

# Media Update

14 February 2018

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## WFP

Press Release

### New study: Investments to end hunger can improve economy

ISLAMABAD, 14 February 2018— A major independent report endorsed today by the Government of Pakistan says that even a small shift in public spending can help end hunger and improve nutrition, and so strengthen the country's steady economic trajectory.

The report "Strategic Review of Food Security and Nutrition in Pakistan" identifies challenges to achieve the Sustainable Development Goal 2 (SDG) 'zero hunger' in Pakistan and makes recommendations on how to overcome them at federal and provincial levels.

"The report's recommendations will be useful for Pakistan in achieving SDG 2 in the time span we have set for reducing the food insecure population to 30 percent by 2025 and tackling malnutrition by 2030," said Honourable Secretary, Economic Affairs Division(EAD), Arif Ahmed Khan. "This is the way forward to build on the economic gains so far and help fully unleash the greatest asset of Pakistan – its people."

The launch was attended by Mr David Kaatrud, Regional Director for Asia and the Pacific of the United Nations World Food Programme (WFP). Kaatrud noted that: "WFP welcomes this review as a basis for planning an effective programme of food security and nutrition support which WFP can contribute as part of Pakistan's commitment to SDG 2".

Pakistan has made significant progress over the past decades and brought food security and nutrition to a more prominent place since 2010. Today the agriculture sector produces more than enough to achieve self-sufficiency in the main staples. Furthermore, the Benazir Income Support Programme now



reaches about one third of the impoverished population, and resources were just made available to help more than 1.5 million people graduate from poverty and leave hunger behind.

The report lauds such gains as impressive, but cautions that they must not lead to complacency as Pakistan aspires to become an upper middle-income country and top-25 economy by 2025, because sufficient quantities of food at the national level and reduced poverty alone do not equal food security and good nutrition for all.

The report outlines that significant progress can be initiated quickly. Existing delivery platforms can be used to promote exclusive breastfeeding and provide supplements and complementary feeding for children and women of childbearing age. A scale-up of such interventions is cost-effective and would only require small re-allocations of Government funds. Other “quick fixes” include fortifying wheat with important micronutrients and modifying existing social safety nets to not only reduce poverty, but also improve food security and nutrition.

The report is published as Pakistan – like the rest of the international community – is defining exactly how to deliver on Sustainable Development Goal 2 to “end hunger, achieve food security and improved nutrition, and promote sustainable agriculture” by 2030.

The United Nations Resident Coordinator in Pakistan, Mr. Neil Buhne said: “The review makes it clear that as Pakistan moves forward, the focus has to be on improved food and nutrition security, so as to improve the lives of the most vulnerable citizens and ensure the delivery of Pakistan's 2025 vision. The UN team is committed to support the government in this regard”.

The Strategic Review of Food Security and Nutrition in Pakistan is an independent study commissioned by the United Nations World Food Programme. The research was steered by an Advisory Group jointly chaired by UNRC and EAD comprising representatives of Ministry of Planning, Development and Reforms, Ministry of National Food Security and Research, Ministry of National Health Services and Regulation, SUN business and Academic Network, SDPI, University of Agriculture Faisalabad, National Humanitarian Network and Pakistan Humanitarian forum. The experts from IFPRI and AKU surveyed a plethora of available studies and data, and ran economic models to calculate the benefits of improved food security and nutrition. They also facilitated participatory consultations and met with

stakeholders in each province and area to foster a shared understanding of how to achieve SDG 2.

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## UNESCO

### Press Release

# Taxila Museum gets a makeover: UNESCO and SDC join hands to improve Museum's Educational Role

It is a sad reality that we don't usually hear children excitedly tell their parents, "Let's go to the Museum!" In today's age of gadgets and gizmos, cartoon channels aplenty, and infinite interactive options on social media, the rich learning opportunities presented by activities geared towards cultural heritage are lost in the white noise of technology. However, if children are offered the opportunity of combining their love for technology, and efforts are made by the development community to make museums interesting again, it exponentially increases the chance that children would develop an inclination and sense of appreciation for the objects carefully conserved and displayed behind locked cases.

That was the forethought that went into the project designed by UNESCO with the financial support of SDC (The Swiss Agency for Development and Cooperation). The project's closing ceremony was conducted yesterday on 14 February, 2018. A one-and-a-half year venture, the project was broken down into three components; firstly, museum staff were trained and capacitated to develop a digital inventory of Museum artefacts; secondly, the educational role of the museum was improved by developing a web application with QR codes that allow visitors to engage with the artefacts safely and securely; thirdly, in order to generate interest among children by creating interactive material for them to learn about the Gandharan Civilizations, and encourage them to become "ambassadors of cultural heritage", the project also trained teachers to educate students about heritage.



The museum, which was subject to disappearing artefacts and a lack of informational plaques next to display cases, now hosts digital kiosks that anyone with an Android-enabled phone can easily access and download (now available through Google Play store). The online application will provide a new platform that can serve as a learning opportunity for children and adults alike. The bilingual application, developed by the Technology for People's Initiative (TPI) at LUMS is audio and text enabled, with pictures and panoramas of the Taxila World Heritage Site.

The educational activities engaging schools from within the Taxila region were (conducted by The Little Art). They have also established a "creative space" at Taxila Museum which will house puzzles and activities for children to partake in when during their visit. Most importantly, it is through the development of creative and unconventional activities that many museums are getting children interested in heritage.

The staff at Taxila Museum have been working on developing the inventory- with close to 23,000 products on display and in storage, this is no easy feat. The closing event was attended by development partners, members of civil society, academics, schoolchildren, teachers, and members of the government. The opening address was delivered by Ms. Vibeke Jensen, Representative/Director of UNESCO Pakistan, and was followed by His Excellency, Thomas Kolly, the Swiss Ambassador to Pakistan. Ms. Jensen applauded the work of the implementing partners and the Taxila Museum staff, and stated, "It is necessary, that our cultural heritage is not only protected, but that museums and their collections are brought into the 21st century through creative means that redefine them as modern strongholds of ancient heritage."

His Excellency, Ambassador Kolly, expressed Switzerland's commitment to the protection and preservation of culture and art, and how effective contributions can be made towards promoting diversity, tolerance, and peace. He said, "This museum reflects a rich history and varied achievements of the people of Taxila during the last four thousand years. We are glad to see, that through this joint effort of the Government, Taxila Museum, UNESCO and the Swiss, the exhibition has become more visitor friendly- especially for young people and families."

During the course of the event, TPI/LUMS and TLA presented their work at the museum. TLA also handed out activity kits to students, and students

presented speeches and poems centered around the activities conducted through the project, and the remarkable aspects of the Taxila World Heritage Site. A tour was conducted around the museum that showcased the improvements and creative spaces installed in the museum. The event concluded with the ceremonial handing over of equipment to several other national museums- including the National Museum of Karachi, Hund Museum, Chitral Museum, Kasur Museum, Harrappa Museum, and Islamabad Museum.

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