

ONE-DAY INTERNATIONAL CONFERENCE

**CELEBRATING PAKISTAN'S
ANCIENT ARCHEOLOGICAL &
CIVILIZATIONAL HERITAGE**

30 SEPTEMBER 2024



**INSTITUTE OF
STRATEGIC STUDIES
ISLAMABAD**



CELEBRATING PAKISTAN'S ANCIENT ARCHEOLOGICAL HERITAGE

Pakistan, a cradle of ancient civilizations, boasts a rich history that dates back to one of the earliest agricultural settlements in the world, established around 6000 BC. The Indus Valley Civilization, which flourished between 2600 and 1900 BC, is notable for the advanced urban centres of Harappa and Mohenjo-Daro. This civilization is recognized globally for its sophisticated city planning, architectural brilliance, and intricate social systems. Between 200 BC to 800 AD, the Gandhara Civilization also thrived in this region, becoming a major spiritual and cultural hub.

Pakistan's rich heritage is evident in its numerous archeological sites, which offer a unique insight into the lives of those who shaped the early history of South Asia. These historical treasures testify to Pakistan's deep cultural roots and diversity. Sites like Mohenjo-Daro, Harappa, and Taxila, along with others, are not only archeological marvels but also symbols of ancient urban sophistication and cultural richness, reflecting Pakistan's wealth of UNESCO designated World Heritage Sites.

To enhance the domestic and international focus on this rich heritage, the Institute of Strategic Studies Islamabad (ISSI) is organizing a one-day International Conference titled **"Celebrating Pakistan's Ancient Archeological and Civilizational Heritage"** on 30 September 2024. The Conference aims to highlight the global significance of Pakistan's heritage with a special focus on strategies for preservation, conservation, and the development of sustainable tourism.

Fortifying Pakistan's civilizational landscape as a repository of knowledge and heritage is essential for preserving the country's identity and promoting its global

image. These assets also serve as focal points for generating tourism and travel-related data, which can be harnessed to buttress Pakistan's cultural dividends. The Conference will emphasize the importance of these cultural assets in shaping Pakistan's tourism industry, offering a platform to discuss how they can be effectively utilised to attract global interest and investment.

The Conference will feature insightful discussions through three focused sessions:

1. Journeying Through Pakistan's Ancient Treasures

This session will explore how the profound wisdom and cultural richness of Pakistan's ancient civilizations can foster peace and mutual understanding in today's polarized world. It will also examine the lasting contributions of these civilizations to contemporary society.

2. Reflecting on Pakistan's Rich Heritage

This session will focus on the preservation and conservation strategies for iconic sites such as Mohenjo-Daro and Harappa among others. It will discuss best practices, challenges, and innovative approaches to ensure that Pakistan's archaeological treasures are protected and appreciated by future generations.

3. Building Bridges Through Cultural Tourism

This session will explore tourism models and how they can be harnessed to build bridges across cultures. It will highlight initiatives aimed at developing tourism that supports local economies, preserves heritage sites, and provides enriching experiences for visitors.

The event will bring together scholars, policymakers, cultural experts, and other relevant stakeholders to forge partnerships. Participants will engage in panel discussions, designed to foster international collaboration and mutual understanding.



PROGRAM AGENDA

ONE-DAY
INTERNATIONAL CONFERENCE

Venue | Institute of Strategic Studies Islamabad

INAUGURAL SESSION 1000 – 1100 HRS

- 1000hrs: Recitation of the Holy Quran
- 1005hrs: National Anthem
- 1010hrs: Introduction to the Conference – Dr. Talat Shabbir,
Director, China Pakistan Study Centre (CPSC),
Institute of Strategic Studies Islamabad (ISSI)
- 1020hrs: Welcome Remarks – Ambassador Sohail Mahmood,
Director General Institute of Strategic Studies Islamabad
(ISSI)
- 1030hrs: Remarks by Secretary, National Heritage & Culture
Division, Hassan Nasir Jamy
- 1045hrs: Address by the Chief Guest
- 1100hrs: Tea

SESSION I JOURNEYING THROUGH PAKISTAN'S ANCIENT TREASURES 1120– 1220 HRS

Session Moderator: Mr. Zafarullah Siddiqui, Former Joint Secretary Development

- 1125hrs: Dr. Muhammad Hameed, Chairman Archeology
Department Punjab University, Lahore
- 1135hrs: Remarks – Prof. Ruth Young, Professor of Archeology,
University of Leicester, UK
- 1145hrs: Remarks – Mr. Anjum Javaid, Deputy Director,
Directorate General of Archeology, Govt. of the Punjab
- 1155hrs: Remarks – Professor Hridaya Bajracharya, Former Vice
Chancellor, Lumbini Buddhist University, Nepal
- 1205hrs: Q & A Session and Concluding Remarks by Moderator
- 1220hrs: Tea



SESSION II
REFLECTING ON PAKISTAN'S RICH HERITAGE
1230 – 1330 HRS

Session Moderator: Dr. Abdul Samad, Directorate Archeology KPK

1235hrs: Remarks – Hiba Hashmi, Maritime Archeologist, CEO
Heritage Archeology Cultural Heritage Associates

1245hrs: Remarks – Professor Luca Maria Oliveri, Director of
ISMEO/Ca' Foscari University of Venice, Italian
Archeological Mission to Pakistan

1255hrs: Remarks – Kiran Afzal, Senior Private Sector Specialist,
Pakistan Office, World Bank

1305hrs: Remarks – Parveen Talpur, Writer, Historian and
Archeologist, United States

1315hrs: Q & A Session and Concluding Remarks by Moderator

1330hrs: Lunch

SESSION III
BUILDING BRIDGES THROUGH CULTURAL TOURISM
1430-1525 HRS

Session Moderator: Amir Jahangir, Founder and Chief Executive Officer
Mishal, Pakistan Partner Institute of the World Economic Forum

1435hrs: Remarks – Professor Iftikhar H. Malik, FRHisSoc, Professor-
Emeritus at Bath Spa University & Trustee of the Oxford
Union Society

1445hrs: Remarks – Dr. Cristina Menegazzi, Culture and Heritage
Expert UNESCO Pakistan

1455hrs: Remarks – Imran Shaukat

1505hrs: Remarks – Wouter Schalken, Senior Sustainable Tourism
Development Specialist, Asian Development Bank, Manila

1515hrs: Q & A Session and Concluding Remarks by Moderator

1525hrs: Tea

CONCLUDING SESSION
1540- 1630 HRS

1540hrs: Summary of the Conference – Dr. Talat Shabbir, Director,
China Pakistan Study Centre (CPSC),
Institute of Strategic Studies Islamabad (ISSI)

1600hrs: Address by the Foreign Secretary of Pakistan, Ambassador
Amna Baloch

1630hrs: Vote of thanks and Presentation of Shields / Group Photograph
Tea and Refreshments





Sector F-5/2, Islamabad
Phone: +92-51-9204423/24; Fax: +92-51-9204658
Email: strategy@issi.org.pk
Twitter: @ISSIslamabad
Facebook: [www.facebook.com/
Institute.of.Strategic.Studies.Islamabad/](http://www.facebook.com/Institute.of.Strategic.Studies.Islamabad/)
Website: www.issi.org.pk