



GOVERNMENT OF GILGIT-BALTISTAN

Tourism, Sports, Culture, Archaeology & Museums Department



PROPOSED CALENDAR OF EVENTS

FOR THE FINANCIAL YEAR 2024-25

I. COMMUNITY BASED EVENTS/ FESTIVALS

S.#	Event/Festival	Sub Events	Proposed Venue	Tentative Date	Justification	Proposed Budget
1	Jashn-e-Nauroz	<ul style="list-style-type: none">• Cultural Show• Mushaira• Photo Competition	Maqpoon Pologround/ City Park/ Skardu	March	Nauroz is century's old traditional and cultural event, widely celebrated by the people of Baltistan with great zeal and zest. It keeps alive the centuries old tradition and cultural norms of the region.	0.750
2	Jashn-e-Tukham Raizi (Seed Sowing Season)	<ul style="list-style-type: none">• Seed Sowing Ceremony• Polo, Haymas, Traditional dance• Seed sowing, Haymas, Traditional Dance	Yasin, Ghizer Phander Ishkoman	April	This event locally called Beganic. It is the symbol of the ending of harsh winter and beginning of spring. In this event traditionally people of the area clean their houses and decorate them with wheat flour and sow some wheat seeds in the field. The activities of life began with this festivity, farmers start to clean water channels and irrigate the field. On this day people specially prepare traditional foods and arrange traditional musical events.	0.600

3	Ginani Festival (Harvesting Season)	<ul style="list-style-type: none"> • Harvesting Ceremony • Cultural Show • Traditional Food • Traditional Dances 	Baltit Forte Karimabad Ground & Mir's Palace Nagar	June	Ginani festivity at Hunza & Nagar is a two in one opportunity for the tourists to enjoy the mountain culture and its grandeur. Ginani is in fact the proclamation of harvesting season in Hunza & Nagar, often celebrated enthusiastically to greet the upcoming golden crop with a hope to bring prosperity and joy into life of mountain people.	1.500
4	Jashn-e-Ghanche	<ul style="list-style-type: none"> • Polo Tournament • Cultural Show • Traditional Dance 	Ghanche	August	Ghanche is the land of Tourism and the nestle of free style polo. Jashn-e-Ghanche is part of Tourism and Culture Calendar of event which is celebrated every year. These kinds of activities provide opportunities to the tourist visitors and general public to be witness and entertain. It play pivotal role to preserve and revival of culture and tradition of the region.	0.700
5	Baba Ghundi Festival	<ul style="list-style-type: none"> • Flower wreath at Baba Ghundi Shrine • Show polo match • Traditional Songs • Traditional Dance • Buz Kashi • Niza Bazi • Sufi Night 	Baba Ghundi , Chipursan Hunza	August	Chipursan valley is one of the remotest areas in Gilgit Baltistan. This place is mostly known as ziarat "Baba Ghundi" lying at the extreme corner of the valley. The valley has a fragile economy only based on agriculture and livestock. During this event besides different ceremonies different events of sports are also organized where the entire valley participates with zeal and zest. A large portion of GB	1.200

					populace also participates in the event with zeal and zest.	
6	World Tourism Day	<ul style="list-style-type: none"> World Tourism Conference on Sustainable Tourism in line with UNWTO theme “Green Investment”. Awareness Walk Penal Discussions 	Gilgit	27 th September	The United Nations World Tourism Organization announces thematic areas every year to link Tourism with other sectors of the economy. The member signatory countries of UNWTO including Government of Pakistan are supposed to follow the theme announced by the UNWTO for the following year.	0.500
7	World Mountain Day (Baam-e-Dunya Film Festival)	<ul style="list-style-type: none"> Arts & Crafts Exhibition Thematic documentaries in line with the theme given by UNWTO. Short film competition 	Gilgit	10-11 December	Every year UNWTO announces a theme on World Mountain Day and GB Tourism & Culture Department celebrates this event following the theme set by UNWTO. The festival aims to bring young talent in the field of digital film making & enhances the creative skills besides showcasing, preserving and revitalization of natural beauty and culture of the region.	2.000
8	Shaman Festival	<ul style="list-style-type: none"> Shaman Dance Traditional Shaap Traditional Food 	Bagrote, Gilgit	15 th December	Traditionally the shamans were believed to profess the events to be happened through trans the events to be happened and heal the souls occupied by superstitious beings. The method of trans is through inhaling the smoke of holy leafs of pine and blood of spinster goat to bring purity and power. The shamans conceive enthralling powers from traditional flute.	0.450

