

Preface

The past five years of All Pakistan Music Conference (APMC), Karachi's evolution have centred on consolidation and increased strategic depth.

In terms of projects on ground, the platform APMC, Karachi streamlined its operations. The Annual Festival and smaller events gained ground lost after the initial momentum. The frequency of events increased, adding on two collaborative ventures with Alliance Francaise -the NauTarang platform and Film screenings on music and dance.

After some lean years -partly due to the wearing of the novelty and partly due to the worsened security situation in the city, audience numbers are now also increasing. The fact that, the increasing numbers comprise of younger and a more economically diverse demographic, makes this development all the more encouraging. Increasing membership renewals & conversions to Life Memberships, also indicates the organization's credibility in the eyes of APMC, Karachi's members.

Fundraising -although still a struggle for APMC, Karachi, has also improved from last 10 Years, giving rise to better direct artist benefits & fiscal space for the hiring of a Project Coordinator for the Secretariat. This in turn, has provided creative space for development of other projects. Foremost among which, is the devising & pre-testing of the Eastern Music Introductory Module (EMIM) for schools, now in it's second year running. We hope this project will lead the way to deeper, long term work for not just Karachi, but Pakistan's cultural environment, viz-a-viz, the traditional arts.

Buoyant with the promise of a better tomorrow, through this initiative and projects of a similar nature in the offing, All Pakistan Music Conference, Karachi looks forward to fruitful years ahead.

Ayla Raza
Director

Table of Contents

02 Summary

About Us

03 Administration
04 Finances
05 Work

Our Activities

09 10th Annual festival
11 11th Annual festival
13 12th Annual festival
15 13th Annual festival
17 14th Annual festival
19 15th Annual festival
21 Baethaks
27 Special Events
28 The NauTarang Platform
29 Film-screening Initiative
30 Resource Production: CDs
30 Resource Production: Videos
32 Eastern Music Initiation Module (EMIM)
35 Other Achievements

The Way Ahead

37 Strategic Plan

Appendices

41 Artists Featured
42 Past Sponsors

Acknowledgements

Summary

Continuing Mission:

The revival, development, & promotion of traditional performing arts for the greater benefit of society.

Logic: APMC, Karachi by:

- Nurturing the artistic tradition
- Developing a discerning audience for traditional performing arts
- Institutionalising & strengthening its organisational base

Hopes to contribute towards:

- Developing a rich & ongoing cultural tradition around the traditional performing arts in Karachi
- Enhancing the learning, practice, viewing, listening and appreciation of traditional performing arts
- Creating a community that values its traditional performing arts & works to preserve them

Thereby, in the long term:

Contributing towards the revival, development, and promotion of traditional performing arts.

Objective

Through its work, APMC, Karachi strives to address both ends of the spectrum sustaining and nurturing a steady stream of both artists and audiences of traditional performing arts. It aims to do this by pursuing the following objectives:

Artists end: Sustain a steady stream of Artists by:

- Working towards better financial health of the artistic community
- Restoring their rightful place in society
- Increasing opportunities for training and skill development of the artist
- Providing platforms of exposure for traditional practitioners

Audience end: Contribute to the creation of a community that values its indigenous arts by:

- Inclusive exposure of traditional performing arts for public to ensure sustainability of cultural diversity
- Cultivating awareness of traditional art forms
- Production of accessible material on the traditional performing arts

Administration

Registration

All Pakistan Music Conference, Karachi is registered under the Societies Registration Act, XXI of 1860 (KAR No. 020).

Governance

At present, APMC, Karachi, is governed by a seven member Executive Committee comprising of:

- Mr. Najeeb Omar – Chairperson
- Mr. Abdullah Haroon – General Secretary
- Mr. Imtisal Abbasi – Treasurer
- Mr. Zulfiqar Ali – Member
- Dr. Asma Mundrawala – Member
- Mr. Faraz Hussain – Member
- Ms. Attiya Mahmood – Member

The EC met 28 times during the period 2012-18.

Secretariat

Presently APMC, Karachi maintains its office in a shared space with 4 staff members:

- Ms. Ayla Raza (Director)
- Mr. Ilyas Khatri (Coordinator)
- Mr. Ayub (Part time Accountant)
- Mr. Nawab Khan (Supporting staff)

Financials

APMC, Karachi sustains itself through corporate sponsorship. Sources of other income for APMC, Karachi include sale of CDs, membership fee, sponsorship, & donations.

Audit

AF Ferguson continued to audit APMC, Karachi in the period

Online Presence

APMC, Karachi maintains a Website at: <http://www.apmckhi.org/>. The society also maintains a social media account at The All Pakistan Music Conference, Karachi on Facebook & YouTube.

Finance

Figure 1.1 shows Revenue collection patterns 2013-18. As evident, sponsorships accounted for an average of 89.6% of income in the reported years. Years 2015-17 saw a surge in sponsorship income, due to the efforts of the EC. In 2013, the organisation launched a donation drive whereby, donations grew from Rs. 32,348 in 2012-13 to Rs. 720,000 in 2014-15.

