

Chapter 13

MASS MEDIA, CULTURE AND NATIONAL HERITAGE

The mass media and culture have emerged as natural allies during the last two decades after remarkable expansion of the electronic media worldwide. The media of broadcasting is now the largest cultural carrier, and is playing a pivotal role in the cultural transformation of societies. Under this changed scenario, the subjects of broadcasting press, culture and national heritage have been put under one ministry at the federal level. Culture and media now enjoy a unique relationship as the mass media is now shaping up cultural traits and helping people learn, disseminate and adopt hybrid lifestyles. The culture, on the other hand, is the primary source of content to entertainment and the news media. Though after the devolution, the subject of culture has been transferred to the provinces, but protection, preservation and promotion of the national heritage is still on the national agenda, and is responsibility of the federal government as custodian of the consolidated interests of the state.

The mass media in Pakistan has been growing at a phenomenal pace since liberalisation of the broadcasting policies, initiated in the 1990s. The electronic media in particular, print media in general, has experienced massive technological changes in printing, transmission, production and contents. In 1947, when Pakistan appeared on the world map, it had a population of around 50 million with literacy rate around 18 per cent. There were 10 newspapers, both in English and Urdu languages, some regional languages dailies, no television and seven radio stations with an average Medium Wave power of 10 Kilo Watt. The country, which now lags behind in catching up with the modern technological trends, was the first in South Asia to enter the TV era in 1964, and continued its journey to develop thereon. The country has a history of controlled press till 1980s, under the unpopular press and publication laws. Newspapers were owned and controlled by the state under the National Press Trust. The Trust was abolished in 1972 and period of independent private sector print media started. Now the country has 350 newspapers, owned and published by the private sector. Similarly, radio broadcasting, initially a public sector monopoly, is now growing under the private sector with 143 Frequency Modulation (FM) radio stations, which arrived in 1988, and have taken over the cities by storm and are gradually moving to small towns. In the era of globalisation, it has emerged as one of the most effective advertising media. This phenomenon was witnessed during the last general elections, held in May 2013, when the FM broadcasters were used excessively and extensively by the local political parties and candidates for their election campaigns. With overwhelming part of its contents tilted towards population under 30, the FM radio has essentially appeared as a youth medium.

The globalisation, which has reached Pakistan economy via competition and investment from overseas, has transformed the media industry, and the mass media is currently going through one of its most exciting phases in the post-independence time. The 1990s was a watershed era of television broadcasting in Pakistan when satellite broadcasting started, and dramatic changes in content and style appeared on the screen. Television has made spectacular contributions to development and entertainment since then. The television broadcasting has developed by leaps and bounds from a single channel, controlled, development-oriented and propaganda-induced organ to a vibrant social partner in the overall development process. The Pakistan

Television(PTV), and a public sector entity, no longer monopolises the county’s television market, but it still remains a significant player with an extensive network of channels and more than 90 per cent terrestrial and 100 per cent population coverage. In the face of tremendous technological advances and intense competition, the PTV has survived and continues to struggle to fulfil its role as a mass medium for education and entertainment. Its primary responsibility of safeguarding the cultural identity of Pakistan, and central role to provide space for a diverse range of ethnic, linguistic and religious views, can never be underemphasised.

The mass media, as a cultural industry and tremendous source of information, has affected lives of the Pakistanis in diverse ways. In a society with low literacy rate, per capita income, under-development in various fields and very high population growth rate, the mass media has to take on the responsibility of an entertainer, educator and an organ of awareness, raising among cross cultural groups. The Plan, therefore, takes off with a heavy agenda of developing not only the state-owned media, but taking the entire mass media towards the dream of a progressive and developed Pakistan.

Current structure of the mass media

The entire mass media in Pakistan is structured under two broad administrative and financial categories, that is, public and private sectors.

Public sector

The electronic media in terms of terrestrial structure has been dominated by the state-owned and controlled media, which comprises two major organisations, that is, Pakistan Television Corporation and Pakistan Broadcasting Corporation. The country’s terrestrial TV network is 100 per cent monopoly of the PTV, which reaches ordinary homes through a network of 110 transmitters and Rebroadcast Stations (RBS) connected to seven Television Stations spread across the county. The PTV signals reach Pakistani homes through a simple antenna. The Medium Wave and Short Wave Radio network is also owned and controlled by the State. The Pakistan Broadcasting Corporation (PBC) has 27 Medium Wave radio stations and 32 FM stations. The Corporation also enjoys monopoly over the Medium Wave broadcasts.

