Lok Virsa’s mandate has been to preserve, document and promote cultural heritage (both tangible and intangible). The earlier focus had been more on the first two aspects. Currently, the focus is on the promotion of folk heritage of Pakistan in a way that is relevant to people of all ages and backgrounds and to provide more meaning, depth and rootedness in life. The promotion of folk heritage will also create more space for expressing diversity within our culture, asserting cultural autonomy and dignity and could contribute towards being a stronger democracy and a stronger nation.

Goals:

- Systematic inclusion of youth and their engagement in exposure to progressive, creative and pluralistic traditional culture, through making our folklore relevant to them.
- Inculcate a deeper understanding of our identity and pluralistic past, entailing layers of cultures over centuries, amalgamating into a sense of robust present.
- Accentuate the diversity of folk cultures — lifestyles, songs, music, languages, foods, geographical links and perspectives, intertwined in Pakistan’s folklore.
- Using internet, social media, as well as mainstream radio and television, as new grounds for Lok Virsa to disseminate its message.
- Making Lok Virsa a vibrant hub of expression, discussion, performances and coming together of ethnic communities, folklorists, performing artist, students and scholars, who would develop a high level of ownership of this platform.

Lok Virsa departments:
Meuseums; Research Centre; Heritage Library; Media Centre; Publishing House; and Video & Sound Archive

http://lokvirs.org.pk/