



AMBASSADOR

EMBASSY OF PAKISTAN  
3517 International Court, N.W.  
WASHINGTON, D.C. 20008  
Tel: (202) 243-6500

No. POL-6/4/2016

14 Dec, 2016

Dear Community Member,

Pakistan's potential to achieve optimal and sustainable growth is hampered by incorrect narratives and distorted image shaped over time. The negative external influences have had a direct impact on the nature and scalability of available development channels. It is, therefore, a priority for the Government to ensure that the country's strengths and full potential are harnessed.

2. To realize the true potential of overseas Pakistanis, the Ministry of Planning, Development and Reform, in light of Pakistan Vision 2025, is initiating a new project "Experience Pakistan (Know your Roots)". The Project aims to proactively engage the young Pakistani Diaspora all over the world, as well as Pakistani professional and community organizations. The Project aims at connecting the young Pakistani-Americans to Pakistan.

3. To achieve the goals of the Project, the Embassy of Pakistan would arrange group visits of Pakistani-American youth to Pakistan at frequent intervals. The participants of the program would be provided unique opportunities of experiencing the various dimensions of rising and modernizing Pakistan, in its cultural and historical perspectives. They would be able to visit various cities of Pakistan and interact with senior government representatives and other important institutions.

4. The Project will be financed through sponsors and participants will be required to bear a registration fee. In the first phase of the Project 50 participants will be divided into five groups and their visits would be sponsored through the Embassy.

5. All participants must be of Pakistan-origin, should fall in the age group 18-26 years and must have finished at least high school education by the time their trip to Pakistan departs.

6. The participants would be required to offer their input on how we can jointly improve cooperation between Pakistan and the United States. They would be asked to identify channels through which they can contribute for the betterment of Pakistan. Their inputs in the form of ideas on how Pakistan's national policies on the issues of national importance could be improved would be welcomed. Following the visit, they would be expected to project a better and positive image of Pakistan by becoming brand ambassadors of Pakistan. The groups under the Project would form an Alumni Network through which the future batches could be engaged to further the mission.

7. As I announced during the Third Convention of Pakistani American Community (CPAC-2016) in October, the 'Know Pakistan' is going to be a major public diplomacy initiative, aimed specifically to engage with Pakistani-American youth.

8. I would, therefore, request you to join the program and encourage the young Pakistani Americans to avail themselves of this unique opportunity to visit and experience Pakistan for themselves.

9. I would also request you to widely disseminate this information among the Pakistani-American community. We would be looking forward to making this program a great success. I am confident that your valuable support would help us realize its goals and objectives.

10. Please do not hesitate to approach the Mission for any questions you may have regarding the project. The details would be made available on the website of the Embassy.

*Barbara Wilson*

  
(Jalil Abbas Jilani)  
Ambassador