2017-18 shows a marked increase in both Annual and Life memberships, manifesting organizational credibility in the eyes of APMC, Karachi audience. Many former Annual Members converted to Life Membership during the period.

CD sales, however, show stagnation in the entire period, in spite of introduction of new CD releases. As mentioned later, revised strategy has been initiated to work on alternative distribution avenues.

Figure 1.2 illustrates average Expenditure Distribution Pattern 2013-18. Improved fund-raising 2014 onwards, encouraged APMC to launch new projects. The new platforms of NauTarang, Film-screenings were introduced during the period. It also provided fiscal space, to increase staff at the Secretariat and a coordinator was hired. This measure has greatly improved efficiency and provided creative space to plan new projects. Eastern Music Introductory Module was designed and executed regularly from 2017 onwards.

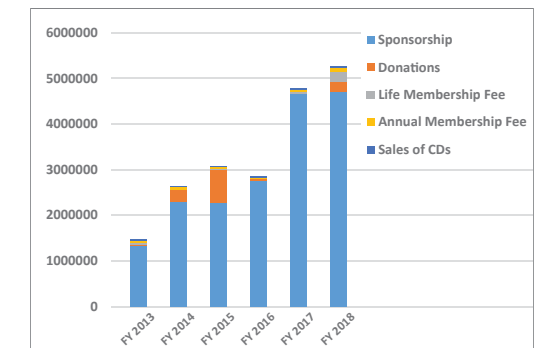


Figure 1.1 Revenue Collection Pattern 2013-18



Figure 1.2 Expenditures Pattern Distribution 2013-18

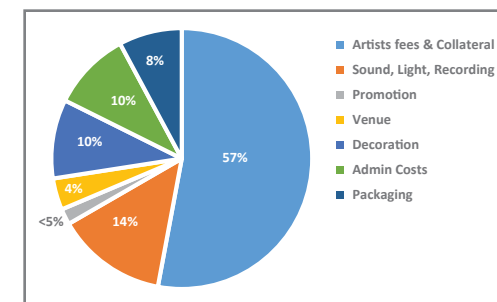


FIGURE 1.3 PROJECT EXPENSES 2013-18

In 2017-18, Project Costs account for 79% of total expenditure. Ongoing projects in the period included events Annual Festival, special events, NauTarang, Eastern Music Initiation Module & resource production (CDs, videos).

Figure 1.3 provides a breakdown of average Project Costs from 2013-18. As evident, major bulk (57%) of average project cost is direct spending on artists, which includes their fees, travel, accommodation, etc.

Work

Providing Platforms

All Pakistan Music Conference, Karachi's established events, namely the Annual Festival and *baethaks*, gained ground with the improving security situation in the city. Comparative financial stability from 2015-2018, allowed an increase in frequency of events, as well as, the re-addition of the third day in the Annual Festival from 2016 onwards. 121 artists and accompanists performed at APMC, Karachi events during the period. Venues for the Festival included NAPA, Arts Council, Indus Valley School of Arts & Architecture and Frere Gardens. The latter venue brought a sizeable new incidental audience, as the garden is a popular weekend destination for public, young and old. Baethaks were held variously at Arts Council, PACC, Frere Hall, Indus Valley and The Lyceum School.

APMC, Karachi initiated an annual morning baethak in 2015, which was very well received. These *Mahafil-e-Sahar/Seher* (lit.: morning/magic), a wordplay when written in Urdu, aims to revive morning *raags* which are rarely heard, since all performances take place in the evening. The morning *baethaks* are scheduled in the winter months of November/December, at the Lyceum school and have elicited a most encouraging response from both artists and audience alike. APMC, Karachi also launched two collaborative ventures with Alliance Francaise in 2014, namely: NauTarang, a platform for student practitioners and Film-screenings on music & dance. Both platforms have a bi-annual presence in the calendar year and have already gained ground, now playing to full-houses in their fourth year.

The NauTarang platform has showcased upto 20 young practitioners to date. Out of them, many are now pursuing professional careers and have even performed at the Annual Festival.

The Film-screening platform has variously showcased documentaries from private collections and institutions. Content from the Film Archives of India has also been screened, for which we are grateful to the Indian High Commission who facilitated the procurement. Efforts are also underway to procure content from Pakistan Broadcasting Corporation (PBC) and private archive collectors for screenings.

Resource Production

Boosted by funding from GetzPharma (Pvt.) Ltd., APMC, Karachi produced 8 titles of archival recordings during this period. However, the project encountered logistical difficulties from the very start, with the gradual closure of formal CD replication units. With the rise of online music and the consequent global collapse of the compact disc market system, APMC, Karachi's resource production strategy demanded rethinking.

A revised strategy has been formulated and APMC, Karachi is looking to release its content online. It has also launched a designated YouTube channel, which is eliciting a positive response and giving high

returns in followers. 8 edited video recordings of APMC, Karachi events have so far been uploaded on the All Pakistan Music Conference, Karachi YouTube channel, with very positive feedback.

Youth Engagement Initiative

2017 saw the initiation of APMC, Karachi's first strategic project, aimed at the long-term sustenance of traditional art forms; the Eastern Music Introductory Module (EMIM) was designed and pre-tested in 6 mainstream educational institutions of Karachi. The response was overwhelmingly positive and the Module was improved & repeated in 2018.

