

Museums & Communities Collaborations Abroad **(MCCA) Application**

Post: U.S. Consulate Peshawar

Host Country Partner Cultural Institutions:

1. Peshawar Museum
2. Peshawar University SSAQ Museum of Archaeology and Ethnology
3. Hazara University Department of Cultural Heritage and Tourism Management

American Counterpart Cultural Institution (suggested):

The Boston Museum of Fine Arts or a comparable institution with a Gandharan collection and outreach expertise

Theme of Project: “Re-discovering the Northwest Frontier’s Gandharan Heritage.”

Estimated In-country Cost of Project: US \$ 53,134

Proposed Start Date of Project: April, 2007

Community Outreach Strategy:

- (a) Design, plan, and execute a multi-year Gandharan Civilization educational program bringing students from local area schools into the participating museums for guided tours with trained tour guides. Distribute handouts appropriate for school aged children with information about Gandharan Civilization in Urdu. Provide transportation, the cost of which would be prohibitive for many schools, to and from the museum.
- (b) In preparation for the museum visits, arrange for archaeologists, historians, and/or curators to visit local schools and give talks about the region’s Gandharan heritage.
- (c) Train tour guides and docents capable of explaining the participating museum’s Gandharan collections to both students and the general public. The training program would feature instruction by Pakistani and American experts on Gandharan Civilization and by an American expert on museum education.
- (d) Write and print pamphlets in Urdu explaining Gandharan Civilization and describing the partner museum’s Gandharan collections for museum visitors.
- (e) Identify all of the major Gandharan sites in the Northwest Frontier Province (NWFP) and create a brochure that includes brief descriptions and travel directions for distribution at the participating museums.

- (f) Erect signs throughout the NWFP indicating the presence of nearby Gandharan sites and set up billboards in Peshawar and Abbotabad encouraging the people of the NWFP to “re-discover the Northwest Frontier’s Gandharan heritage” at the participating museums.
- (g) Create a website in Urdu and English dedicated to the NWFP’s Gandharan Civilization that includes historical information and visitor information for significant Gandharan sites and museums throughout the NWFP.
- (h) Arrange for exchanges between Pakistani and American experts on Gandharan Civilization and museum outreach in support of the program. Send four Pakistani team members to the United States to learn about American museum outreach programs. Send four Americans to Pakistan to support the planning and training stage of the project.

Statement of Commitment of Local Museums:

Statement by project director nominee Dr. Ihsan Ali, Vice-Chancellor of Hazara University

The project, if approved will be of extreme significance and benefit to Pakistan, because so far this country has not initiated such a project. No doubt that the Cultural Heritage of Pakistan in general and the Frontier Province in particular is unmatched in the world around. Pakistan is the only country to have produced two major civilizations i.e. the Indus Civilization of the Bronze Age and the Gandharan Civilization of the Buddhist Period. The Gandharan Civilization flourished in the North West Frontier Province and my University and Museums are rightly located on the route (the historic silk route between China and Pakistan) through which this Civilization went to China, Korea and Japan through the traders pilgrims and Buddhist Monks. The region is famous for its wonderful Buddhist Stupas, Monasteries, Rock Art and Inscriptions, which are found in thousands. This was the region, which has taught to the humanity that peace is the most favorable equipment for peaceful co-existence of the human beings, as a result of which the countries like Japan has achieved great economic strength. Though the museums in the Frontier Province (of which I remained the Director of Archaeology and Museums for four years 2002-06), has the largest collection of the Buddhist Art of Gandhara, in addition to others, yet it lacks publicity, interaction, projection and as such is beyond the reach of the common man of the society.

The idea to apply for the project under discussion cropped up long ago but due to the limited resources and economy of our country it was not possible to implement the same. In my view, it is high time to bring awareness among the students, general public and visitors of this Province regarding the richness and philosophy of this great art and religion of the Buddhist Civilization of Gandhara, which has not only filled the museums in Pakistan but also of the advanced countries of the world. Our out-reach program, if approved, will not only benefit the local population but will also provide a strong base to the students and researchers interested in the Culture and Heritage of this so far neglected part of the highly civilized Ancient South Asia.

