

**NATIONAL INSTITUTE OF FOLK AND
TRADITIONAL HERITAGE, LOK VIRSA**

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| ▪ <u>Location</u> | <u>Garden Avenue, Shakarparian, Islamabad.</u> |
| ▪ <u>Name of the Head</u> | <u>Mr. Uxi Mufti, Executive Director.</u> |
| ▪ <u>Phone number</u> | <u>92-51-9203983</u> |
| ▪ <u>Fax number</u> | <u>92-51-9202042</u> |
| ▪ <u>E-mail address</u> | <u>virsa@culture.sdnpk.undp.org</u> |

Introduction:

Lok Virsa (National Institute of Folk Heritage), established in 1974, is a specialized organization with mandate for field research, collection, culture studies, oral traditions, folklore indigenous cultural; heritage and traditional culture.

In order to give substantive legal status to Lok Virsa broadening its area of activities and enabling it to generate its own resources other than Government grant the existing resolution has been converted into an ordinance, promulgated by the President of Pakistan on 17th September, 2002.

In a short period spanning three decades, Lok Virsa has made notable achievement despite progressive resource constraints:

- Pakistan National Museum of Ethnology/Heritage Museum.
- Virsa Media Centre.
- Virsa Publishing House.
- Virsa College of Arts.
- Heritage Library.
- Video and Sound Archives.
- Artisan-at-work Festival.
- Pakistan Cultural Encyclopedia.
- Citizen Participation.

Main Functions:

- a) To engage in research, systematic collection, documentation, scientific preservation, projection and dissemination of oral tradition, folklore and other aspects of indigenous cultural heritage.
- b) To aim at strengthening and nurturing the roots of Pakistan culture and to achieve fundamental objectives regarding its rediscovery and reinterpretation to project the true identity of Pakistan.
- c) To establish cultural complexes and Museums for the purpose of displaying living arts and crafts, cultural artifacts and rare objects from all parts of Pakistan.
- d) To establish cultural industries, art and craft galleries, artisan villages and to hold and organize festival.
- e) To retrieve advance knowledge of the general public and promotion of cultural heritage and cultural industries of Pakistan.
- f) To carryout studies, investigation, surveys, to collect data to prepare feasibility report about schemes, projects and programmes to the extent required for fulfilling the objects.
- g) To arrange and provide training and technical assistance to its staff as well as participating NGOs and community based organizations educational institutions through training programmes, purchase of existing services, workshop, seminars, publications and training programmes and scholarships within Pakistan or in such other countries as the Board may deem appropriate.
- h) To improve knowledge, understanding and practices of different aspects of indigenous cultural heritage and devise ways and means for a broader dissemination through employment of modern media technologies.
- i) To establish centers of excellence and to activate existing institutions and build or innovate new institutions and forge mutually beneficial private/public sector partnerships.
- j) To prepare and implement such other plans and programmes to promote cultural heritage of Pakistan.

