

ALL PAKISTAN MUSIC CONFERENCE
KARACHI CHAPTER

STRATEGIC PLAN FOR THE
REVIVAL, DEVELOPMENT,
& PROMOTION OF THE
CLASSICAL ARTS IN PAKISTAN

FEBRUARY 2011

VISION

***The revival, development,
& promotion of classical arts
for the greater benefit of society***

- ***To create a strong institution that will***
 - ***contribute towards the development of a community that values the classical arts, has a sense of belonging & attachment to them & works to preserve them,***
 - ***contribute towards enhancing the learning, practice, viewing, listening and appreciation of classical arts***

MISSION

AIMS

- 1. Support & nurture the artists to sustain the tradition of the classical arts***
- 2. Develop & nurture a discerning audience for the classical arts***
- 3. Build APMC Karachi into an effective, credible & sustainable cultural organisation***

THE LOGIC

The APMC, by

- *supporting & nurturing the artists to sustain the tradition of the classical arts*
- *developing & nurturing discerning audiences for the classical arts*
- *becoming an effective, credible & sustainable cultural organisation*

hopes to contribute towards

- *the development of a community that values the classical arts, has a sense of belonging & attachment to them & works to preserve them,*
- *enhancing the learning, practice, viewing, listening and appreciation of classical arts,*

Thereby, in the long term,

SUMMARY OF AIMS AND STRATEGIES

- *contributing towards the revival, development, and promotion of classical arts for the greater benefit of society*

1
MISSION

3
AIMS

8
STRATEGIES

APMC KARACHI HAS SET 3 PRIORITY AIMS
TO WORK TOWARDS ITS MISSION

Priority Aim 1: Support & nurture the artists to sustain the tradition of the classical arts

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

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

TO REALISE THESE 3 AIMS APMC KARACHI HAS DEVELOPED
8 STRATEGIES

<i>Aims</i>	<i>Strategies</i>
<i><u>Priority Aim 1</u></i> <i>Support & nurture the artists to sustain the tradition of the classical arts</i>	1. Provide platforms to artists for exposure at the national & international levels
	2. Promote professional recognition & respect for artists/accompanists
	3. Ensure availability of resources on the classical arts
<i><u>Priority Aim 2</u></i> <i>Develop & nurture a discerning audience for classical arts</i>	4. Provide encouragement & incentives for teachers & students of the classical arts
	5. Undertake extensive outreach to promote the classical arts
<i><u>Priority Aim 3</u></i> <i>Build APMC Karachi into an effective, credible & sustainable cultural organisation</i>	6. Institutionalise and strengthen its organisational base
	7. Develop long-term financial & organisational sustainability
	8. Cultivate a broad support base for APMC Karachi

Aims	Strategies	Activities	
Priority Aim 1 Support & nurture the artists to sustain the tradition of the classical arts	1. <i>Provide platforms to artists for exposure at the national & international levels</i>	1.1 Continue to organise events	
		1.2 Develop links with national & international organisations, festivals & recording labels	
		1.3 Develop a comprehensive database of artists/accompanists	
	2. <i>Promote professional recognition & respect for artists/accompanists</i>	2.1 Promote artists/accompanists through the media	
		2.2 Nominate artist/accompanists for awards & honours	
		2.3 Produce books, monographs & documentaries on artists/accompanists	
	3. <i>Ensure availability of resources on the classical arts</i>	3.1 Develop & produce resource material such as live & studio recorded music CDs, books, documentaries on the classical arts	
		3.2 Acquire existing archival material & digitalise it for safe storage & dissemination	
		3.3 Develop an effective marketing & distribution system of the resources for wide & easy access	
	Priority Aim 2 Develop & nurture a discerning audience for classical arts	4. <i>Provide encouragement & incentives for teachers & students of the classical arts</i>	4.1 Develop a pension plan for senior artists & accompanists
			4.2 Develop a scholarships/stipends programme for promising young artists
			4.3 Create partnerships for training opportunities within Pakistan & internationally
			4.4 Promote classical music appreciation classes in schools
5. <i>Undertake extensive outreach to promote the classical arts</i>	5.1 Utilise various media to promote the classical arts		
Priority Aim 3 Build APMC Karachi into an effective, credible & sustainable cultural organisation	6. <i>Institutionalise and strengthen its organisational base</i>	6.1 Be identified as a committed champion of the classical arts & artists	
		6.2 Strengthen internal governance & management	
	7. <i>Develop long-term financial & organisational sustainability</i>	7.1 Create an endowment for financial sustainability	
		7.2 Develop strong ongoing fundraising through donors, supporters & sale of material	
	8. <i>Cultivate a broad support base for APMC Karachi</i>	8.1 Organise & sustain a network of supporters of the classical arts & maintain a high level of interaction with them	

