



Pioneer Grand Exhibition of Books and Arts in Kandahar

A success story

Afghan Innovative Consulting Bureau

Among other innovative initiatives, AICB conducted a major books and arts fair in Kandahar in May 2008. The objectives of the exhibition were to encourage reading, promote literacy and at the same time support the businesses related to books, publications, arts and printings.

The exhibition also contained different stage-dramas, arts competitions from school students, poetry and music. This innovative approach was highly appreciated by the residents of the Kandahar city and other visitors.

Due to security and other constrains Kandahar has rarely seen such exhibitions and public programs, however conducting such exhibitions support the social and economic efforts in this historic city.



Results:

- * More than 3000 visitors including (300) women visited the exhibition during four days of the event
- * 26 stalls of different books, arts and publications were presented in the exhibition
- * More than 20,000 books, 200 paintings/drawings, 300 handmade products were presented in the exhibition
- * Around 6000 books and publications were distributed to different schools, government departments and libraries, these books and publications were contributed by AREU and AICB
- * Better marketing chance was provided to book sellers, arts and publications businesses and 250,000/-Afs business sale was recorded
- * Better business and social linkages were created among the exhibitors and visitors
- * Comprehensive awareness of local potentials products were made towards the visitors which also included business community
- * The Exhibition was highly appreciated by all visitors and has stressed on continuation of such events in the future



Quotes from visitors:

"I am very glade to be in such a huge books exhibition in Kandahar for the first time. This exhibition is highly important to wards encouraging youths and represents the true culture of Kandahar " singed: Abdul Majid Babai, Director of culture, information and youths affairs.

"This exhibition has provided very good chance for books sellers to sell their books, it has enabled women to access their re quired books and publications who are normally unable to acquire from the market due to cultural restrictions" singed: Sayed Ahmad Qani, head of books sellers association.

The women and children in Kandahar usually can not access to books and various information due to security and other problems, the exhibi- tion provided a very good chance both to women and children to find their required materials in the exhibition.



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