into centuries-old culture

Event launches 'Promoting Gandhara's Heritage for Eco-Tourism' project

Our Correspondent | January 30, 2025



NEWS

ISLAMABAD: The Gandhara Cultural Festival brought Pakistan's ancient heritage to life, celebrating the legacy of the Gandhara civilisation while promoting eco-tourism.

Lead Pakistan:

<https://leadpakistan.com.pk/news/gandhara-cultural-festival-promotes-sustainable-tourism/>

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Gandhara Cultural Festival promotes sustainable tourism

By Web Desk - January 30, 2025

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The Gandhara Cultural Festival, held at the Pakistan National Council of the Arts (PNCA) on Wednesday, brought Pakistan's rich cultural heritage to life, celebrating the ancient Gandhara civilization and promoting eco-tourism.

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Gandhara Cultural Festival celebrates heritage, promotes sustainable tourism

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The Gandhara Cultural Festival, held at the Pakistan National Council of the Arts (PNCA) on Wednesday, brought Pakistan's rich cultural heritage to life, celebrating the ancient Gandhara civilization and promoting eco-tourism.

The event, followed by the grand launch of the project "Promoting Gandhara's Civilization and Heritage for Eco-Tourism," marked a significant step in preserving Pakistan's historical treasures and boosting tourism.

The festival featured a vibrant array of stalls and exhibits, showcasing ancient artifacts, stone carvings, books, hand-embroidered dresses, handmade jewelry, truck art, stupas, and organic foods.

One of the main attractions was a Hindu community corner, where visitors were captivated by devotional bhajans performed with traditional musical instruments, symbolizing interfaith harmony.

The event was organized by Kurrum Welfare Houses and the Pakistan Poverty Alleviation Fund (PPAF), in collaboration with the Pakistan Tourism Development Corporation (PTDC), Prime Minister's Youth Programme (PMYP), and PNCA.

Parliamentary Secretary, Farah Naz Akbar inaugurated the festival, commending the initiative for its role in promoting cultural tourism and unity among diverse communities.

"It is heartening to see that stalls from seven different cultural communities are part of this festival, showcasing Pakistan's rich and diverse heritage," she remarked.

Pakistan Observer:

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ISLAMABAD

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Faisal Karim Kundi, Governor Khyber Pakhtunkhwa

Reporter's Diary

Much anticipated Gandhara Festival promotes heritage conservation and sustainable tourism

Special Interview


Heritage, Attallah Tarar, Governor Khyber Pakhtunkhwa, Faisal Karim Kundi, and prominent officials from the government and development sector. A key milestone of the festival was the signing of a Memorandum of Understanding (MoU) between the Pakistan Poverty Alleviation Fund (PPAF) and leading stakeholders, including PNCA, Pakistan Tourism Development Corporation (PTDC), and Kurram Welfare Home.

The project aligns with the Prime Minister's vision for inclusive and sustainable development while reinforcing UNESCO's global strategies for heritage conservation. It is expected to boost religious and eco-tourism, empower local artisans, and create employment opportunities for the poor of Swat and beyond. By integrating heritage conservation benefits with sustainable development, the initiative seeks to ensure that heritage conservation benefits local communities.

Parliamentary Secretary Feroz Khan underscored the significance of Pakistan's Buddhist heritage and its role in fostering interfaith harmony and international relations. "Pakistan is home to some of the most significant Buddhist sites in the world. This project will not only protect these historical treasures but also promote interfaith harmony and global cultural exchange."

PTDC Managing Director Rana Aftab Ahmad stressed Pakistan's immense potential as a cultural tourism hub, stating that the project would drive employment and economic growth by attracting international visitors. "By investing in our cultural heritage, we are strengthening Pakistan's identity as a global tourism destination," advised the Culture and Heritage, Digital Marketing and e-commerce training, modern economic development programs, and public awareness campaigns on heritage conservation.

By preserving Gandhara's rich history while promoting sustainable development, the project aims to position Pakistan as a leading cultural tourism destination on the global stage.