PTV Stations	7
TV transmitters	110
Radio stations	27
Commercial FM radio stations	138 (123 operational)
Non-commercial FM radio stations	45 (30 operational)
Number of TV homes	13 million
Cable operators (licensed)	2700
Cable subscribers (official figures)	10 million
Satellite channels (local)	91 (84 Operational)
Landing rights permission	26
Multipoint Multi-channel Distribution System (MMDS)	6 (All Operational)

Source: Pakistan Electronic Media Regulatory Authority (PEMRA)

Private sector

For the purpose of convenience, the total mass media, which stays outside the ambit of the state ownership and control, has been put under this category. The electronic media, which has

shown an incredible growth and expansion worldwide during the last 20 years, has landed in the Pakistani homes with pronounced strength. The configuration of electronic media, under this category, is quite complex. Broadly speaking, the following types of the electronic media are functioning in Pakistan.

- Satellite TV channels operating from the Pakistani soil under the PEMRA licensing
- Satellite channels available to the Pakistani viewers through cable, but operating from abroad
- The FM broadcasters, which have grown very rapidly during the last 10 years, are community-based, language based or narrow-casters catering to specialised groups such as entertainment, music, education and regional languages. In spite of small commercial market, the growth of the FM Stations has remained below the expectations.
- The media in the private sector are to be regulated by the PEMRA laws, but practically a number of channels are operating outside the code of conduct of the PEMRA owing to the fact that either they operate outside the Pakistani soil or are available through cable without any formal licensing. The state media, that is, PTV and PBC, are exempted from licensing.
- Film, as the strongest carrier of entertainment contents, has always remained a private sector activity though it hardly enjoys status of an industry. It has been a victim of inconsistent policies and non-professional handling, both at the government and the film makers' levels.

Print media profile (2013-14)

Dailies	350
Weeklies (Accredited, ABC certified)	363
Monthlies (Accredited, ABC certified)	200
News agencies	30
Regional papers	30

Primary issues

Issues being confronted by this sector are:

- The policy framework in vogue strongly supports the public sector ownership of the media operations.
- Small income generation capacity of the electronic media within the country owing to small size of capital market
- A sizeable part of the country is still dependent on terrestrial broadcasting in the rural areas, which necessitates the government funding for installation of transmitters, as the terrestrial broadcasting is monopolised by the public sector.
- Most TV broadcasters are operating from outside Pakistan and hence cater to a wider market, including India, Afghanistan and Bangladesh.
- Size of the public sector broadcasters is huge and requires continuous financial injection by the government yet subscribing to a very small segment of population practically and lacking credibility.
- Maximum efforts were directed towards strengthening the public sector electronic media without realising strength and outreach of the private sector.
- The main cause of failure has been the ownership and control of the electronic media by the government.

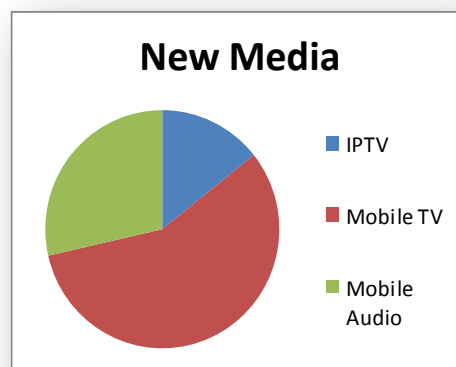
- Limited choices for the rural population
- Strengthening the technological base of the public sector electronic media through replacement of the existing electronic equipment by the state-of-the-art equipment
- Capacity-building of print and electronic media personnel
- Revival of the film sector of Pakistan
- Need for reviewing the existing regulatory mechanisms
- Extending cable TV service to rural areas through the private sector
- Launching Direct-to-Home TV service by the private sector
- Private sector not facilitated adequately

Strategy

The next 12 years (2013-25) are extremely crucial for media development as this is the period during which countries have to meet the deadline given by the International Telecommunication Union (ITU) for complete switch over to digital broadcasting. Both the public and private sector electronic media will have to rise to the challenge and convert their production and transmission facilities from analogue to digital. Hence the cable, satellite, Direct to Home and terrestrial television networks will be digital and the viewers will receive signals through digital televisions. A major shift will be the convergence of different media through the internet and mobile. Both these media will be a major source of content supply through mobile TV, mobile radio and Internet Protocol Television.