Basic concepts of our music traditions (sur, the raag system, the taal systems, our instruments, components of a classical recital) are revealed to students through the 5-session module, featuring presentations -aided by audio visual references, activities, reference sheets and lec-dems/ performance by established young practitioners. The content for the module, has been devised with guidance from musical & pedagogical academics and Eastern music connoisseurs.

The Module has been conducted at no cost to the participating schools or its students and is programmed as part of the school day, for an entire batch. Approximately 600 schoolchildren, in the age bracket 13-15 yrs, have already benefitted from this programme. In the absence of media to ensure exposure of our heritage for our young, it can be safely said that EMIM is their first and at present only opportunity for the same.

Aimed to offer the young an understanding into their traditional arts, inculcate a sense of ownership and pride towards their culture, as well as, a recognition & appreciation of its rich diversity, EMIM hopes to play a part in the critical creation of a future audience or better still, planting a seed for future artists by offering them a glimpse of the rich musical traditions of this land.

There are solid plans for the expansion of this project, -both in terms of outreach and depth, that await funding to be put into realization.

Advocacy

Since 2016, APMC, Karachi has also actively pursued advocacy campaigns towards its aim to secure a sustainable future for the artist and traditional performing arts.

In 2016, a paper for the reinstatement of the iconic PTV "*Raag rung*" programme was submitted to PTV, in the hope of reviving classical content production. The paper made the case for the programme's revival as having a 3 way effect:

Our Activities

1. Documenting cultural capital.
2. Providing a consistent state platform for the classical practitioners & accompanists.
3. Making resource available to general public.

Despite positive assurances, there was no movement on the proposal. APMC, Karachi, however, continues to fight for space for the traditional practitioner in the media, especially state media.

In 2017, APMC, Karachi initiated a study into state artist benefit schemes. The research aims to optimize, streamline, and institutionalize spending on artist welfare and move it from whimsically ad-hoc charity, to institutionalized, transparent benefit schemes. It also aims to address systemic issues arising from dismantling or reorganization of Artist Accreditation and cultural funding systems, especially since Culture has been devolved to the Provincial domain, under the 18th Amendment.

The research so far has also revealed various schemes for artists' benefit, in ad-hoc operation under the Federal banner; namely National Fund for Cultural Heritage (NFCH), Pakistan National Council of Arts (PNCA) and Lok Virsa. It also aims to identify and advocate for budget allocations for the artist in other institutions.

APMC, Karachi has also been striving to increase performance opportunities for the classical practitioner, outside its own domain. It has been in communication with organizations, particularly PNCA, PTV (Karachi), Karachi Gymkhana, as well as, private organizations and associations like Saaz-o-Awaaz to commit to a number of events dedicated to classical music.

10th Annual Festival | March 9 – 10, 2013

Sanwal Hassan | Abdullah Niazi Qawwal | Asif Sinan | Tanveer Ahmad | Irshad Ali | Ayesha Ali
Wajid Ali | Akhtar Hussain | Mohammad Aslam | Irfan Haider | Gul Muhammad | Abdul Kareem
Ustad Mumtaz Sabzal | Ustad Khurshheed Hussain | Ustad Shahid Hameed | Ustad Abdullah Khan
Ustad Salamat Hussain | Ustad Fateh Ali Khan



11th Annual Festival | March 21 – 22, 2014

Rashid Ali | Wahdat Rameez | Fareeha Pervaiz | Sajjid Hussain | Zohaib Hassan | Karam Abbas
Ali Waseem Abbas | Taj Multani | Mehmood Ali | Mohammad Aslam | Irshad Ali | Wajid Ali
Irfan Haider | Fida Baloch | Abdul Kareem | Ustad Mumtaz Sabzal | Ustad Badar uz Zaman
Ustad Hamid Ali Khan | Ustad Khurshheed Hussain | Ustad Naseeruddin Saami



12th Annual Festival | March 06 – 07, 2015

Punjab Brass Band | Akber Khamisoo Khan | Humera Channa | Waqas Hussain | Urooj Saami
Abid Ali | Sajjid Hussain Ali | Jafar Hussain | Mohammad Ali Khan | Turab Ali | Irfan Haider
Mehmood Ali | Gul Muhammad | Sunny Khan | Mohammad Aslam | Akhtar Hussain
Shafqat Salamat Ali | Ustad Khursheed Hussain | Ustad Fateh Ali Kamalvi | Ustad Fateh Ali Khan
Ustad Naseeruddin Saami | Ustad Bashir Khan



13th Annual Festival | April 01 – 03, 2016

Najmuddin, Saifuddin Qawwal | Akbar Ali | Akmal Qadri | Shahid Hameed | Farhan Khan
Karam Abbas | Ali Waseem Abbas | Shahzaib Ali | Ayesha Ali | Mehmood Ali Khan | Bushra Ansari
Huzoor Hasnain | Ustad Bashir Khan | Mehmood Ali | Irfan Haider | Khursheed Ahmed | Wajid Ali
Gul Mohammad | Ustad Naseeruddin Saami | Ustad Khursheed Hussain | Ustad Mubarak Ali Khan
Ustad Ashraf Sharif Khan | Ustad Fateh Ali Khan



