Flash Report

On

Event 2: 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. Folkung presented the multiple products including embroider 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 2

Date	Time	Venue	Objectives
16th Nov, 2018 & 17th Nov,2018	11:oo am to 08:00 pm	RockVille Diplomatic Enclave Islamabad	Sale and promotion of products of Folk Rung

Event Organizer: Miss Batool Naseer

Event Management Staff: 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 Run

Over all Response

The targeted visitors were the bureaucracy, and foreign ambassadors. The purpose of this event was to introduce and promote the local culture and products of Balochistan at international level. The overall experience was very good in term of introduction of the brand. People were interested to see the local and cultural production of Pakistan. It was a very good initiative to introduce the local manpower and skilled persons of tribal and remote areas of Balochistan at international level.