Community television through multipoint Multi-channel Distribution System (MMDS) and community radio through FM will also be the key features of the electronic media. The country will have to redraft its agenda for the mass media development keeping in view the reality that role of the government in broadcasting activities will be minimum, while the mass media operations will be governed by the market forces and the international digital satellite broadcasting giants will enter as big players. Under the umbrella of the Vision 2025, three long-term plans will appear and two plans – one from 2013 to 2018 and the second from 2018 to 2023 – will complete the implementation periods. The plans will focus on achieving mega target of the Vision through complete restructuring of the mass media and come at par with competing international broadcasters. The salient features of the Vision are:

- Complete digitalisation of TV networks and switch over to digital broadcasts
- Complete financial and operational autonomy to the PTV and PBC with minimum government funding gradually moving to complete financial independence for self-sustenance
- Rightsizing the public sector broadcasters
- A broad partnership regime between the public and private sectors in radio and TV programme production and transmission



- Providing 100 per cent TV coverage through cable in remote and less developed areas
- Community TV, introduction of the Internet Protocol TV, Direct-to-Home (DTH) TV, network of community radio stations, Mobile TV and audio through the private sector
- Creation of state-of-the-art training institutions, new academies, universities and strengthening the existing training institutions
- Installation of powerful Medium and Short-Wave transmitters for regional and international coverage
- Digital Satellite radio
- Introduction of 3D film production and creation of cinema houses for exhibition of such films
- Film to enjoy status of industry and provided with regulatory and institutional support
- Financial institutions to be encouraged for offering investment in film-making
- Film making to be supported through enhanced training opportunities by the government in all technical areas

In the next five years, the entire mass media scenario will undergo revolutionary transformation under an innovative growth-led strategy, which will emphasise optimal use of human and physical potential of market forces mainly through wider community mobilisation and participation. The salient features of future mass media scenario will be a combination of broadcast television, internet services, video conferences and a complete network of communication facilities. The broader goals for Plan period are:

- Switch over to digital technology in electronic media
- Availability of the international satellite channels through cable to all households
- Provision of 100 per cent Radio and TV coverage through cable to all households with thrust on remote and less developed areas
- Strengthening and enhancing partnership between the public and private sectors in radio and TV programme production and transmission
- Strengthening the existing training institutions, creation of new academies and universities
- Enhanced operational autonomy to the PTV and PBC with minimum government funding gradually moving to complete financial independence for self-sustenance
- Downsizing the public sector broadcasters substantially
- Introduction of digital satellite radio
- Creation of a network of community-based FM radio stations in the private sector
- TV coverage by Direct-to-Home (DTH) Satellite broadcasts in the private sector
- Modernisation of the country's premier news agency Associated Press of Pakistan (APP) – The existing news transmission to be linked through the internet by making optimal use of the information technology, and its network extended to the district level
- Strengthening the technological base of the public sector electronic media through replacement of the existing electronic equipment by the state-of-the-art equipment

- Launching of the Internet Protocol Television, Mobile TV and Mobile Audio
- Installation of powerful Medium and Short-Wave transmitters for regional and international coverage
- Complete enforcement of the Copyright Act for print material and electronic broadcasts to safeguard intellectual property rights
- Enhancing interaction between the government and the media – Press clubs to be strengthened, and support for the new press clubs equipped with the latest information technology facilities
- Introduction of a comprehensive insurance scheme for working journalists and media professionals
- Reducing import duty on papers, printing machines and allied equipment to encourage publishing activities and newspaper circulation
- Reducing import duty on the electronic equipment used in TV and radio programmes production in the private sector
- Establishment of Interactive cable TV network in all major cities and towns
- Community television in the private sector through the MMDS
- Enhancement of the Development Support Communication in all sectors of the economy

Development Communication

The Development Communication is the integration of strategic communication in development projects and plans. When communication is used to promote social development and systematically apply processes, strategies and tools of communication to bring out positive sustainable social change, it is termed as 'Development Communication'. The UN has recognised the importance of the need to support two-way communication that enables dialogue and allow communities to speak-out, express the aspirations and participation in decisions related to their development.