					Bagrote is still considered culturally rich for indigenous shamanism. Tourism & Culture Department GB organizes Shaman Festival since 2008. It has gained popularity among locals as well as national and international tourists.	
9	Jashn-e-Mayfang	<ul style="list-style-type: none"> • Cultural Dress Demonstration • Juniper Fire • Balloons Show 	Shigar Kharmang	21 st December	Jashn-e-Mayfang is a centuries old tradition of Baltistan Division. People actively participate in this event to revive their cultural values	1.000
Sub Total (A)						8.7

II. REGIONAL LEVEL EVENTS/ FESTIVALS

S.#	Event/Festival	Sub Events	Proposed Venue	Tentative Date	Justification	Proposed Budget (million)
1	Sevendays Winter Feast	<ul style="list-style-type: none"> • Ice Hockey • Ice Skating • Curling • Indigenous games (Basra, Pinduk & Balbat) 	In all districts of GB with a mega event in the final at a certain place.	Dec/Jan	GB has enormous potential for winter tourism/sports. In this regard, Sevendays Winter Feast is one of the best activities to promote winter tourism in GB in collaboration with relevant stakeholders and community.	45.000
2	Spring Blossom Festival	<ul style="list-style-type: none"> • Polo tournament • Cultural Night 	Gilgit	March/ April	Tourism Department Gilgit Baltistan is celebrating Spring Blossom Festival through its district	8.500

		<ul style="list-style-type: none"> • Cultural show • Mushaira • Zakh competition • Traditional food festival • Traditional dance(mandoq talmo, skin chan bargam) 	Skardu Shigar Ghanche Kharmanag		offices and District festival committees since 2005 in all over Gilgit Baltistan. The objective of the festival is to preserve and highlight the traditions of GB to attract national and international tourists during spring blossom season. It also contributes tremendously to link cultural resources with economic activities. Spring Blossom is the sign of rebirth in GB	
		<ul style="list-style-type: none"> • Rock climbing • Cultural Show 	Hunza			
		<ul style="list-style-type: none"> • Cultural Show • Traditional Food festival 	Nagar			
		<ul style="list-style-type: none"> • Musical Night • Meena bazaar/ women mela 	Astore Ghizer			
		<ul style="list-style-type: none"> • Polo, Mushaira 	Diamer			
3	Tour De Khunjerab	<ul style="list-style-type: none"> • Opening Ceremony • 5 stage Cycle Race • Cycle Rally • Cultural Night • Traditional Food • Closing Ceremony 	Gilgit Nagar Hunza	June	TDK Cycle race has achieved resounding success with complete coverage by national and international media. National and International cyclists are participating in the event making it a prominent feature for promotion of tourism and adventure industry of Gilgit Baltistan. The success of previous editions of this event has helped promote a positive image of Pakistan in the international community. The improved law and	65.000

					order situation, harmony and enhanced domestic & international tourist flow to Pakistan and GB are one of the key dividends of TKD.	
4	Sarfaranga Desert Rally	<ul style="list-style-type: none"> • Jeep Race • Motor bike Race • Cultural Show • Traditional Food • Juniper Fires 	Sarfaranga Desert, Shigar	July	Sarfaranga is a unique desert having mountains, snow and desert simultaneously. A mega event of Jeep & motor bike race at Sarfaranga creates a colorful juncture. It plays vital role to promote tourism in the region. This is the best entertaining event for the locals and providing the opportunities to market the local products and introduce the hidden treasures of Gilgit Baltistan.	45.000
Sub Total (B)						163.500

III. NATIONAL LEVEL EVENTS

S.#	Event/Festival	Sub Events	Proposed Venue	Tentative Date	Justification	Proposed Budget
1	23 rd March JS Day Parade	<ul style="list-style-type: none"> • Construction of GB Float • Pipe band • Promotion of GB Culture 	Parade Ground Islamabad	23 rd March	Pakistan Day, 23 rd March, is celebrated every year under supervision of Pakistan Army at Islamabad Parade Ground. Floats of each province including GB and AJK participate in the event. A Float is constructed having 3-D models of tourism & cultural assets of each region. GB Government participates in the event with full preparation which portrays the entire tourism products of GB.	15.000