14th Annual Festival | April 01 – 03, 2017

Zulqarnain Haider | Imran Abbas | Aliya Rasheed | Virginia Nicoli | Ibaad Ali | Muslim Hassan Shaggan | Dr. Shams Rashdi | Imran Ilyas | Gul Mohammad | Urooj Saami | Sajid Hussain Ghulam Abbas | Wajid Ali | Waqas Gulab | Irfan Haider | Idrees Hussain | Ustad Naseeruddin Saami | Ustad Mubarak Ali Khan | Ustad Fateh Ali Khan | Ustad Ashraf Sharif Khan | Ustad Abdul Latif | Ustad Bashir Khan | Ustad Shahbaz Hussain | Ustad Khursheed Hussain



15th Annual Festival | March 9 – 11, 2018

Muhammad Ahsan Ali | Liaqat Humayun | Chand Khan | Suraj Khan | Ahmed Raza | Turab Ali Akbar Ali | Paul Livingstone | Ayesha Ali | Karam Abbas Khan | Mazhar Hussain | Dr. Zulfqar Ali Anil Ghawari | Irfan Haider | Akhtar Hussain | Idrees Hussain | Wajid Ali | Gul Mohammad Ustad Bashir Khan | Ustad Shahbaz Hussain | Ustad Mumtaz Sabzal | Ustad Salamat Hussain Ustad Fateh Ali Khan | Ustad Abdullah Khan | Ustad Ashraf Sharif Khan | Ustad Naseeruddin Saami



Baethaks



2012-13

Karam Abbas Khan & Ali Waseem Abbas
Pak American Cultural Center (PACC)
1st September 2012

Rekha Suriya
Manzar Akbar Hall, Arts Council
12th January 2013

Tanveer Ahmed
Pak American Cultural Center (PACC)
20th April 2013

2013-14

Shahid Hameed
Pak American Cultural Center (PACC)
2nd November 2013

Intezar Hussain
Pak American Cultural Center (PACC)
30th April 2014

Abbas Ali Khan
Pak American Cultural Center (PACC)
24th May 2014

Baethaks



2014-15

Saami Biraadaran Qawwal
Pak American Cultural Center (PACC)
16th August 2014

Akbar Khamisu Khan
Alliance Francaise
12th-13th September 2014

Gundecha Brothers
Arts Council Auditorium
2nd December 2014

Karam Abbas Khan & Ali Waseem Abbas
Pak American Cultural Center (PACC)
23rd May 2015

2015-16

Akbar Ali
Pak American Cultural Center (PACC)
29th August 2015

Ustad Naseer-ud Din Saami
(Mehfil-e-Sahar/ Morning baethak)
The Lyceum
29th November 2015

Kathak with Farah Yasmeen Sheikh
Pak American Cultural Center (PACC)
9th January 2016

Ustad Ghulam Khusrau
Pak American Cultural Center (PACC)
4th June 2016

Baethaks



2016-17

Turab Ali Hashmi
Pak American Cultural Center (PACC)
20th August 2016

Ustad Ashraf Sharif Khan
Frere Hall
12th November 2016

Najmuddin, Saifuddin Qawal
Pak American Cultural Center (PACC)
7th January 2017

Intezar Hussain
Pak American Cultural Center (PACC)
14th May 2017

2017-18

Subhan Ahmed Nizami Qawwal & humnawa
Pak American Cultural Center (PACC)
9th September 2017

Farhan Rais Khan
(Mehfil-e-Sahar /Morning baethak)
The Lyceum
26th November 2017

Ustad Raza Ali Khan
Indus Valley School of Art & Architecture
23rd December 2017

Ghulam Murtaza Niazi
Pak American Cultural Center (PACC)
29th April 2018

Special Events

2012-13 | Film-screening of Satyajit Ray's 'Jalsa Ghar' held on June 21, 2013 at The Second Floor; followed by a panel discussion with Mr. Asif Farrukhi and Mr. Zaheer Kidvai on the changing status of patronage in the sub-continent and its effects.

2014-15 | Performance by alghoza-nawaz, Akbar Khamisu Khan and screening of Odissi Student Recital from APMC, Karachi's archives as part of Cultural Heritage Days, on September 12-13 at Alliance Francaise, Karachi.

Facilitated a collaboration between visiting US Pianist Kimball Gallagher & shahnai- nawaz Ustad Abdullah Khan accompanied by Mehmood Ali on tabla at the US Consul Generals residence on December 7, 2014

2015-16 | Partnered for the Classical Dance Festival arranged by Ms. Sheema Kermani's Dance Studio at the Arts Council on December 25 & 26, 2015

2017-18 | A special recital was organized for the young participants of the Eastern Music Initiation Module on November 13, 2017 at the Khaliq-Dina Hall, Karachi. The recital featured eminent sitar-nawaz, Ustad Ashraf Shareef Khan who performed and engaged with 300+ delighted school children.