The Planning Commission is undergoing a massive shift to a dynamic development strategy. It is in search of understanding the need for a more participatory and broad-based development exercise. It has been realised that an extensive understanding of development plans is an important phase in the public cooperation for the national development. Divergent methods of communication should give public messages in a simple language understood by all the concerned. Also, the development plans should be carried to all strata of the society expressed in terms of their common needs and problems. People ought to be informed about the steps taken to set things right.

A development communication activity has been launched. The aim of this communication is to transmit development messages to the masses for betterment of their economic and social conditions. It addresses development planning and its operation for implementation.

The development communication activity is to create a resource agency on development issues, bring about positive sustainable change through dissemination of useful information, knowledge and inculcating awareness among people, keep the people informed about on-

ground progress of development projects, and provide uniform and cohesive map for the information flow on development activities, outcomes and processes in Pakistan.

Television broadcasting

Television is the massive of all mass media in Pakistan. Its growth, during the last ten years, has been phenomenal owing to the arrival of satellite broadcasters and introduction of the cable distribution system. The ITU has set 2015 as cut-off date for introduction of the digital broadcasting, which means all analogue equipment and transmission system will abruptly go redundant by 2015. During the transitional period, the country has to switch over its broadcast system from analogue to digital by replacing a huge quantity of equipment and pouring in heavy capital investment. Since the private sector has already captured a major part of the television broadcasting in urban centres through cable system, the investment in the coming years by the private sector is also expected to grow substantially. During the Plan period, the public sector investment will be mainly in the Pakistan Television Corporation only on new infrastructure and introduction of modern digital technology. The primary thrust will, however, remain on providing multiple viewing choices to the people, particularly in the rural areas, where the cable system has yet not reached. The main components of the programme in television sector are given below:

Digitalisation of the terrestrial networks

The entire terrestrial networks, which are currently analogue, will be switched over to digital format. This will be done in a gradual manner. In the first phase, 120 transmitters will go digital and thereon the rest of the system will be digitalised. Since, replacement of individual TV sets with digital sets is not possible in one go and that too is very costly, provision of subsidised set top boxes for enabling individual households to enjoy digital transmissions will be made possible through a private-public partnership.

TV coverage by DTH satellite broadcasts

The method of direct reception of satellite channels, which can render greater and better-quality coverage, is the DTH satellite television service. Through this service, subscribers or end users, receive signals directly from geostationary satellites. The quality of picture is much better than analogue. There are also widespread complaints of piracy of foreign channels by some of the local cable TV operators as well as individuals. Establishment of the DTH service with proper authorisation is expected to eliminate such grey market activity to a large extent. The licensing regime for awarding of the DTH licences, including eligibility criteria, SOQs, terms and conditions, bidding procedure, etc., is in process and the same will be finalised in near future. Earlier, two private sector parties secured licences from the Pakistan Electronic Media Regulatory Authority (PEMRA), but the facility could not be launched due to financial and administrative constraints.

Mobile television

In this case, the licensee provides content through video streaming services to the end users of the Mobile Network Operators (MNOs) under an agreement with the NO. Such arrangement is known as Mobile TV (Content Provision Service).

Community television through MMDS

The MMDS, a wireless telecommunications technology, is also known as wireless cable. The signal of the MMDS station has a range of 40-50 kilometres. Reception of the MMDS-delivered television signals is possible with a special rooftop microwave antenna and a set-top box for a television receiving the signals. The experiment of community television through the MMDS was initiated in 1995-96. Licences for more MMDS will be issued during the Plan period. (The licensing in this category is based on the spectrum availability.)

Internet Protocol TV channel distribution services

The IPTV is a relatively new method of delivering and viewing television programming using an IP network and a high-speed broadband access technology. It is a combination of three media called Triple Play Service involving TV, internet, and telephone. M/s Pakistan Telecommunications Company Limited is the only entity currently holding IPTV licence operational in Pakistan. More licences will be issued by the PEMRA during the Plan period.

