

# Report



## Cultural Mela for Empowerment of the brick kiln workers

Dated 27<sup>th</sup> Feb 2013 Wednesday

**Supported by:** International Labour Organization (ILO)

**Organized by:** Association of Network for Community Empowerment (ANCE), Lahore Pakistan



### **Funded By**

ILO Pakistan

### **Name of the Organizing Agency**

Association of Network for Community Empowerment (ANCE) Lahore

### **Hosted By**

College of Art & Design University of Punjab

## **Introduction**

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“In the area of Darwaish kot Raiwind Road Lahore ANCE had worked on the project of **“Brick Kiln Workers Empowerment to Achieve Rights and have Access to Social & Protection Services”**. Funded by ILO Pakistan Under this project ANCE had a component named “Empowerment of brick kiln women through Art Wok”. In the perspective of the art work, a series of activities was planned to empower brick kiln workers with special focus on women and girls through art work skill. In the challenging era there is need to empower the brick kiln women works and give them the chance to enhance their abilities, express their felling that will resolve their tension and frustration Provide enabling environment to polish their existing skills with innovations and new trends and provide a chance to improve their life style and enhance their personal capacity to achieve a respected place in their family and in the society as well. Consequently Brick kiln women can supposed to be independent both economically (Via art work).

Regarding to achieving the activity of Art Work skill, ANCE had collaborated with the College of Art & Design University of the Punjab and shared the ideology and activity of the project with the Art & Design University of Punjab. In this perspective they responded warmly and a group of teachers and students from all sections/Dept visited the field area Raiwand Road Lahore. They met with Brick kiln children, Brick kiln women, girls, boys, Brick kiln employers and applied different research tools to access existing skills and know about their life pattern. After the visit the Group summed up the whole field activity and prepared a power point presentation for a holistic overview of the existing knowledge and skills with brick kiln workers.

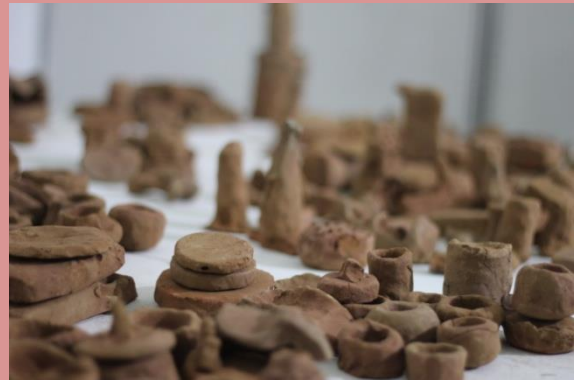
## **Premeditated activates for Cultural Mela**

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The component of Art work skill had provided the brick kiln women a variety of training sessions of Art Work to enhance their skills. In these sessions 15 students, 5 teachers and ANCE staff had fully participated regarding to achieve the set objectives within time period successfully. In these training sessions the brick kiln females had learned these skills through art

work: Drawing, Music, Poster Painting, Landscape painting, sculpture, Stamping, texture of hands, leaves printing & embroidery, handmade cards, flowers making , hanging lamp, Origami Art and etc.

After the successful training sessions A cultural Mela had arranged for the exhibition of the module of Arts made by Brick kiln females and Children. Association of Network for Community Empowerment (ANCE), International Labour Organisation (ILO) and Punjab University jointly planed to organize the “Cultural Mela to Empower Brick Kiln Workers, Art work” at College of Art and Design University of the Punjab Lahore



with the enhanced skills based models of the brick kiln women and girls. Brick kiln workers presented their life experiences through



creative art in a Cultural Mela held in Lahore. Workers and their children created wonderful paintings, sculptures, impressions on canvas with the help of faculty and students of College of Art & Design. The participants praised ILO, ANCE and PU that such kind of activities can provide a platform to the brick kiln workers to express their feeling and enhanced their skills.

### Objectives of the Cultural Mela

- To exhibit the Art Work skills of the brick kiln women workers through cultural Mela.
- To give chance to brick kiln women workers and girls to express their feeling their future plans wishes, ideas and their role in the society.
- To exhibit the Art Work models made by brick kiln working women
- Encourage the Brick kiln women workers that how they can change their life's
- Bring Awareness among the brick kiln women workers through Art Work that how they can be economically strong by enhanced their skills and abilities.

