



United Nations
Educational, Scientific and
Cultural Organization

UNESCO NEWS RELEASE:

Director General UNESCO urges greater support to revive cultural livelihoods of flood-affected people in Pakistan.

Islamabad: 31 September 2010: UNESCO's Director-General Ms. Irina Bokova has urged to strengthen the social and cultural fabric of the destroyed livelihoods of the flood affected communities. She mentioned that UNESCO's projects will be assessing the damages to the livelihoods and will be working with communities and other partners in flood-affected areas to develop income-generating activities in the field of traditional craft and design because these have the potential to empower villagers, especially women.

She was talking to the press during her visit to Pakistan, aimed at extending UNESCO's solidarity and friendship with distressed families and communities.

She mentioned that a taskforce of senior experts chaired by herself is already in action at Paris, in addition to that a team of six most senior science experts is already in Pakistan and working on integrated flood watershed management, groundwater resources for emergency situations, landslides and ground instability and education and capacity building.

In education sector she told the press that 1000 teachers in post flood areas will be trained to help children and parents to emotionally deal with loss and trauma their lives went through." Education will be linked with other activities of culture, science and communication to maximize our impact," she said.

Talking about the Culture sector Ms. Bokova affirmed that UNESCO's World Heritage experts stand ready to assist Pakistani authorities. "We are particularly concerned at the moment about the historic monuments at Makli, Thatta, as thousands of people seek refuge there from the flood waters."

Talking about UNESCO's communication interventions she said, "we are working with local and national radio stations to ensure access to life saving messages and information for flood-affected populations. We want to enhance the content of such communications as time goes by to help people improve their livelihoods in the rebuilding phase. As soon as it is possible, UNESCO will support the production of radio serial broadcasts, and informational theatre".

Ms. Bokova also visited Kandhar Camp near Nowshehra district during the morning and expressed her grief and condolence to the affected families.

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