The NauTarang Platform

2014-15 | January 16, 2015

Students of:

- Ustad Rais Khan: Ahsan Rabbani
- Ustad Hameed Ali Khan: Afshan Ahmad
- NAPA: Nadir Abbas

2015-16 | July 25, 2015

Students of:

- Sajid Hussain: Shehroze Hussain
- Ustad Hameed Ali Khan: Shahzaib Ali
- Ghulam Shabbir Khan: Ahsan Ali

2015-16 | April 30, 2016

Students of:

- Ustad Bashir Khan: Yousuf Bashir (Tabla) & Fayyaz Bashir (Tabla)
- Mr. Chaman Simon: Haroon Simon (Dilruba & Sitar) & Michael Simon (Sitar)

2016-17 | November 19, 2016

Students of:

- Ustads Nazar Jamal & Salamat Ali: Dr. Shams Rashdi (Khayal vocalist)
- Ms. Sheema Kermani: Dawood Bhatti (Bharatnatyam)
- Mr. Mehmood Ali: Fahad Ali (Tabla)

2016-17 | April 21, 2017

Students of:

- Ustad Rais Khan: Ritika Dhaanja (Sitar)
- Ustad Ghulam Khusro: Ramish Hussain (vocal)

2017-18 | January 27, 2018

Students of:

- Ustad Arshad Khokhar: Liaquat Humayun (Rubab)
- Ustad Sajid Hussain: Zufashan Hasan (Sitar)
- Ustad Ghulam Murtaza Khan Niazi: Raaj Bariya (Vocal)



Film-screening initiative

2014-15

- 'Khayal' / 'Shruti & the Graces' (October 17, 2014)
- Concert Recordings: Ustad Vilayat Khan / Ustad Bismillah Khan & Dr. N. Rajam (April 17, 2015)

2015-16

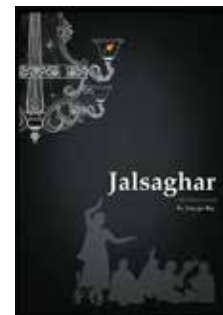
- Bharatnatyam; Sacred in form, Dynamic in spirit (October 9, 2015)
- In conversation with Ustad Fahimuddin Dagar and his music (January 23, 2016)

2016-17

- Hadd-unhadd (July 30, 2016)
- Ustad Fateh Ali Khan live at PNCA (February 17, 2017)

2017-18

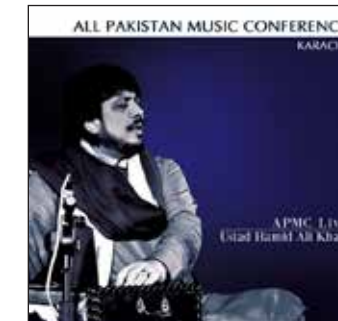
- Revisiting Pandit Ravi Shankar (July 15, 2017)
- Revisiting Pandit Ravi Shankar (October 27, 2017) (Repeat)
- Latcho Drom (May 12, 2018)



Resource Production | CDs



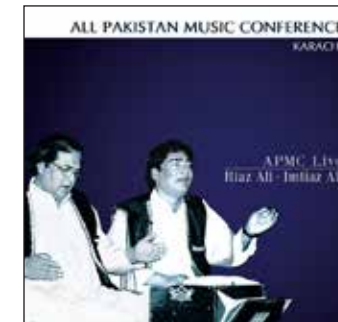
APMC CD GP/01: Ustad Fateh Ali Khan



APMC CD GP/02: Dhurpad in Pakistan



APMC CD GP/03: Riaz Ali, Imtiaz Ali



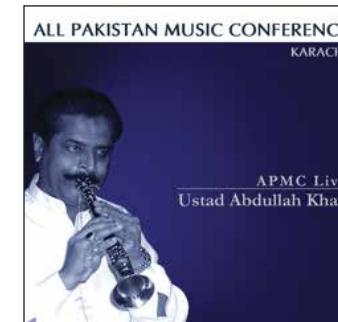
APMC CD GP/04: Javid Niazi, Babar Niazi (2 CD set)



APMC CD GP/06: 3 generations of Sitar



APMC CD GP/05: Ustad Hamid Ali Khan



APMC CD GP/07: Ustad Abdullah Khan



APMC CD GP/08: Tina Sani

Resource Production | Videos

Raag Vachaspati by Farhan Khan
Performed at the Annual Festival 2016



Raag Madhuvanti by Akbar Ali
Performed at the Annual Festival 2016

Raag Charukeshi by Ustad Ashraf Sharif Khan
Performed at the Annual Festival 2016



Raag Hansdhunn by Akmal Qadri
Performed at the Annual Festival 2016

Raag Joge by Ustad Mubarak Ali & Akbar Ali
Performed at the Annual Festival 2016



Raag Gawati performed by Ustad Ashraf Sharif Khan
Performed at the Annual Festival 2017

Raag Jajiwanti by Ustad Raza Ali Khan
Performed at a *baethak* in December 2017



Eastern Music Initiation Module (EMIM)

APMC Karachi has continually endeavored to engage youth, as an integral component for the sustainability of any long term goal. Towards this end, the Eastern Music Initiation Module (EMIM) was designed in 2017 and pretested in 5 mainstream schools of Karachi, namely PECHS Girls School, Karachi High School, CAS School, Happy Home School and Civilizations School, Nazimabad.