Pakistan Today:

PAKISTAN TODAY

Friday, 21 January, 2022 | 11:00am | Islamabad, 1444 | In partnership with Profit | No. 20.00 | Vol. XX No. 204 | 8 Pages | Islamabad Edition

Gandhara Cultural Festival inaugurated at PNCA



ISLAMABAD
STAFF REPORT

The much-anticipated Gandhara Cultural Festival was officially inaugurated at the Pakistan National Council of Arts (PNCA), marking the launch of the Promoting Gandhara's Civilization & Heritage for Sustainable Eco-Tourism project. The event was attended by Minister for Information, Broadcasting, National Heritage and Culture Division Atta Ullah Tarar and Governor Khyber Pakhtunkhwa Faisal Karim Kundi, alongside key government officials and development sector leaders. The festival highlights the importance of cultural preservation and sustainable tourism in Pakistan. A significant milestone of the event was the signing of a Memorandum of Understanding (MoU) between the Pakistan Poverty Alleviation Fund (PPAF) and key stakeholders, including PPAF CEO Nadir Gul Barech, Muhammad Ayoub Jamali PNCA, Managing Director Rana Aftab-ur-Rehman PTDC, and CEO Kurram Welfare Home Muhammad Kamran.

Associated press of Pakistan:

<https://www.app.com.pk/national/gandhara-cultural-festival-promotes-heritage-conservation-sustainable-tourism/>



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Gandhara Cultural Festival promotes heritage conservation & sustainable tourism



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ISLAMABAD, Jan 30 (APP):The much-anticipated Gandhara Cultural Festival was held at the Pakistan National Council of Arts (PNCA), marking the official launch of the Promoting Gandhara's Civilization and Heritage for Sustainable Eco-Tourism project.

The initiative, valued at PKR 60 million, aims to preserve Pakistan's rich Gandhara heritage, promote sustainable tourism, and create economic opportunities for local communities.

The event was attended by Minister for Information, Broadcasting and National Heritage, Attaullah Tarar, Governor Khyber Pakhtunkhwa, Faisal Karim Kundi, and prominent officials from the government and development sector.

Financial Times:



Gandhara Cultural Festival Inaugurated with Focus on Heritage Preservation and Sustainable Tourism



By ANI Correspondent:

ISLAMABAD: The much-anticipated Gandhara Cultural Festival, marking the launch of the "Promoting Gandhara's Civilization & Heritage for Sustainable Eco-Tourism" project, was officially inaugurated at the Pakistan National Council of Arts (PNCA). The event brought together esteemed leaders and dignitaries, including Nadir Gul Barchi, CEO of the Pakistan Poverty Alleviation Fund (PPAF), Parliamentary Secretary Ms. Farah Naz, Managing Director of Pakistan Tourism Development Corporation (PTDC) Rana Aftab, Member Provincial Assembly (Khyber Pakhtunkhwa) Malik Tariq Awan, and Advisor for Culture and Heritage at PNCA Kashif Irshad and CEO Muhammad Kamran Kurram Welfare Home (KWH).

Speaking at the inauguration ceremony, Nadir Gul Barchi emphasized the significance of the project in both cultural preservation and economic empowerment. He remarked, "This initiative marks a milestone in preserving our heritage while simultaneously creating sus-

tainable livelihoods for local communities. By empowering artisans, women entrepreneurs, and developing eco-tourism skills, we are ensuring that our rich history becomes a driver of economic development and global tourism. This project reflects the Prime Minister's vision for inclusive growth and aligns with UNESCO's principles of heritage conservation."

Parliamentary Secretary Ms. Farah Naz praised the initiative's contribution to promoting interfaith harmony and safeguarding Pakistan's Buddhist heritage. "Pakistan is home to some of the world's most significant Buddhist sites, and this project will showcase our historical treasures while fostering religious harmony. Our government is committed to ensuring that our cultural heritage contributes not only to economic growth but also to global tourism," she said.

Rana Aftab, Managing Director of PTDC, highlighted the immense potential of Pakistan's tourism sector, stressing the importance of projects like this in positioning the country as a prime destination for cultural tourism. This project is a

step in the right direction, preserving our cultural history and attracting international tourists, which in turn will generate employment and economic growth," said Rana Aftab.

Kashif Irshad, Advisor for Culture and Heritage at PNCA, shared that Pakistan has a vast and untapped potential in heritage tourism. By 2030, we aim for this sector to contribute \$18 billion annually to the national economy, he further added. "We will continue to organize such festivals, providing artisans and communities a platform to share their heritage. These events not only highlight the rich cultural identity of Pakistan but also strengthen national economy, unity among people of different faiths," he concluded.