The University of Hazara and its Cultural Heritage Department under the supervision of the author and the two subsidiary museums i.e. the Abbott Museum and the Hazara Cultural Museum in association with Peshawar Museum and SSAQ Museum of Archaeology and Ethnology, University of Peshawar are fully committed and capable to undertake this project and

I am more than confident that the same will bring a revolution in the understanding of the Cultural Heritage and promotion of Tourism at national and international levels.

Statement of Capacity of Local Museums:

Statement by project director nominee Dr. Ihsan Ali, Vice-Chancellor of Hazara University

The Hazara University Museums (Abbott Museum and Hazara Cultural Museum) and the Cultural Heritage Department under the administration of the author has got the strongest team in the country in the field of Archaeology, Art and Cultural Heritage. Needless to mention here, that the same team was with me to establish eight new museums in the Province in the last four years, when I was Director Archaeology and Museums of the Frontier Province. The Government of NWFP was fully convinced during my tenure that the Archaeologists and Art Experts in the Frontier Province were capable to preserve and protect the rich but so far neglected Cultural Heritage of the Province. As such the Province is not only leading the country but also the region, in the Preservation and Promotion of the Cultural Heritage. The qualification, experience, skills, computer literacy, international exposure and interaction of the Project Director and supporting team members has got absolute potentials and capabilities to undertake the project, if approved, which will be a role model for others to follow.

Statement from Post on How This Project Promotes U.S. Foreign Policy:

Too often, Pakistanis identify themselves in opposition to the “other,” be it Pakistani Sunnis vs. Shias, Muslims vs. Hindus, or Pashtuns vs. Punjabis. Pakistan’s multi-ethnic and multi-lingual society also suffers from religiously and ethnically motivated conflict. This project aims to help Pakistanis re-discover their own diverse cultural heritage and thereby come to a greater appreciation of Paksitani cultural traditions that are distinct from their own.

A greater appreciation for the achievements of a distinct ancient culture from which modern Pakistan has evolved would spark a greater awareness of, and appreciation for, today’s myriad cultural groups and nations who call Pakistan their home. The Government of Pakistan supports curriculum reform in the basic education system of Pakistan which highlights the same historical period. The U.S. supports the government’s efforts.

A Gandharan outreach program would support USG policy by helping Pakistanis to re-discover their own cultural heritage and thereby come to a firm understanding of Pakistan as a nation forged from a mixture of cultures and nationalities. Such an understanding is crucial for creating a positive self-image of Pakistan as a tolerant multicultural society with roots that precede the arrival of Islam on the subcontinent. A tangible dynamic exists which downplays or denies the region’s pre-Islamic roots and its importance to Pakistan’s history, most prevalently in the NWFP and tribal areas on the border of Afghanistan.

By taking young Pakistanis from the Northwest Frontier and exposing them to the wonders of Gandharan Civilization, the program would give them a broader world view. Exposure to Gandharan Civilization will attune the target audience to the reality that Pakistan is the product of not only a struggle for a Muslim homeland in the subcontinent, but also rich ancient

civilizations like Gandhara, the Indus Valley Civilization, and diverse layers of Islamic Civilization. Recognizing the contributions of Pakistan’s many diverse cultures and nations will contribute to a greater appreciation of the achievements of their fellow countrymen who adhere to different faith or speak other languages, diminishing the tensions that often fuel Pakistan’s religious and ethnic turmoil.

