

Flash Report on Event 1:  
Lok Virsa Participated by  
**FOLK RUNG**



**Taaleem Foundation**



## Folk Rung

Taaleem Foundation has established a vocational training institute to provide vocational training and higher education in Sui to promote economic empowerment among females. Folk Rung is a brand name, representing the production of VTI Dera Bugtti to encourage the local culture and product line of Dera Bugtti Balochistan. Folk Rung has been launched as a new product line of TF. Folk Rung presents its products in two main events held in Islamabad. The purpose of participation in events, was to present the production of VTI and to promote the skills of people working there. Folk Rung presented the multiple products including embroidered garment, accessories and home decor products. After successful launching of Folk Rung in Pakistan, TF have a plan to promote it on international level.

### Event 1

Date	Time	Venue	Objectives
2 <sup>nd</sup> Nov, 2018 to 11 <sup>th</sup> Nov, 2018	11:00 am to 10:00 pm	Lok Virsa	Sale and promotion of products of Folk Rung

<b>Event Organizer</b>	1. Miss Batool Naseer
<b>Event Management Staff:</b>	1. Miss Ambreen Sohail  2. Mr. Tariq

	<ol style="list-style-type: none"><li>3. Mr. Fida Baloch (Sui)</li><li>4. Mr. Murtaza (Sui)</li><li>5. Dr. Anees Farooque</li><li>6. Office Boy</li></ol>
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### **Activities Performed**

- Representation of Balochistan culture
- Promotion of Local culture of Balochistan and heritage of Pakistan
- Sale of products of Folk Rung

### **Over all Response**

The event was continuing around more than a week. During the lok mela local residents as well as the outsider in form of trips visited the stall. The overall public response was very good and encouraging and boosting. People were interested and concerned to promote their heritage.

### **Way Forward**

The management staff will remain engaged in the tagging and packaging of remaining stock. And worked for financial status of items sold and purchased and other activities related to next event.