INVESTING IN PAKISTAN'S CREATIVE FUTURE
Investing in Pakistan’s Creative Future

Start-up & Accelerator creative business training programmes
Residential training programmes for creative entrepreneurs
About the Training Programme

With the commencement of the forthcoming academic year, i.e. Fall 2019, Beaconhouse National University (BNU) in partnership with United Nations Educational, Scientific and Cultural Organization (UNESCO) has planned a structured training programme with support from the Korea Funds-In-Trust (K-Fit) to inspire and cultivate entrepreneurial potential in the Cultural and Creative Industries including Cinema/Audiovisual arts, Design, Media art, Music, Performing arts, Publishing, Visual arts, Cultural management and Digital cultural and creative sectors.

The programme design is the outcome of a close collaboration and intensive deliberation between BNU faculty, UNESCO and K-Fit teams and experts spanning many months. It is a fully-sponsored, action-packed, in-residence training package tailored to the needs of Pakistani creative businesses. The training methodology employs an indigenous case-study based approach offered at both early-stage and intermediate-stage start-up levels, delivered by local and international experts, featuring modules on:

- Vision and Values
- Talent Management, Nurturing and Development
- Value Creation & Intellectual Property
- Customers, Clients & Markets
- Working internationally
- Team-building & Leadership
- Business Structures & Models
- Finance & Financial Management
- Critical Issues in Business Management
- Key Drivers to Building and Managing a Successful Creative Business
UNESCO is the only UN agency with a mandate in culture and over the years it has developed a series of standard-setting instruments for culture. Unlike other heritage-related conventions, the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005 Convention) is a legally-binding instrument that supports the emergence of dynamic and strong cultural and creative industries. The Republic of Korea has, for over a decade, been committed to the operationalization of the 2005 Convention. Through the Korea Funds-In-Trust (K-Fit) for the Development of Creative Industries, it has actively contributed to supporting sustainable cultural and creative industries and enhancing skills and professional networks in various beneficiary countries.

This new K-Fit project aims at empowering selected creative entrepreneurs who are at the forefront of Pakistan’s cultural and creative industries, promoting participatory policymaking for the culture sector and integrating culture in the national sustainable development agenda and in international cultural cooperation.

In this context, UNESCO and K-Fit are ensuring that young creative entrepreneurs play a pivotal role in developing Pakistan’s creative sector.
UNESCO Experts

**Sumaira Malik** is a film graduate and UNESCO National Expert under the KFiT project. She was selected as Asia Pacific Expert in 2005 Convention from Pakistan for UNESCO Capacity Development Program in Seoul, South Korea. She worked with the London International Documentary Festival creating documentaries/short films on social issues involving cultural infrastructure, women’s empowerment, gender inequality and youth in contemporary arts and established the Media Science Department at the Indus University.

**Andrew Senior** is an internationally recognised expert in the creative economy. He has worked in the field for over twenty years, establishing the British Council’s global programme in 1999, including the groundbreaking International Young Creative Entrepreneur awards, which saw participation from over 50 countries, including Pakistan, the first training programme for creative entrepreneurs in Asia, India’s Creative Future, and the British Council’s first collaborations with UN agencies on this agenda. Since leaving the British Council in 2010, he has provided his expert knowledge to a diverse range of clients, served as a UNESCO Expert Panel member on the 2005 Convention from 2011 to 2019, and has been working with UNESCO and its partners in Pakistan since 2015.
About BNU

Beaconhouse National University (BNU) is Pakistan’s first Liberal Arts University, founded in 2003 as a not-for-profit, private institution providing tertiary education. It was conferred the degree awarding charter by the Government of the Punjab in 2005.

In the last sixteen years, BNU established itself as an institution of choice and a distinguished seat of learning in the country and region, in disciplines including Visual Arts and Design, Architecture, Media and Mass Communication, Education, Computer & IT, Liberal Studies and Psychology. The latest addition to its academic undertaking is the School of Business that is steadily acquiring recognition in the market. BNU has a singular distinction of being the institution in Pakistan with resident students from all SAARC member states.

BNU offers over 30 academic programmes at undergraduate and graduate levels. With an unwavering spirit in furnishing a superior degree design, BNU has remained success ful in promoting interdisciplinarity direly needed to nurture and ingrain sensitivities that remain in great demand for a progressive, cohesive and a dynamic society. The institutional ecosystem provides opportunities for crossover between knowledge creation in aesthetics, technology, social sciences and business to serve as a unique platform for experimental and experiential learning.

As for the vertical progression of its offerings, BNU received accreditation to award its first PhD degree in the area of Mass Communication last year besides its continued contribution of doctoral scholars in Psychology. This year, BNU is opening its doors to the first cohort of the MBA programme in the School of Business. It is the only institution in the country offering diverse academic and research programmes under one roof.
Spread over 35 contiguous acres of prime land, BNU campus is within a five-minute reach of newly developed housing projects such as Bahria Town and Lake City. It is conveniently accessible from all major localities of Lahore including DHA (via Lahore Ring Road).

The physical infrastructure features three fully operational academic blocks, an administration block, state-of-the-art studio and lab facilities, indoor and outdoor cafeterias and ample space for outdoor sports.

The latest addition to its infrastructure is its purpose-built hostel facility. The on-campus boarding compound is a 42,000 sq. ft. segregated facility for girls and boys, each with a common room, a visitor’s lounge and a laundry. It is within this building that the selected participants will be staying throughout the programme. A separate facility to provide accommodation for international faculty is near completion.
Programme Dates: **October 27 to November 02, 2019**

Programme Venue: **Beaconhouse National University, Tarogil Campus, 13 Km, Off Raiwind Road, Lahore.**

Programme Duration: **5 days**

Programme Costs: **Fully sponsored (including trainings, travel and accommodation)**

- Within Pakistan travel will be provided for outstation participants.
- In-residence Programme (accommodation and meals will be provided)

**Faculty & Trainers**
The modules will be delivered by successful entrepreneurs in the Cultural & Creative Industries besides seasoned professionals and local and international experts drawn from BNU Faculty, UNESCO and the corporate world.

**Training Methodology**
- Case Studies
- Lectures
- Guest Speakers
- Group Discussions
- Industrial Visits
- Audio/Visual Content
- Remote Lectures

**Last Date to Apply:** September 30, 2019
Apply for the Programme:
To apply for the programme, please click on the link below or scan the QR code.

https://www.smartsurvey.co.uk/s/PakistanCreativeFuture/

For Questions & Queries:
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