AIMS, STRATEGIES, ACTIVITIES AND TARGETS

Aims	Strategies	Activities	Targets (yearly)
<p>Priority Aim 1</p> <p>Support & nurture the artists to sustain the tradition of the classical arts</p>	<p>1. Provide platforms to artists for exposure at the national & international levels</p>	1.1 Continue to organise events	a) 1 Annual festival
			b) 4 <i>Baithaks</i>
			c) 1 local collaboration
			d) 1 international collaboration
	<p>1.2 Develop links with national & international organisations, festivals & recording labels</p>	a) 1 new partnership	
		b) Strengthen existing partnerships	
	<p>1.3 Develop a comprehensive database of artists/accompanists</p>	a) Create comprehensive database & make it available on the website	
		b) Update data base periodically	
	<p>2. Promote professional recognition & respect for artists/accompanists</p>	<p>2.1 Promote artists/accompanists</p>	a) 6 articles in various media about artists/accompanists
			b) Also through website, facebook
		<p>2.2 Nominate artist/accompanists for awards & honours</p>	a) 1 artists for Government of Pakistan awards
			b) 3 APMC awards for various categories
c) Explore other awards			
<p>2.3 Produce books, monographs & documentaries on artists/accompanists</p>		a) 1 book/monograph	
	b) 1 documentary		
<p>3. Ensure availability of resources on the classical arts</p>	<p>3.1 Develop & produce resource material such as music live & studio recorded CDs,</p>	a) 2 Cds from APMC archives to be released	
		b) 30 hours of studio recordings	
		c) 2 cds from studio recording to be released	
	3.2 Acquire existing archival material & digitalise it for safe storage &	a) 25 hours of digitalisation from collected archives	

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		dissemination	b) Explore possibilities of releasing from archives collected from other sources
		3.3 Develop an effective marketing & distribution system of the resources for wide & easy access	a) 2 outlets keeping APMC material added b) 15% increase in sales c) Marketing using website, facebook, partnerships
Priority Aim 2 Develop & nurture a discerning audience for classical arts	4. <i>Provide encouragement & incentives for teachers & students of classical arts.</i>	4.1 Develop a pension plan for senior artists & accompanist	a) Aim to build up to 10-15 pensions depending on funds available
		4.2 Develop a scholarships/stipends programme for promising young artists	a) Nominate and award 2 scholarships and 1 stipend per year
		4.3 Create partnerships for training opportunities within Pakistan & internationally	a) Explore and identify partners (both formal and informal) for training within Pakistan and internationally
		4.4 Promote classical music appreciation classes in schools	a) Canvass for, create and subsidize classical music initiation classes in 1 leading secondary school per year
	5. <i>Undertake extensive outreach to promote classical arts</i>	5.1 Utilise various media to promote the classical arts	a) Develop & maintain a comprehensive website
			b) Develop & maintain a facebook page
			c) Launch a programme on a prominent radio channel on classical music
	d) Use the print media to reach a wider audience		
		5.2 Develop & distribute strong communication material	a) Use e-mail & e-newsletters to communicate with a wider audience
	6. <i>Institutionalise and strengthen its organisational base</i>	6.1 Be identified as a committed champion of the classical arts & artists	a) Take a lead role in forming plans, advocating for change & initiating projects for the improvement of the classical arts

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<p>Priority Aim 3</p> <p>Build APMC Karachi into an effective, credible & sustainable cultural organisation</p>		6.2 Strengthen internal governance, management & financial accountability	<p>a) Develop robust systems & procedures in areas such as: administrative & management systems, financial systems, supporter servicing, event management, documentation & archiving, inventory management, database management</p> <p>b) Invest in quality staff & train them to a high degree of competence</p> <p>c) Annual financial audit from a reputable firm</p> <p>d) Strengthen the capacity of Executive Committee (EC) in strategic decision making. Hold at least 7 EC meetings</p>
	7. <i>Develop long-term financial & organisational sustainability</i>	7.1 Create an endowment for financial sustainability	a) Aim to cover from the endowment, 50% recurring costs in first year & increase by 10% each year
		7.2 Develop strong ongoing fundraising through donors, supporters & sale of material	a) Aim for a 10% increase per year in each income head
	8. <i>Cultivate a sense of belonging and attachment to the classical arts</i>	8.1 Organise & sustain a network of supporters of the classical arts & maintain a high level of interaction with them	a) Mould 2 regular supporters who will also be regular donors
			b) Develop strong communications with supporters
			c) Develop a pool of about 10 core volunteers