## Venue & Date

College of Art & Design University of Punjab Mall Road, Lahore 27<sup>th</sup> Feb 2013

## Participants

- Govt representative from NADRA, PESSI, BISP, TEVTA, UC Sectary Govt of the Punjab.
- Professors/Teachers of University of the Punjab
- Lawyers
- Media representative NGOs
- Trade union workers
- Representative of Pakistan workers Federation
- Students of Punjab University
- Brick kiln workers
- Brick kiln owners
- Brick kiln worker welfare council
- ANCE staff



## Briefing of Cultural Mela

### Opening of Cultural Mela:



The honourable chief guests Mr. Francesco d' Ovidio Country Director ILO-Pak, Dr. Pervaiz Ahmed Khan Secretary Literacy Department Punjab, Mr. Hassan Iqbal Secretary



Labour & Human Department Punjab and Dr. Rahat Naveed Masud Principal College of Art & Design opened the ceremony of the cultural Mela.

### Walk around the stalls

After opening the Cultural Mela the guests and participants walked around the stalls and appreciate the work of Art made by brick kiln female workers and children. There were 10 stalls



for the exhibition of the art work. Some stalls presenting the handmade of models on the other hand there were two stoles where the brick kiln children were presenting their art



work skills live bases so that everyone can seen enhanced skills of the brick kiln workers. In cultural mela there were almost 94 painting, 25 greetings cards, 56 sculptures made of mud and plaster of Paris that were produced by 100 brick female workers. The gallery of the college of Art & Designe

was giving a look of mela in real sense with various stalls of art work of brick-kiln children and colourful paintings hanging in the hall and the entrance from the main gate as well.

After that the ceremony had started with the welcomed to all honourable guests, participants Brick Kiln workers, Government representatives, Civil Societies, Media Partners

### Dr Rahat Naveed Masud Principal College of Art & Design University of the Punjab



Dr. Rahat Naveed Masud Principal of College of Art & Design University of the Punjab thanked the ILO for the opportunity to allow the college to work with the brick kiln workers. She said that this activity had helped the workers to produce some excellent art work that had been displayed in the college. She said ILO and their college team workers together for the welfare of children of brick-kiln workers and it was an honour for them disseminates their knowledge at the lowest grass root level of society. She said such activities were worth appreciation and support to the brick kiln workers and their children as well.

### ILO Senior Programs Officer Dr .Muhammad Saifullah Ch



colors of life.

Speaking on the occasion senior program officer from ILO-PK Dr. Muhammad Saifullah Ch said that ILO and PU provided an opportunity to the children of brick-kiln workers to reach out other members of society and express their feeling through paintings, sculpture, greeting cards, hand bags and other artworks. He said that now its responsibility of brick kiln owners to provide maximum opportunities of health & Education to brick kiln workers and their children so that they can enjoy the

### Professor Dr. Anis A. Siddiqui Head Architect of College of Art & Design University of Punjab



He briefed about their work and wonderful experience working with the brick kiln workers. He shared his views and thanked to ILO for providing this opportunity. He appreciated the team of their college students who made efforts to develop the skills of brick kiln workers and help them create art works. He said that without the team efforts it was not possible.

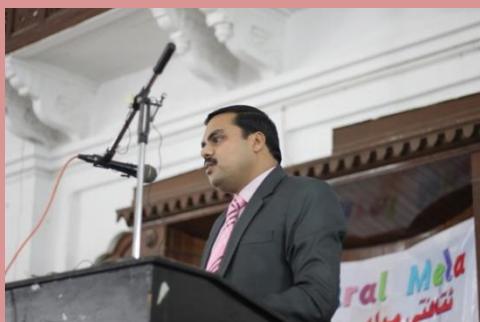
### Project Beneficiary



One of the Brick Kiln workers M. Serwar appreciated the opportunity they received to express themselves through art. He further said that Brick kiln workers are very happy to have Social Security Card, CNIC and birth certificates.

