

**PRESIDENT'S SECRETARIAT (PUBLIC)
PRESS WING**

(PR No.18/2019)

ISLAMABAD: FEBRUARY 08, 2019: President Dr Arif Alvi has said that Pakistan National Council of the Arts (PNCA) is the cultural face of Pakistan representing all the cultural activities within and outside Pakistan.

The President said this during a briefing by PNCA regarding the activities and future plans of the organization. Secretary Ministry of Information and Broadcasting Shafqat Jalil was also present on the occasion.

The President emphasized that necessary steps should be taken to promote art and culture which will resultantly lead towards building the soft image of Pakistan. He also directed PNCA to make all necessary arrangements to facilitate individuals who want to donate their personal art and cultural collections for the public. He expressed satisfaction that PNCA is facilitating the implementation of cultural pacts on cultural front showing the traditional and contemporary expressions to build the national image. He also appreciated the contributions of PNCA towards the promotion and keeping the archival record of art and cultural activities on regular basis.