Initially limited to 3 sessions in 2017, the improved module was expanded to 5 sessions for 2018. These were centred on the following core concepts:

Session 1: Eastern & Western Traditions of Music

A general discussion on music leading up to what differentiates sub-continental music from Western music. An explanation of the difference between note and 'sur'.

Session 2: Instruments of Music

Explain basic classifications of musical instruments (wind, string, percussion). Familiarization with instruments in use through sight & sound. Explanation of further classification by modes of playing.

Session 3: The Raag System

Explaining the concept of the raag system as a skeletal framework upon which musical works are based. Awareness of the emotive quality of raags.

Session 4: Taal Systems

An explanation of rhythm with an introduction to the Eastern beat cycles; explaining the concept of 'taal' and allying terms; centring on Keherwa, Teentaal, and Dadra.





Session 5: Components of Khayal Recitals

Defining the components of a recital. Including an explanation of commonly used terms *alaap*, *laya*, *vilambit*, *drut*, *tarana*.

Each session was facilitated by presentations -featuring audio-visual references, live performances and activities. The content was whetted by musical and pedagogical academics (Ustad Ashraf Sharif Khan, Ustad Naseeruddin Saami, Mrs. Mahenaz Mahmud, Mr. Zulfiqar Ali) and musical connoisseurs (Mr. Anjum Altaf, Mr. Ibrahim Khan). The sessions were facilitated by artists and musical innovators namely: Mr. Michael Simon, Mr. Haroon Simon, Ms. Ritika Dhanja & Mr. Barjees Buns (Session 2), Mr. Sajid Hussain Ali, Mr. Gul Mohammad (Session 3), Mr. Irfan Haider (Session 4) Mr. Shahzaib Ali & Mr. Shehroz Hussain (Session 5).

The module was conducted in 5 mainstream schools of Karachi during the period September – November 2017. These were:

1. Karachi High School
2. Civilizations Public School
3. PECHS Girls School
4. Happy Home School
5. The CAS School

The sessions were programmed as part of the school day and essentially engaged an entire batch of classes 9/10 students -or both where the maximum participant limit (60 participants) allowed.

The participants were introduced to concepts which form the basis of our music. Although familiar with the same sonically, articulation of the concepts gave the participants a much deeper understanding of these, which was illustrated by their feedback during sessions. The Feedback forms filled by participants at the end of the module demonstrated the same.

Students were also introduced to with the wealth of instruments (classical and folk) that exists in this region. One can safely say, that the students were familiarized with most of these for the first time in their lives. In the absence of proper music programmes in place for schools and an apathetic media as well, these sessions are the only glimpse they have gotten to the rich musical traditions of this land.

Feedback for the sessions was gathered by feedback forms filled by participants of the module. APMC has also received voluntary verbal and written feedback from participating school administrations & teachers. All of the above has been very positive and have strengthened our resolve to expand the programme.

The project aims to formulate a sustained formal engagement with schools and its students through the following components:

1. Hands-on exposure of string, wind & percussion instruments.
2. Set-up music societies in participating schools. Facilitate monthly intra-school activities for society members in participating schools; these could be lec-dems, discussions, film screenings, smaller recitals, etc.
3. Train the existing pool of music teachers to make them more effective communicators for the younger generation.
4. Increase outreach to lower income & higher income schools as well. Increase capacity by involving trained teachers.
5. Actively engage and canvass for music education to be made part of curriculum in schools. This would include advocacy campaigns directly with schools, as well as, engagement on policy level.



Other Achievements

Partnerships

Partnerships centring on collaborations for APMC, Karachi projects have been forged with the following local organizations during the period:

- Arts Council, Karachi
- British Council, Karachi
- Alliance Francaise, Karachi
- Tehzeeb Foundation
- KMC cultural department
- I Am Karachi
- Goethe Institute, Karachi
- National Academy of Performing Arts (NAPA)
- Pakistan American Cultural Centre (PACC)
- Tarz Ensemble
- The Second Floor (T2F)
- Pakistan National Council of Arts (PNCA)

Some notable collaborations with national and international cultural organisations during the period are noted below:

- APMC, Karachi facilitated German director, Annette Berger in her docu-film, "Closer to God", featuring Ustad Naseeruddin Saami. The film is slated for release in 2019.
- Goethe Institute facilitated contact to Civilizations School, Nazimabad for the Eastern Music Initiation Module (EMIM) in 2017.
- Goethe Institute also facilitated Ustad Ashraf Sharif Khan's recital for the young participants of EMIM, at the closing ceremony of the module in 2017.
- Collaborative references were held in honor of maestros: late Ustad Fateh Ali Khan & late Ustad Raees Khan in 2016 and 2017 respectively. The organizing consortium included APMC, Karachi, Arts Council, Tehzeeb foundation, NAPA and PNCA.
- APMC, Karachi facilitated Ustad Naseer ud Din Saami's performance at the International Oster festival Imago, Dei 2016 in Austria.
- APMC facilitated a performance of Baluchi folk music featuring established benjo-*nawaz* Ustad Mumtaz Sabzal, accompanied by Fida Baloch on suroz and Abdul Kareem on dholak at the British High Commission in 2016.

