

# Media Update

21 Dec 2015

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## UNESCO

### Press Release

## UNESCO is assisting the Government of Pakistan to develop reliable flood early warning system of Pakistan

**Islamabad:** To improve and strengthen the flood early warning system and management capacity of Pakistan, UNESCO with financial assistance from the Government of Japan and in collaboration with the Pakistan Meteorological Department (PMD), Pakistan Council of Research in Water Resources (PCRWR) and a number of other Pakistani partners and Japan organizations, UNESCO category II center ICHARM and Japan Aerospace Exploration Agency (JAXA), jointly organized a two-day international workshop on **"Meaning and Characterizing River Morphology for Hindcasting and Forecasting River Responses to Major Floods"** aimed at setting up a common understanding and direction for river modelling data requirements, from acquisition and measurement methods to effective use in river floods simulations which will be extended from Indus IFAS system to the tributary rivers of the Indus i.e. Jhelum, Chenab, Ravi, Sutlej. The two day international workshop is part of UNESCO's "Strategic Strengthening of Flood Early Warning and Management Capacity of Pakistan" Project, phase 2 which was launched in March 2015 this year.

Speaking at the inaugural session of the workshop, Chief Guest, His Excellency, Mr. Hiroshi Inomata, Ambassador of the Japan commended the immense efforts of UNESCO, PCRWR, Japan International Cooperation Agency (JICA), for their efforts. He said that Pakistan unlike Japan is a natural disaster prone country that are frequently confronting massive flooding, earthquake and Tsunami in the past and recently, today's workshop

will further accelerate efforts for improving Strategic Strengthening of Flood Warning and Management Capacity Project.

Addressing the audience, Dr. Shahbaz Khan, Director, UNESCO Regional Science Bureau for Asia and the Pacific extended his gratitude to the Government of Japan for their support and highlighted the success of Strategic Strengthening of Flood Warning System and Management Capacity of Pakistan Project. He informed that based on the successful accomplishments of the phase 1 project, countries like Namibia, South Sudan, and Myanmar also showed their interest in seeking help from UNESCO and ICHARM to strengthen their flood early warning system. He said, though capacity of Pakistan Meteorology Department (PMD) is enhanced but PMD needs further support to enhance flood forecasting capacity in the Jhelum, Chenab, Ravi and Sutlej Rivers. These rivers have trans-boundary catchments which can use satellite based rainfall estimates developed under phase-I of the flood project to improve forecasting ability. Phase-II of this project will focus on the Eastern Rivers of Pakistan.

Mr. Mitsuyoshi Kawasaki, Representative of JICA said that JICA is contributing to the Grant Aid (GA) Project through UNESCO to protect and mitigate flood damages since 2011 through developing Indus IFAS (Integrated Flood Analysis System) Models. He said the phase II of the project will contribute to develop and extend the coverage of IFAS and would play a key coordinator for other Disaster Management Projects in Pakistan.

Dr. Ghulam Rasool, Director General PMD in his remarks expressed that till 1991, there was only one weather radar in Pakistan, and during 90's Government of Japan assisted PMD to deploy further three (3) radars, which are very crucial in predicting the monsoon floods. He said that Integrated Flood Analysis System is on the right track and with integration of Eastern Rivers and glacier snow melt component, the flood forecasting model will become complete.

Dr. Muhammad Ashraf, Chairman PCRWR in his welcome remarks highlighted that Pakistan has one of the largest irrigation systems in the world and approximately irrigating an area of 17 million hectare which is relying on the River Indus and its tributaries. The irrigation system is confronting many issues including the concurrent floods. He thanked UNESCO and the Government of Japan and assured his full cooperation and support to all partners for strengthening this important initiative.

The two day international conference is being attended by representatives from national and international partner organizations such as International Centre for Water Hazard and Risk Management (ICCHARM), Japan Aerospace Exploration Agency – JAXA, National Disaster Management Authority (NDMA), Federal Flood Commission (FFD) and international experts from Australia, France, Indonesia and Japan and their expertise will further enhance river modelling and flood forecasting models for Indus and the Eastern Rivers.

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**ILO**

**Press Release**

## **Narratives of Empowerment - Training Workshop on Professional TV News Media Reporting of Working Women Held in Karachi**

**KARACHI, December 15, 2015:** The International Labour Organization (ILO) of the United Nations this week launched a special training program for electronic media journalists from Sindh and Balochistan provinces on improving portrayal of women in the world of work.



The two-day training that concluded in Karachi on Tuesday evening, December 15, 2015, brought together over two dozen young and mid-career reporters and producers, half of them women, of more than 15 TV channels based in these two provinces. The training was conducted by Freedom Network, a Pakistani media development organization.

The training was part of an ILO project titled “Gender Equality for Decent Employment (GE4DE)” aimed at ensuring that Pakistani women have greater access to equal employment opportunities and decent working conditions in selected economic sectors; and that stakeholders have increased understanding of and favourable attitudes towards working women’s issues.

The training was the first in a series of two workshops – the second will be held next week in Islamabad for electronic media reporters and producers based in Khyber Pakhtunkhwa, Punjab and Islamabad.