They said that they are feeling themselves as CITIZEN OF PAKISTAN for the first time and for that they are thankful to ANCE and ILO.

### Rana Babar Sher Khan Project Director NADRA



He briefed about the provision of CNIC to Brick kiln Workers by NADRA. He said that 600 CNIC cards had been issued to brick kiln workers through this project and all brick kiln workers would be provided CNIC at

their doorsteps. He said that on the request of ANCE the authority would send its mobile vans to register workers and to issue those CNIC cards and more facilities would be provided them for their betterment.

**Sayed Anfaale Ahmad, D.G, PESSI**



He briefed about the social security Cards and its benefits. He also told that special relaxation would be provided to overage and medically unfit brick kiln workers and they would fully coordinate with ANCE for this. He said that social security cards not only cover a labourer but his whole family members would be benefited from this card. He assured that a mobile health van would also provide health care facilities to the kiln workers at their door step.

**Punjab Secretary Literacy Dr Pervaiz Ahmed Khan**



Punjab Secretary Literacy Dr Pervaiz Ahmed Khan said that over 30 million people of Punjab were still deprived of basic literacy. Their department is making efforts with the help of ILO and ANCE's to get them literate. He said that education is the basic right for all people in the world.

He shared that the free literacy programmes have been launched by his department for the workers of the brick kilns in Punjab. He further Explain the project of literacy department in detail. He appreciated the work of brick kiln worker.

**Lecturer Habib Alam College of Art & Design University of the Punjab**



He briefed about the art work and working experience with the brick kiln workers. He told that he and his team made such great efforts to take out the new talent on the brick kiln workers

### Mr Francesco d'Ovido (ILO Pakistan Country Director)



Addressing the ceremony ILO Pakistan Country Director Mr Francesco d'Ovido said that ILO is supporting social justice and improving working condition in the world as well as in Pakistan. He told that Under the ILO-PK project for the welfare of brick kiln workers, various interventions had been implemented here. These include education for children, computerized National Identity Cards for workers, birth certificates for Brick kiln children and social security cards. He briefed about

the process of registration of PESSI.

He appreciate the brick kiln female workers for their art work, he said that he is very impress to see all the work here. He further said that Pakistani Government should do something for the welfare of brick kiln workers. Talking to Brick-Kiln owners and workers, he said time has come to end the practice of bounded labour for the healthy growth of society. He told the parents of brick-kiln worker children, that they were doing wonderful job but they have compromised on the education of their children. "You must take decision for the education of your children"

### Raja Abbas Ali President of ANCE



At the end President of ANCE Raja Abbas Ali thanked all guests for their kind participation in the seminar. He briefed about efforts of ANCE in eradication of bonded labor and labor rights, and work done under the partnership of ILO and ANCE to make certain and thrash about for the rights of the bonded labourers. He said that Such kind of cultural Mela should organized in every district of Pakistan so that these brick kiln workers avail the

recreational opportunities.

He said that brick kiln owners provided a platform for the resolution of brick kiln workers problem as they helped ANCE in arrangement of this Mela macro level. He said that through this platform workers can raise their voices for their rights.

### Awarded shields and Certificates

At the end of the cultural Mela the shields were awarded to the Govt officials and staff of College of Art & Design University of the Punjab Lahore at their best performance to completion the set objectives successfully within time period and certificates were distributed among the faculty and students of the College of Arts and Design.





### Participation of Media in Cultural Mela

There were media representatives and they had captured every setup of the Cultural Mela du to this every one can easily see the clear picture of this event without participating. There is a list of the print/Electronic media as well.



### **Electronic Media**

- DAWAN News TV
- City 42
- Kohenoor TV
- SAMA TV
- CNBC Pakistan
- Channel 5TV
- Etc

### **Print Media**

- The DAWAN News
- Daily Massawat News
- The Frontier Post Lahore News
- Daily Dunya News
- Daily Al-sharq News
- Daily SAMA News
- The international News
- The Daily Pak Banker News
- Daily Jung
- Daily City 42 News
- Daily Time News
- Etc