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Corporate

June 18th, 2022

Islamabad

**Celebrating 50 Years of Behbud Crafts**

Serena Hotels hosted a two-day Crafts Bazaar to acknowledge the trailblazing women of society and to provide support and representation to women social enterprise. The event was organized in the Kehkashan Hall to celebrate 50 years of Behbud Association Craftsman under the initiative of Cultural Diplomacy. Hand-crafted traditional apparel, table linens, reusable tote bags, fabric face masks and shawls and embroidered dupattas were displayed.

Wife of the Turkish Ambassador to Pakistan Mrs. Zlatomira Yurdakul was the Chief Guest at the occasion. She appreciated the efforts towards women empowerment and the preservation of traditional handicrafts in Pakistan.

The event was attended by prominent women of the society including journalists and members of the Diplomatic corps and their spouses.