Flash Report

On

Event 1: 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 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 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
2nd Nov, 2018 to 11th Nov,2018	11:oo am to 10:00 pm	Lok Virsa	Sale and promotion of products of Folk Rung

Event Organizer: Miss Batool Naseer

Event Management Staff: Miss Ambreen Sohail, Mr. Tariq, Dr. Anees Farooque, Mr Adnana, Miss Shahanaz, Office Boy and driver .

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 continue 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 good, 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. In addition, worked for financial status of items sold and purchased and other activities related to next event.