Rebroadcast stations

For achieving 100 per cent population and area coverage by the PTV signals, Rebroadcast Stations (RBS) will be established all over the country for covering the left-out pockets, especially in the Northern Areas, Balochistan, Federally Administered Tribal Areas (FATA) and Azad Jammu and Kashmir (AJ&K). The ongoing projects of the RBS will be completed and new initiatives will be taken up during the Plan period.

Upgradation and modernisation of equipment of PTV stations

The digitalisation process at the existing five TV Stations has been completed, but even then some equipment needs replacement and upgradation at the PTV Home Islamabad and other stations. The latest digital equipment will be procured, which will replace the existing analogue and old equipment. The PTV should generate resources through better marketing methods for this purpose. One viable solution will be the private sector involvement in programme production through offering available PTV resources and infrastructure to the private sector.

Radio broadcasting

Due to its outreach, Radio is still the most effective medium even today. The use and place of radio in our social system has, however, undergone a huge change during the last 30 years. The concept of centralised radio broadcasting through Medium Wave and Short Wave broadcasters is shrinking and community radio through the FM broadcasting is now order of the day. The FM radio, started in the early 1990s, has now expanded to small towns and in rural areas as well because of its low cost and easy maintenance and operational convenience. The Pakistan Broadcasting Corporation (PBC) has 32 FM radio stations, whereas in the private sector 166 have been licensed out of which 143 are on air.

Though the FM broadcasting has shown a mushroom growth, but importance of the Medium Wave broadcasting cannot be under estimated. The MW signals, because of their strength and wider coverage, are required for reaching out to the far-flung areas, and the Short Wave broadcasting is important for covering even farther areas inside the country and across the borders for communication of the messages of good will, brotherhood and projection of country's soft image to its neighbours and friends.

A network of the FM stations for live round-the-clock broadcast of the Quran will be established. Starting from the provincial headquarters, it will be phased out to the district headquarters throughout the country.

In the Plan, the radio broadcasting will be developed on two fronts. One is modernisation and strengthening of the existing MW and SW systems, including replacement of some of the old equipment, and on the other is creation of a network of FM broadcasters, both in the public and in private sectors. A major part of investment on the FM radio will come from the private sector. The introduction of digital Radio broadcasting is still a far cry, but the country has to gradually switch over its analogue equipment to digital format for better production and transmission qualities to achieve better qualities.

The following are important programmes and projects to be actualised during the Plan period.

Installation of powerful Medium and Short Wave Transmitters for regional and international coverage

For improving the quality of radio signals, the existing old and obsolete Medium-Wave Transmitters will be replaced by the Solid State Transmitters. New MW Transmitters will also be installed in various parts of the country, especially FATA and other bordering areas. The SW power of the Radio Pakistan is very low at present. This will be enhanced, and new SW Transmitters will be installed at the High Power Transmitting Station (HPT) Karachi and Islamabad for increasing the regional and international coverage of the Radio Pakistan. The present coverage on the MW is 95 per cent of population and 75 per cent of area, while coverage on the SW is 100 per cent in population. Today, the Radio Pakistan is reaching four corners of the world through the internet (*Source: Radio Pakistan*). The finances of the Radio are met through subsidy from the government and advertisement income. About 80 per cent of the finances are met through government grant which it provides to the Pakistan Broadcasting Corporation (PBC).

Upgradation and modernisation of equipment at all radio stations

The replacement of the existing analogue equipment with digitalised equipment is partly in progress at Karachi, Lahore, Islamabad and Peshawar, which will be completed in the Plan period. However, digital transmission will not start during this period because of the high cost of radio receivers at the end of consumers.

Mobile audio

The introduction of mobile phone and internet has demonstrated that how these networks can be used to create new mass market products and services, which can change the way people think and transact. In times to come, people will buy mobile phones or any end-user terminal devices not just to remain connected, but to express themselves in a variety of ways. The services offered today have moved beyond their fundamental role of voice communications to a spectrum of non-core services, which in telecommunication parlance is called the Value-Added Services (VAS), that is, voice mail, Mobile-commerce, Mobile Internet, etc.