Among the topics covered in the training included, The Gender Lens and Women in the World of Work; Women in News Media; Mainstreaming Women and Work in Current Affairs; Women as Stories in the World of Work; Women’s Stories in the World of Work; and Viewing and Reporting Positively – Empowerment Narratives.

In the Karachi training, conducted by Adnan Rehmat and Afia Salam, the media practitioners were introduced to the concept of GE4DE, how women in Pakistan have been making strides in their economic, professional and self-empowerment as well as the factors that promote this empowerment.

A mix of the theoretical and the practical, the training workshop also include interactive sessions and exercises aimed at utilizing modern journalistic principles, tools and techniques to improve professional reporting on women and economic rights, challenges and progress.

The ILO training series includes a small-grants program to assist reporters and media practitioners participating in the trainings to do research-based quality reporting based on the quality of their story ideas.

Hundreds of journalists have been trained so far in the last few years in Pakistan, mostly print media practitioners, under this program with journalists excelling in reporting on GE4DE issues taken by ILO to its offices in Italy for advanced global trainings. Now exclusive trainings are being held for electronic media by ILO. All of Pakistan’s leading national and regional TV



channels, radio stations and online media are attending the trainings workshops. —Ends

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# ILO

## Press Release

### **From landless Peasant to successful Entrepreneurs:**

#### **First Women-owned Bakery and Computer Training Centre inaugurated in Mirpurkhas**

**Mirpurkhas 18th December 2015:** Encouraged by their own entrepreneurial abilities and business potential, the women from landless peasant families of the village Daulat Leghari, District Mirpurkhas, in Sindh have setup “First Women-owned Bakery” while a group of unemployed youth have established a rural Computer Literacy Centre for providing training to hundreds of youth. These enterprises have been setup under a One-UN project “Livelihood Restoration, Protection and Sustainable Empowerment of Vulnerable Peasant Communities in Sindh Province (LRP). The inauguration of the two rural enterprises was performed by Mr Shafiq Ahmad Mahesar, Commissioner of Mirpurkhas Division on December 18, 2015.

The Commissioner, Mirpurkhas Division encouraged the rural entrepreneurs to excel further considering their successes and inspire others in the area for self-employment. He emphasized the need for offering the IT skill trainings for the girls also, so that they could start earning incomes by working from home. He offered the support and space for IT skills trainings for girls and also committed support to ILO’s future initiative of providing carpet weaving skills



to unemployed youth (boys & girls). The Divisional Administration will provide full support to setting up of carpet weaving training centres in Mirpurkhas Division.

While speaking over the inaugural ceremony, Miss Perveen Sheikh, President of Entrepreneurship & Community Development Institute (ECDI) explained that one hundred (100) unemployed youth and landless peasants were provided elementary training in various vocational skills followed by advance training on enterprise development given to twenty five boys and twenty five girls in Information Technology and Food Processing skills respectively. The unemployed boys have setup Rural IT Literacy Centre while the girls have established the 'First Women-owned Bakery'. The women who had also received toolkits as part of their elementary training, put their skills to action and started earning for themselves. They were preparing bakery items and were selling their produce in local schools, houses and the rural markets within and around their village. Encouraged by their own abilities and potentials, the enterprising women decided to setup the First women-owned Bakery. They have materialized their dream of setting up the bakery, which they hope will soon grow and become competitive with other renowned bakeries in the urban locations.

The rural IT literacy Centre is yet another example of entrepreneurship demonstrated by the rural youth. A group of 25 unemployed youth who had secondary or higher secondary education and who couldn't continue their education were identified. Most of them had indulged into unhealthy activities and their unemployment was a great source of frustration for them. When they learned about the vocational training programme being offered in their village, they enrolled for the elementary IT course and after receiving the training and toolkits, they setup a basic IT centre and some of them also managed to find jobs and paid work. The entrepreneurial group of youth has received support from the ILO and they have setup an IT literacy centre from where they are training hundreds of youth in market-oriented IT skills.

The National Project Coordinator for International Labour Organization Mr. Abid Niaz Khan informed about the various community/ rural development initiatives taken under the One-UN project. He said that "Off-farm skills leading to decent employment is complementing the on-farm livelihoods in Sindh, thus making the livelihoods more resilient to the challenges faced due to recurring floods and also the threats induced by climate change. Skills for Decent Employment, Rural Development and Enterprise Development are

ILO's priorities, under which the landless peasants and the unemployed youth are being provided off-farm skills.

Mr. Juned Mirza, Deputy District Officer, Social Welfare, Mirpurkhas and Mr. Zuber Ahmad Qambrani, District Labour Officer were also present over the occasion.

These interventions are part of a One-UN Project "Livelihood Restoration, Protection and Sustainable Empowerment of Vulnerable Peasant Communities in Sindh Province (LRP)" jointly implemented by three UN Agencies including ILO, FAO and UN-Women. The Project is funded by the UN Trust Fund for Human Security (UNTFHS) and the project areas include two Districts of Sindh Province including Dadu and Mirpurkhas. The component on non-farm livelihoods, skills development, enterprise promotion and access to microfinance is entrusted to ILO as part of larger joint project.

**For further information:**

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