- San Francisco Music Festival contacted the organization for content facilitation in connection with their planned 2016 event, "The Sun Archer". Although the collaboration was not fruitful, it paves the way for future such events.
- A successful outreach to Films division, India with kind facilitation by the Indian High Commission, Islamabad enabled some high quality screenings at the Film Screening Initiative with Alliance Francaise in 2015 & 2016.
- APMC facilitated a performance featuring young sarangi-*nawaz*, Gul Mohammad accompanied by Irfan Haider on tabla at Goethe Institute, Karachi in 2015.
- A jugalbandi featuring visiting US pianist Kimball Gallagher & shehnai maestro Ustad Abdullah Khan was facilitated at US Consulate in 2014.

International Outreach

Other links with international cultural organizations were also established, whereby, possibilities for future collaborations were explored.

Director APMC, Karachi visited France on the French Cultural Ministry's invitation in 2015. The visit provided an opportunity to reach out and explore possibilities for collaboration and artist exchange with Paris-based cultural organizations, namely: Musee Guimet, Maison des Culture du Monde, Cite de le Musique, Theatre de la Ville.

SPIC MACAY (Society for Promotion of Indian Culture and Music Amongst Youth), India is another organization with whom very fruitful contact has been established. Director, APMC, Karachi attended the organization's Annual Convention in Mumbai, 2014-15 and has thereafter reached out for facilitation of artist exchange.

Director, APMC also visited Iran for the FAJAR Festival 2015-16. Possibilities for artist exchanges have been under discussion since then.

Strategic Plan

The Vision Document is the result of a series of review meetings held by APMC, Karachi's executive committee. These meetings were conducted to assess achievements & weaknesses and strategize the way forward for the organization.

The Vision Document outlines the way forward in 2 strands:

- Consolidate gains made in the past
- Initiate projects in continuation of mission

The detailed report (available upon request) defines activities & targets, along with detailed notes and financial implications for each strategy.

SUMMARY

Mission

To contribute towards the revival, development, & promotion of classical arts

Priority Aims

- Developing a discerning audience for traditional performing arts;
- Nurturing the artistic tradition; and
- Institutionalising & strengthening its organisational base

Strategies

- Provide platforms to artists for exposure at the national & international levels
- Promote professional recognition & respect for artists & accompanists
- Ensure availability of resources on traditional performing arts
- Provide encouragement & incentives for teachers & students of traditional performing arts
- Undertake extensive outreach to promote traditional performing arts
- Institutionalise and strengthen its organisational base
- Develop long-term financial & organisational sustainability
- Cultivate a sense of belonging and attachment to the traditional performing arts

Priority Aim 1: Support & nurture the artists to sustain the traditional performing arts

Strategies	Activities
Provide platforms to artists for exposure at the national & international levels	<ul style="list-style-type: none"> • Continue to organise events • Develop links with national & international organisations, festivals & recording labels • Develop a comprehensive database of artists/accompanists
Promote professional recognition & respect for artists/accompanists	<ul style="list-style-type: none"> • Promote artists/accompanists • Nominate artist/accompanists for awards & honours • Produce books, monographs & documentaries on artists/accompanists
Ensure availability of resources on the traditional performing arts	<ul style="list-style-type: none"> • Develop & produce resource material such as live & studio recorded CDs, audio/visual content • Acquire existing archival material & digitalise it for safe storage & dissemination • Develop an effective marketing & distribution system of the resources for wide & easy access

Appendices

Priority Aim 2: Develop & nurture a discerning audience for traditional performing arts

Strategies

Provide encouragement & incentives for teachers & students of traditional performing arts.

Undertake extensive outreach to promote traditional performing arts

Activities

- Develop a pension plan for senior artists & accompanist
- Develop a scholarships/stipends programme for promising young artists
- Create partnerships for training opportunities within Pakistan & internationally
- Promote traditional performing arts music appreciation classes in schools

- Utilise various media to raise awareness & promote traditional music & dance
- Develop & distribute strong communication material

Priority Aim 3: Build APMC Karachi into an effective, credible & sustainable cultural organisation

Strategies

Institutionalise & strengthen its organisational base

Develop long-term financial & organisational sustainability

Cultivate a sense of belonging & attachment to the traditional performing arts

Activities

- Be identified as a committed champion of the traditional arts & artists
- Strengthen internal governance, management & financial accountability

- Develop strong ongoing fundraising through donors, supporters

- Organise & sustain a network of supporters of the traditional performing arts & maintain a high level of interaction with them