Introduction of the satellite radio

The digital transmission will not start during the Plan Period, but the preparatory work for shifting to digital transmission will be sped up. The Satellite Radio transmissions will start during this Period. Necessary alterations in the existing infrastructure and equipment for digitalisation will be

initiated during the Plan Period, which include upgradation and replacement of equipment and complete replacement of the analogue equipment at major radio stations in Islamabad, Karachi, Quetta, Peshawar and Lahore.

Community-based FM radio stations

A network of FM radio stations will be created throughout the country, mostly by the private sector. The regulatory and other infrastructural support will be provided by the government of Pakistan through the Ministry of Information, PEMRA, FAB and PTA.

Press and news agencies

The Press is overwhelmingly belongs to the private sector, but support to free independent and technologically strong communication and mass media system is the responsibility of the state. The state intervention in the journalistic and professional activities can only be to the extent of providing support through relaxation in tariffs, regulations and providing a suitable environment for promotion of the print media. During the Plan Period, Press Clubs across the country will be financed by the federal government and provincial governments. Training opportunities to working Journalists will be extended through a mechanism evolved by the Ministry of Information and Broadcasting.

The Associated Press of Pakistan (APP) with limited size and modern facilities will continue the job of projection of state policies and feeding the regional press on the current issues. However, onwards 2014-15 no new investment will be made by the government. The agencies revenue generation capacity will be increased to meet its requirements.

Private sector investment and employment generation

It is estimated that by 2018 around Rs41 billion investments will be made in the electronic media sector, while the employment generation will be about 60,000. Its details are given in the following table.

Medium	Investment (Rs million)	Employment generation (Nos.)
Satellite TV	20,000	21,000
FM Radio	1,000	5,000
Cable TV	13,000	30,000
Multichannel Multipoint Distribution System (MMDS)/ Wireless Broadband (WIBRO)	1,500	600
Internet Protocol Television (IPTV)	1,500	500
Interactive Internet TV	1,000	500
Satellite Radio	500	500
Direct To Home (DTH)	500	1,000
Mobile TV (content provision)	1,000	500
Mobile Audio (content provision)	1,000	500
Total	41,000	60,100

Source: PEMRA

Film

Film, as an art form, has been an inseparable part of the common Pakistani's life. It has been a source of an affordable entertainment and a fine leisure time activity. It has also been playing significant role in dissemination of the messages of patriotism and national cohesion, and has challenged social issues in a very effective way. The Pakistani cinema has unfortunately

undergone a crisis during the last three decades, despite the fact that enormous artistic and professional potential has always existed in the country. Film not only as an art form but also as an industry still possesses great potential and capacity to regain its lost glory. The cinema has always existed in the private sector, but now a support drive has become imperative on part of the government. A comprehensive survival and revival plan for the film industry is much needed.

The film trade in Pakistan does not enjoy the status of an industry. Currently, only two studios are working as compared to 11 in 1977. Number of cinemas stands at 170 as compared to 700 in 1977. Also, the annual film production has declined to 20 in 2012, which was 111 in 1977.

The post-production and editing works of films are currently done in production houses, not in studios. Most of the cinemas and studios have been turned into plazas, shopping centres, wedding halls, ware houses and even housing colonies in Karachi, Lahore, Rawalpindi and elsewhere. The remaining studios now depend on TV productions. The main reasons for decline in the film art are:

- Emergence of non-professional producers over the last 20 years
- Cinemas situated in the metros were on prime land and with the advent of video and DVD regime, the cine-going shrunk badly and cinemas, as prime property, were put to more profitable use.
- With the passage of time, professional film makers passed away and no replacements of the legends have joined the trade.
- Many professional producers and financiers have left the film trade and invested their assets elsewhere.
- Smuggled video, DVD, and pirated screening of films on the cable TV (cable channels) have contributed to the decline as well.

Strategy

Under the Plan, the following measures will be materialised.