Proposed Team:

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|----|---|---------------------|
| 1. | Dr. Ihsan Ali
Professor of Archaeology, University of Peshawar.
Currently Vice Chancellor, Hazara University,
Mansehra, NWFP – Pakistan. | Team Leader |
| 2. | Participating museums curators and staff | Team Members |
| 3. | Mr. Saleem Khattak,
Artist/Designer and Consultant,
Naqoosh Architects, Peshawar. | Team Member |
| 4. | Mr. Adnan Ahmad
Database Expert,
Hazara University, Mansehra. | Team Member |
| 5. | Mr. Safdar Khan (Acting Chairman)
Cultural Heritage & Tourism Management Deptt,
Hazara University, Mansehra. | Team Member |
| 6. | Staff of the Cultural Heritage and Tourism
Management Department,
Hazara University, Mansehra. | Team Members |

Proposed Financial Plan:

Item No.	Nature of Work	Description of Work	Amount in Pak Rs.	Equivalent to US \$
a.	Design, plan, and execute a museum-centred multi-year Gandharan Civilization educational program.	i. Student-appropriate Gandharan Civilization handouts (2,000 @ Rs. 14)	28,000	467
		ii. Guided tours with trained tour guides	100,000	1667
		ii. Travel expenses (meals, etc.) for approx. 60 schools	500,000	8333
		Total	Rs. 628,000	US \$ 10,467

b.	Arrange for archaeologists, historians, and/or curators to visit local schools.	i. Lectures costs at schools (approx. 60 schools) including experts fees and transportation.	150,000	2500
		Total	Rs. 150,000	US \$ 2500
c.	Train tour guides/docents.	i. Lecture fees for Pakistani professors and scholars	50,000	834
		ii. Travel and accommodation charges	100,000	1667
		iii. Meals and tea for course participants.	50,000	834
		Total	Rs. 200,000	US \$ 3333
d.	Write and print pamphlets	i. Data compilation	50,000	834
		ii. Designer's fee	50,000	834
		iii. Printing of 15,000 pamphlets/brochures (5000 for each museum) @ Rs 14/pamphlet	200,000	3334
		Total	Rs. 300,000	US \$ 5000
e.	Gandharan sites brochure	i. Professional photographer's fee, travel charges, and brochure design fee, and scholar's fee for content	130,000	2167
		ii. Printing Charges (10,000 copies @ Rs. 14/brochure)	140,000	2334
		Total	Rs. 270,000	US \$ 4500
f.	Erect billboards and signs	i. Preparation and installation of billboards at sites and in towns.	300,000	5000
		Total	Rs. 300,000	US \$ 5000
g.	Establish and maintain a website.	Payment to website developer/manager.	Rs. 140,000	US \$ 2334

h.	Travel for exchange Pakistani and U.S. based institutions.	i. Visit of 4 Pakistani scholars to USA (Travel Charges – return ticket @ 150000 each), accommodation, food and other charges	600000	10000
		ii. Visit of 4 US scholars to Pakistan (Travel Charges – return ticket @ 150000 each), accommodation, food and other charges	600000	10000
		Total	Rs. 1,200,000	US \$ 20,000
GRAND TOTAL			Rs. 3.12 m	US \$ 53,134

Time Line:

Spring 2007

“Planning, Designing, and Training” Stage

- Design the layout, prepare the content, and print the pamphlets and maps for the museums.
- With the help of American experts, train the tour guides and docents
- Identify all of the NWFP’s key Gandharan sites.
- Hire a web designer and employ the project team to create an appropriate design and content for a Gandharan website.
- Arrange the travel of four Pakistani team members to the United States to study museum outreach with their U.S. counterparts.

Summer 2007

“Execution” Stage

- Begin the Gandharan expert visits to schools.
- Begin bringing students to the participating museums to see Gandharan artefacts first hand.
- Erect signs near key Gandharan sites identifying them for visitors.
- Erect billboards in Peshawar and Abottabad encouraging Pakistanis to “re-discover their Gandharan heritage” at the participating museums.
- Launch Gandharan website.

Fall 2007-2009

“Sustaining the Program” Stage

- Sustain visits by experts to local schools
- Continue arranging “field trips” to the museums including from schools in more distant/rural communities.
- Continue offering tours to the general public by trained docents at the participating museums.
- Maintain Gandharan website.