2	Lok Virsa Islamabad	<ul style="list-style-type: none"> • Construction of GB Pavillion • Cultural Show • Cultural Food Stalls • Handicrafts stalls • Dry fruit stalls • Artisan at work • Wood and stone handmade utensils 	Shakarparian, Islamabad	November	<p>Lok Virsa Islamabad conducts a cultural event by inviting all provincial governments of Pakistan including GB Govt. and AJK Govt. Pakistan is culturally a diverse country. All provinces construct their pavilion at Shakarparian Islamabad and depict their cultural assets and diversity by establishing different stalls of handicrafts, dry fruits, cultural foods and conducting a cultural night for each region.</p> <p>GB Government actively participates in the event along with different artisans and cultural assets of GB. GB Pavilion always attracts the visitors and remains the pivotal organ in the event.</p>	4.500
Sub Total (C)						19.500

IV. TRAINING OF PORTERS/MOUNTAIN GUIDES

S.#	Event/Festival	Sub Events	Proposed Venue	Tentative Date	Justification	Proposed Budget
1	Training of Mountain Guides/Porters	<ul style="list-style-type: none"> • Introduction to High Altitude Guiding • Physical fitness Training • Emergency Response • Environmental Response • Cultural Awareness • Equipment handling • Practical Training • Communication Skills 	Army High Altitude School Rattu Astore	April 2025	Adventure Tourism is one of the revenue generating sectors of Tourism. Owing to shortage of well-trained HR i.e High Altitude Porters and Mountain Guides national and international climbers hire services of Nepalian Sharpas(High Altitude Porters). To fill the gap Tourism Department in	4.00

		<ul style="list-style-type: none"> • Basic medical aid training 			collaboration with FCNA has started training of Mountain Guides at Army High Altitude School Rattu and two batches of Mountain guides have successfully completed the course.	
2	Training of Mountain Guides/Porters	<ul style="list-style-type: none"> • Introduction to High Altitude Guiding • Physical fitness Training • Emergency Response • Environmental Response • Cultural Awareness • Equipment handling • Practical Training • Communication Skills • Basic medical aid training 	Sadpara Mountaineering School Skardu	March 2025	Adventure Tourism is one of the revenue generating sectors of Tourism. However due to shortage of well-trained HR i.e High Altitude Porters and Mountain Guides national and international climbers hire services of Nepalian Sharpas(High Altitude Porters). To fill the gap Tourism Department in collaboration with FCNA has started training of Mountain Guides at Sadpara Mountaineering School Skardu.	4.00
Sub Total (D)						8.00

V. SPORTS EVENTS

S.#	Event/Festival	Sub Events	Proposed Venue	Tentative Date	Justification	Proposed Budget
1	Shandur Polo Tournament	<ul style="list-style-type: none"> • Four Team of GB participate in the event • Boarding Lodging of Horses and Players • 10 days stay at Phander to get acclimatized • Camping • Accommodation of Guests 	Shandur Top	June-July	Shandur Polo Festival is a regular mega event of GB Government which is held from 7 th to 9 th July every year on the highest polo ground in the world, bordering the province of Khyber Pakhtunkhwa. In the mega event polo teams from Gilgit and Chitral participate in high volatile matches besides	25.00

		<ul style="list-style-type: none"> • Cultural shows, exhibitions, temporary bazaars and musical nights 			cultural festivities are being held during three days' event. Shandur Polo Festival attracts national and international tourists and also provides a platform to showcase the culture and traditions of GB across the World.	
2	Jashan-e-Baharan Polo Tournament	<ul style="list-style-type: none"> • At initial stage district level competitions are conducted • From each district two teams participate in the event • The provincial level Tournament is being held in Gilgit • Civil and departmental teams play in different pools 	Shahi Polo Ground/Wahab Shaheed Polo Ground Gilgit	April/May	The Jashn-e-Baharan Polo Tournament is one of the major traditional Sports events of GB Sports Board which is being played in Gilgit every year. Tournament provides basis for selection of Polo teams for Shandur Polo Festival, as well.	5.00
3	Jashan-e-Azadi Polo Tournament	<ul style="list-style-type: none"> • At initial stage district level competitions are conducted • From each district two teams participate in the event • The provincial level Tournament is being held in Gilgit • Civil and departmental teams play in different pools 	Shahi Polo Ground/Wahab Shaheed Polo Ground Gilgit	November	The Jashn-e-Azadi Polo Tournament is one of the major traditional Sports events of GB Sports Board which is being played in Gilgit in the month of November every year. Tournament provides basis for selection of Polo teams in upcoming Shandur Polo Festival, 2023 as well. Thus the event is of vital importance and accordingly polo teams from across the GB participated in the said polo tournament.	5.00
Sub Total (E)						35.00