The Gandhara Cultural Festival featured cultural stalls by artisans from diverse ethnic backgrounds, showcasing traditional crafts, paintings, and artifacts from the region, including Buddhist stupas and historical representations from Taxila. The event also included an exclusive exhibition of Gandhara artifacts and paintings at the PNCA Art Gallery, celebrating Pakistan's artistic and historical legacy.

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The Public Purview

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Gandhara Cultural Festival Inaugurated with Focus on Heritage Preservation and Sustainable Tourism

by News Desk — January 30, 2025 in Pakistan



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Islamabad, Pakistan – The much-anticipated Gandhara Cultural Festival, marking the launch of the “Promoting Gandhara’s Civilization & Heritage for Sustainable Eco-Tourism” project, was officially inaugurated at the Pakistan National Council of Arts (PNCA). The event brought together esteemed leaders and dignitaries, including Nadir Gul Barech, CEO of the Pakistan Poverty Alleviation Fund (PPAF), Parliamentary Secretary Ms. Farah Naz, Managing Director of Pakistan Tourism Development Corporation (PTDC) Rana Aftab, Member Provincial Assembly (Member

Asian Sun:



Gandhara Cultural Festival Showcases Pakistan’s Rich Heritage and Interfaith Harmony at PNCA

Asif Farooq T h e Gandhara Cultural Festival commenced today at the Pakistan National Council of Arts (PNCA) with a grand ribbon-cutting ceremony, celebrating Pakistan’s diverse cultural heritage. The event was inaugurated by Parliamentary Secretary Farah Naz, MPA Malik Tariq Awan (KP), Advisor for Culture and Heritage PNCA Kashif Irshad, Managing Director PTDC Rana Aftab, CEO Kamran KWHI and Director General PPAF Nadir Gul. Following the opening ceremony, attendees explored a vibrant display of cultural stalls set up by people from various ethnic backgrounds. Taxila locals showcased traditional honey, embroidered bags, stupas, truck art, and paintings, reflecting the rich artistic and historical legacy of the region. In a media briefing, the distinguished guests shared their insights on the significance of the festival and the future of cultural preservation and tourism in Pakistan. Kashif Irshad emphasized that three annual programs of



this nature will be organized to highlight Pakistan’s heritage, reaffirming that “We are a peace-loving nation.” Nadir Gul stressed the importance of government and community support in uplifting marginalized communities through cultural and economic initiatives. MD PTDC Rana Aftab acknowledged Pakistan’s diverse religious communities, stating that Buddhist heritage should be preserved, given the presence of a significant Buddhist population. Parliamentary Secretary Farah Naz praised the initiative, highlighting Pakistan’s potential for cultural tourism and lauding the event’s role in fostering interfaith harmony. Kashif Irshad concluded by outlining the ambitious vision for Pakistan’s tourism sector, stating that “By 2030, we expect the tourism industry to contribute \$18 billion annually to Pakistan’s economy.” The event concluded



with a guided tour of the PNCA Art Gallery, where guests admired an exclusive exhibition featuring ancient stones, stupas, and paintings that celebrate the rich Gandhara heritage. The Gandhara Cultural Festival stands as a testament to Pakistan’s deep-rooted history and commitment to preserving its diverse cultural and religious heritage while promoting tourism and interfaith harmony.

Asian Telegraph:

<https://theasiantelegraph.global/?p=24710>



Asian Telegraph is a Daily English Newspaper.

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Govt commits to cultural heritage for economic growth and tourism, Farah Naz

January 30, 2025 / Reporter



Gandhara Cultural Festival Inaugurated with Focus on Heritage Preservation and Sustainable Tourism

Islamabad – Parliamentary Secretary Ms. Farah Naz praised the initiative's contribution to promoting interfaith harmony and safeguarding Pakistan's Buddhist heritage. "Pakistan is home to some of the world's most significant Buddhist sites, and this project will showcase our historical treasures while fostering religious harmony. Our government is committed to ensuring that our cultural heritage contributes not only to economic growth but also to global tourism," she said.

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NATIONAL

Govt commits to cultural heritage for economic growth and tourism, Farah Naz

January 30, 2025 / Reporter



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