- The government will act as a facilitator between the film trade and corporate sector. It will help the trade in legitimising its status with the Ministry of Industries. The producers will ensure themselves various rebates and loans from the banks and financial institutions, and be able to import production and cinema equipment with minimum duty and taxes.
- Piracy on TV will be brought to an end by the PEMRA. There is no control on content, which is shown on TV channels either produced indigenously or imported; hence necessary amendments will be introduced in the PEMRA Ordinance.
- The cinema entertainment tax will be rationalised in collaboration with the provinces.
- The provincial governments will expedite setting up their censor boards.
- Constitution and code of the Central Board of Film Censor (Islamabad) will be reviewed to make it effective.

- The government will encourage collaboration between the film trade and Pakistan Television and Radio with exchange of artists and technicians, and include film as part of the curriculum at the Film and TV Academy.
- Colleges and universities will be encouraged to include subject of film as part of mass media, communication and journalism.
- Joint film and TV festivals, both at home and abroad, will be arranged.
- Film archives and film museum will be set up in the Punjab.
- For co-production with neighbouring countries like Iran, Turkey, Bangladesh, Thailand, China and Sri Lanka, Pakistani missions abroad will facilitate this process of joint film production and exhibition. Overseas Pakistani can also play a role, like Non-Resident Indians (NRIs), who have financed and funded many films, shot on foreign locations.
- Outlets for distribution and sale of the Pakistani films on the DVD abroad through overseas Pakistanis in traditional (UAE, UK) and non-traditional (Africa, Latin America) foreign markets will be arranged.

Culture and national heritage

Culture and heritage are vehicles of change central to nation-building, and societal and material development. Traditionally, culture was defined in terms of artistic, creative and aesthetic endeavours. Today, the notion of culture also includes behaviour pattern, an individual's view of his person, society and the outside world. A political democracy rests on equitable economic and social opportunities, and a democratic culture that acknowledges individual expression and diversity of peoples' cultural identities. Peoples' understanding of their culture and heritage by ensuring their participation in local and regional festivals is of prime importance. It is possible only when people's cultural life and traditions are centred within the concept of development.

In pursuance of these goals, the policy framework for the Plan underpins protection and development of culture and heritage. This requires preparation of a national inventory of tangible, intangible and natural cultural heritage; protection, preservation and conservation of the cultural heritage assets; rejuvenation of the classical, Sufi and folk music; promotion of cultural tourism; strengthening and broadening the base of existing cultural institutional structures; encouraging and supplementing individual and private institutional endeavours to promote, teach and train students in the fields of arts and crafts. Tradition however, needs to be revisited and reinvented to serve the contemporary needs and to link it with collective future. When addressing contemporary aesthetic and material needs of the nation and citizens, contemporary culture will look ahead and forge a new vision of the future.

Pakistan is a signatory of the UNESCO Convention for the Protection of World Cultural and Natural Heritage, which includes architecture, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features in tangible cultural heritage to be protected by all states. The Convention suggests that effective and active measures will be taken for the protection, conservation and preservation of the cultural and natural heritage situated on its territory and to adopt a general policy, which aims to give the cultural and natural heritage a function in the life of community and to integrate the protection of that heritage into comprehensive planning programmes. It also emphasises development of scientific and technical studies and research and to work out such operating methods as would make the state capable of counteracting the

dangers that threaten its cultural or natural heritage. Six tangible heritage sites have been inscribed on the World Heritage List, which include: Archaeological Ruins at Mohenjo-Daro, Buddhist Ruins of Takht-i-Bahi and Neighbouring City Remains at Sahr-i-Bahlol, Fort and Shalamar Gardens in Lahore, Historical Monuments at Makli (Thatta), Rohtas Fort and Taxila monuments (1980).

Issues

The main issues in cultural promotion and preservation of heritage are:

- Culture is not included as a subject in syllabi of the public and private educational institutions at any level.
- Preservation, protection and promotion of tangible, intangible and natural heritage have remained a neglected area.
- There is a shortage of books, educational material and information on culture of Pakistan.
- Tangible, intangible and natural heritage in Pakistan is not documented and mapped.
- Importance is given only to tangible heritage, while the intangible and natural heritages are neglected.
- There is an absence of modalities, rules, laws and procedures to support public-private ventures in culture.
- There is little support for individual artists.
- One finds an absence of a national culture policy.
- The archaeological sites on the World Heritage List have been handed over to the provinces after devolution. This decision needs a review.
- The role of federal government after devolution of culture sector is unclear.
- Absence of proper projection and propagation of authentic Pakistani culture is conspicuous.
- Home grown art is not promoted.
- Culture lacks touristic support as a policy.
- Artistic and creative activities in literature have not given due recognition.