VI. INTERNATIONAL L EVENTS

S.#	Event/Festival	Sub Events	Proposed Venue	Tentative Date	Justification	Proposed Budget
1.	New York City Travel and Adventure Show	<ul style="list-style-type: none"> • Investment Conference • Cultural Performance • Destination attractions 	New York	28-29 January	It is an annual mega event and one of the largest travels, trade and consumer shows held in North America. Last year (2020) there were 757 exhibitors from 176 countries participated in this event and was visited by more than 35000 travelers and industry professional.	11.000
2.	ITB Berlin, Germany	<ul style="list-style-type: none"> • Investment Conference • Cultural Performance • Destination attractions 	Berlin, Germany	7-9 March	ITB Berlin is a venue that provides an opportunity to promote the rich tourism potentials of Gilgit Baltistan to the world's leading travel and tourism arena. The Tourism Department GB is successfully participating in the event since 2012 and promoting Gilgit Baltistan as tourist destination and peaceful & heaven for adventurers and culture loving tourists of the world.	11.000
3.	Salon Mondial Du Tourisme	<ul style="list-style-type: none"> • Establishment of GB Pavilion • Investment Conference • Cultural presentations through traditional gifts/items 	Paris	17-20 March	It is an annual tourism show in Paris in which more than 400 professionals including travel agencies, and tour operators participate. This mega platform will help Pakistan promote its tourism products on international level which can further enhance the tourism potential of Pakistan abroad.	15.000
4.	Beijing International Tourism Expo (BITE)	<ul style="list-style-type: none"> • Investment Conference • Destination attractions 	Beijing	3-7 September	BITE is the most influential and famous international exposition sponsored by Beijing Culture & Tourism Administration and organized by Beijing Relation Conference & Exhibition Services Co., Ltd. It is an important exchange and	10.000

					trade platform for promoting the global tourism resources and products and stimulating tourism consumption, which has been held for 15 consecutive sessions.	
5.	International Trade Fair for Travel & Tourism	<ul style="list-style-type: none"> • Establishment of GB Pavilion • Cultural presentations through traditional gifts/items • Tourism Seminars & Conferences by international experts. 	Moscow Russia	12-14 September	OTDYKH Travel Market is Russia's leading travel trade fair for inbound and outbound markets. The annually occurring travel event in Moscow provides a perfect opportunity learn about innovations and new market trends as well as to evaluate the past season and get ready for the upcoming one. The previous event hosted 307 exhibitors, 40 regions, 14 countries, 7200 visitors 27 program tracks & 170 speakers.	10.000
6.	ITB Asia	<ul style="list-style-type: none"> • Establishment of GB Pavilion • Cultural presentations through traditional gifts/items • Tourism Seminars & Conferences by international experts. 	Singapore	19-21 Oct	ITB Asia, Asia's Leading Travel Trade Show, is an annually held B2B trade show and convention for the travel industry; it is designed to be the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin. The event features thousands of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa, and the Middle East. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities, and travel technology companies attend the event.	9.500
7	World Tourism Mart London	<ul style="list-style-type: none"> • Investment Conference 	London	6-8 November	World Travel Mart is one of the leading global event for the travel industry to meet industry professionals	10.000

		<ul style="list-style-type: none"> • Cultural Performances • Destination attractions 			and conduct business deals. The Government of GB has also been participating in this mega event for global reach and introducing Gilgit Baltistan as the best tourist destination in the world. GB high officials & designated tour operators of Pakistan conduct B2B meetings with government officials, media personnel and travel professionals of the participating countries.	
Sub Total (F)						76.5000
Grand Total (A+B+C+D+E+F)						311.200