Appendix 1 | Artists Featured 2012-18

Vocal Khayal

- Ustad Naseer-uddin Saami
- Ustad Mubarak Ali Khan
- Ustad Fateh Ali Khan – Patiala
- Ustad Fateh Ali Khan – Gwalior
- Ustad Raza Ali Khan
- Ustad Hamid Ali Khan
- Ustad Fateh Ali Kamalvi
- Ustad Badruzzaman
- Ustad Qamaruzzaman
- Ghulam Murtaza Niazi
- Shafqat Salamat Ali
- Akbar Ali
- Karam Abbas Khan
- Intezar Hussain
- Tanveer Ahmed Khan
- Abbas Ali Khan
- Shahid Hameed
- Mohammad Urooj Saami
- Ahmad Ghani
- Wahadat Rameez
- Ayesha Ali
- Mehmood Ali Khan
- Shahzaib Ali
- Akbar Ali
- Ali Waseem
- Imran Ilyas
- Imran Abbas
- Dr. Shams Rashdi
- Mohd. Muslim Shaggan
- Ahmed Raza
- Ahsan Ali
- Dr. Zulfiqar Ali
- Mazhar Hussain
- Suraj Khan
- Chand Khan
- Rekha Suriya
- Abbas Ali Khan
- Afshan Ahmed
- Nadir Abbas

Dhrupad

- Gundecha Brothers
- Ghulam Khusro
- Aliya Rasheed

Vocal Semi classical

- Salamat Ali
- Akhter Hussain
- Taj Multani
- Fareeha Pervaiz
- Bushra Ansari

- Ghulam Abbas
- Sanwal Hassan
- Humera Channa
- Mohammad Ali Khan
- Rekha Suriya

Banjo

- Ustad Mumtaz Ali Sabzal

Bansuri

- Ustad Salamat Hussain
- Akmal Qadri
- Zulqarnain Haider
- Virginia Nicoli
- Abid Ali
- Sajid Hussain Ali

Clarinet

- Ibaad Ali
- Jaffer Hussain

Dholak

- Abdul Kareem

Pakhawaj

- Ustad Allah Lok Khan
- Akhilesh Gundecha
- Ateeq ur Rehman

Sarangi

- Gul Muhammad
- Zoheb Hassan
- Akhter Hussain

Saxophone

- Haroon Simon
- Rashid Ali

Shehnai

- Ustad Abdullah Khan

Sitar

- Ustad Ashraf Sharif Khan
- Farhan Khan
- Paul Livingstone
- Huzoor Hasnain
- Sajid Hussain
- Turab Ali
- Shehroze Hussain
- Ustad Abdul Latif
- Micheal Simon
- Waqas Hussain

- Ritika Dhanja

Suroz

- Fida Baloch

Tanpura

- Wajid Ali

Tabla

- Ustad Bashir Khan
- Ustad Khursheed Hussain
- Ustad Shahbaz Hussain
- Irfan Haider
- Abid Hussain
- Shabbir Hussain Jhari
- Sajid Ali
- Anil Ghawari
- Mohammad Aslam
- Waqas Basheer
- Ejaz Waseem
- Umer Qureshi
- Yusuf Basheer
- Fahad Ali

Dance

- Dawood Bhatti
- Farah Yasmeen Sheikh
- Sheema Kermani

Qawwali

- Abu Muhammad, Farid Ayaz Qawwal
- Molvi Haider Hassan Akhtar Qawwal
- Saami Biradaran
- Najmuddin Saifuddin biradaraan
- Subhan Ahmed Nizami
- Abdullah Niazi

Rubab

- Liaquat Humayun

Harmonium

- Idrees Hussain
- Khursheed Ahmed Ali
- Mohammad Rauf Saami
- Daniel Wilayat
- Irshad Ali

Alghoza

- Akbar Khamisu Khan

Appendix 2 | Sponsors 2012-18

- Afghan Carpets
- Afghan Carpets
- Allied Bank Limited
- Askari Bank Limited
- Bovet
- Business Dynamics (Pvt) Ltd
- Candy Land
- CBL-Kraft Foods
- Cola-Cola Beverages Pakistan
- Continental Biscuits
- Continental Biscuits Limited
- Cultural Department Karachi Metropolitan Corp.
- Dalda Foods (Pvt) Ltd
- English Biscuits Manufacturers (Pvt) Ltd
- Engro Group
- Gas & Oil Pakistan Limited
- Getz Pharma
- Habib Bank Limited
- IAL (Pvt) Limited- Saatchi & Saatchi
- Imtech (Pvt) Limited
- Inbox Business Technologies, Pakistan
- Interwood
- Ismail Industries (Pvt) Ltd
- Jang group of Newspapers
- Jang Media Group
- JS Bank (Pvt) Ltd.
- Karachi Electric Supply Corporation
- Karachi Port Trust
- Lucky Cement
- Marine Group of Companies
- Mobilink Pakistan
- National Tiles
- New Allied Electronics
- Omar Associates
- Pakistan Petroleum Limited
- Pakistan State Oil
- Pantene
- Pepsi-Cola International (Pvt) Ltd
- Procter & Gamble, Pakistan Limited
- Q-Mobile
- Sony Ericsson
- State Life Insurance Corporation of Pakistan
- Swiss Business Council
- Tameer Bank
- Tapal
- TCS (pvt) Ltd.
- Telenor Pakistan
- Unilever Pakistan Limited

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