Plan

In the Plan, a number of new initiatives will be supported in addition to providing financial support to the ongoing activities and policy backing to new drives in the private sector. These include:

- The entire tangible, intangible and natural heritage will be documented and mapped.
- Cultural curriculum will be developed and introduced in all public and private sector educational institutions from primary to graduate level.
- The federal government, all provincial governments, governments of the AJ&K and Gilgit-Baltistan will provide funding and incentives for producing books and educational material on culture.

- A legal framework and enactment by the Parliament will be introduced for facilitating public-private and NGOs cultural ventures.
- The national heritage monuments, which are inscribed on the World Heritage List of the UNESCO, will be declared a joint responsibility of the federal and provincial governments. These monuments are not part of the concurrent list.
- All provinces, the AJ&K and Gilgit-Baltistan will establish cultural funds at the district level for supporting individual artists and private sector cultural activities.
- A national culture policy will be developed, which will reflect the aspirations of the people of Pakistan, promote home grown art and culture and represent the culture of all parts and areas of Pakistan.
- The entire tangible, intangible and natural heritage will be linked with tourism. This heritage will be developed, projected and promoted for attracting domestic pilgrim, regional and foreign tourists.
- The state will portray authentic culture of Pakistan and employ culture as a tool for national development, culture diplomacy and social development. The federal government, all provincial governments and governments of the AJ&K and Gilgit-Baltistan will give priority to this sector.
- All governments will support regional languages, literatures, festivals and prepare folkloric ensemble for motivation of people.
- Linkages will be established with international cultural organisations and all Memoranda of Understanding (MoUs) and cultural exchange programmes will be honoured and implemented.
- The government will establish culture centres of Pakistan in all major countries of the world.
- The PTV will establish heritage and culture TV channels for motivating people to take pride in their own culture and traditions.
- All public and private sectors universities will conduct research on various cultural aspects.
- The Pakistan National Council of Arts (PNCA), Lok Virsa and private cultural institutes will be strengthened by enhancing technical capabilities, infrastructure and funding. The PNCA and Lok Virsa will also expand their scope to four provinces, Gilgit-Baltistan and AJ&K by creating of regional set-ups with the federal funding.
- Institutes will be established for local performing artists and artisans to improve their professional, marketing and business skills, etc.
- The government will provide a solid economic base for cultural pursuits and making all heritage sites financially viable and capable of surviving out of their own self-generating activities.
- A strong technological and industrial support to all cultural and artistic activities (preservation, promotion, rehabilitation and production) will be provided.
- A strong institutional coordination with other sectors of development will be established.

- Creation of sustainable and economically viable consumer markets for cultural products, internally and globally, will be priority area.
- Industrial support and coordination for the marketing of cultural products to domestic as well as international markets will be provided.
- Buildings and historic places, monuments, artefacts, considered worthy of preservation for the future, including objects significant for the archaeology, architecture, science or technology of a specific culture, cultural landscapes (natural features with cultural attributes), smaller objects such as artworks and other cultural masterpieces which are collected in museums and art galleries, will be the focal areas of the Plan.
- The scope and role of the Pakistan Academy of Letters (PAL) will be strengthened as a vehicle of cultural and intellectual pursuits.

Public sector investment

The financial outlay for mass media sector for the Plan will be Rs 5.8 billion, which includes allocations for the Pakistan Television Corporation, Pakistan Broadcasting Corporation, Associated Press of Pakistan Corporation, Pakistan Academy of Letters, Department of Archaeology and Museums, Pakistan National Council of Arts, and National Institute of Folk and Traditional Heritage (Lok Virsa) and Ministry of Information, Broadcasting and National Heritage. The table below shows details.

(Rs million)			
Sub-Sector	Ongoing	New	Total
Ministry of Information, Broadcasting and National Heritage (APPC, PNCA, Lok Virsa, IRS, etc.)	68	1,451	1,519
Pakistan Television Corporation	732	1,254	1,985
Pakistan Broadcasting Corporation	774	1,526	2,301
Total	1,574	4,231	5,805