

GOVERNMENT OF PAKISTAN
MINISTRY OF COMMERCE

No. 5 (2)2024-Admn-I/HR-I

Islamabad, the 26th March, 2024

CIRCULAR

SUBJECT: FIVE DAYS' TRAINING WORKSHOP ON "DIGITAL MARKETING & ENTREPRENEURSHIP" FROM 22-24 APRIL, 2024

Please find enclosed herewith copy of self explanatory letter No. 2(6)/2023-24/TW/AD(T-II), dated 21st March, 2024 received from Akhtar Hameed Khan National Center for Rural Development (AHKNCRD), an Executive Department of Establishment Division, on the above mentioned subject for placing on the website of the Ministry of Commerce.

2. Interested/relevant officers of the Ministry may forward their nominations, duly approved by their respective Head (s) of Wing (s) to HR-I Section latest by 01-04-2024 positively. *Nominations received after the deadline will not be entertained.*

Encl: As Above



(Aamir Waheed)
Section Officer (HR-I)

✓ Database Administrator,
Ministry of Commerce,
Islamabad



DIRECTOR GENERAL

Ph:051-9255154
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G.No.2(6)2023-24: i w/AD(T II);
Government of Pakistan
Establishment Division
AHKNational Centre for Rural Development
Park Road, Chak Shahzad – Islamabad

March, 21st, 2024

SUBJECT: THREE DAYS' TRAINING WORKSHOP ON "DIGITAL MARKETING & ENTREPRENEURSHIP" FROM 22-24 APRIL, 2024

Akhtar Hameed Khan National Centre for Rural Development (AHKNCRD), an Executive Department of Establishment Division, is responsible for promoting the cause of rural development in Pakistan through its programmes of training and research. Training is imparted, inter alia to officials of the Local Government and Rural Development Departments, elected representatives, functionaries of Nation Building Department (NBD's) in order to improve their professional skills and promote sharing of experiences regarding rural development in Pakistan.

2. AHKNCRD is planning to organize a three-day training workshop on "Digital Marketing & Entrepreneurship" from 22-24th April, 2024. The major objectives of the training programme include:

- To aware the participants of the diverse challenges in disaster management, both on a global and local scale;
- To foster a comprehensive understanding of strategies that effectively mitigate the impact of disasters; and
- To empower participants with practical insights, enabling them to proactively engage in implementing disaster management solutions.

3. No training fee will be charged for the training sessions; however, TA/DA of the participants shall be borne by the nominating agencies. Boarding and lodging facilities are available in the NCRD Hostel located within NCRD Complex on the approved rates and on 'first come, first serve' and double occupancy basis. Food arrangements will be made by the participants on self-finance basis for which the staff is available in the Hostel.

4. Participants may please be informed that Family Members/Servants are not allowed to stay with them in the Hostel.

5. It will be appreciated if nominations of 4-5 suitable officers from your department/

organization are sent to NCRD by 17th April, 2024. The nomination letter is required to include:

Name	Designation	Department	Contact number	Email Address	Whether hostel facility is required?
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Venue: AHK National Centre for Rural Development (NCRD), Park Road, Chak Shahzad, Islamabad.

Course Coordinator: Ms. Maira Razaq, Assistant Director (T-II)

E-mail: ad2@ncrd.gov.pk; Tel: 051-9255158

With regards,

Sincerely,


(Mr. Israr Mohammad Khan)

Distribution to:

- Federal Secretaries, Ministries/Divisions, Islamabad.
- Chief Secretaries of Provinces/Constituent Units (Punjab, Sindh, Khyber Pakhtunkhwa, Baluchistan, Gilgit Baltistan & Azad Jammu & Kashmir)
- Concerned Secretaries of Provinces/Constituent Units (Punjab-Lahore, Sindh-Karachi, Pakhtunkhwa, Baluchistan-Quetta, Gilgit Baltistan-Gilgit & AJ&K-Muzaffarabad)
- Deputy Commissioners (Punjab, Baluchistan, Sindh, Khyber Pakhtunkhwa, Gilgit-Baltistan & AJ&K)
- Concerned Federal & Provincial Government Organizations/Departments
- Vice Chancellors of Public & Private Universities
- Concerned IGOs, INGOs, NGOs & CSOs