

GOVERNMENT OF PAKISTAN
MINISTRY OF COMMERCE
ISLAMABAD

No. 5 (2)2025-Admn-I/HR-I

Islamabad, the 19th January, 2026

CIRCULAR

SUBJECT: AHKNCRD-AARDO REGIONAL OFFICES' COLLABORATIVE ONE DAY NATIONAL SEMINAR ON "RURAL & ECO-TOURISM FOR SUSTAINABLE DEVELOPMENT ON 29th JANUARY, 2026

Please find enclosed herewith copy of self explanatory letter No. 2(2)/2025-26/Semi/DDT, dated 29th December, 2025 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 26-01-2026 positively. *Nominations received after the deadline will not be entertained.*

Encl: As Above


(Imran Ali)
Section Officer (HR-I)

**Database Administrator,
Ministry of Commerce,
Islamabad**

Cc:

i. Joint Secretary (HRM), Ministry of Commerce, Islamabad



Director General NCRD/
Regional Representative of AARDO

Phone No: 0519255154 F. No. 2(2)/2025-26/Semi/DDT
Fax No: 0519255157
Government of Pakistan
Establishment Division
AHK National Centre for Rural
Development
Park Road, Chak Shahzad
Islamabad



December 29, 2025

Subject: **AHKNCRD-AARDO REGIONAL OFFICES' COLLABORATIVE ONE DAY
NATIONAL SEMINAR ON "RURAL & ECO-TOURISM FOR SUSTAINBALBE
DEVELOPMENT ON 29th JANUARY, 2026**

About NCRD:

Akhtar Hameed Khan National Centre for Rural Development (AHKNCRD), an Attached Department of Establishment Division, is responsible for promoting the cause of rural development in Pakistan through its programmes of training and research. The primary function of the Centre is to organize training course, workshops and seminars on various aspects of rural and poverty alleviation for the mid-level functionaries of Federal and Provincial National Building Departments (NBDs), including women functionaries, local Government and Rural Development Department, NGOs and CBO's entrusted with the task of rural uplift.

About AARDO:

African-Asian Rural Development Organization (AARDO) is an autonomous, inter-governmental organization comprising of thirty-one member states and two associate member organization from Asia and Africa. AARDO is functioning since 1962 to promote coordinated efforts, exchange of experiences and cooperative actions for furthering the objectives of development of the rural areas. There are a total of six Regional Offices to assist AARDO's Secretariat situated at New Delhi, India. Regional Office for Central and South Asia is situated at NCRD, the link institution from Pakistan to work with AARDO.

About Seminar:

National building refers to the process of nation integration, consolidation to unify the people's identity, achieve national stability and development. Nation-building aims at the unification of the people within the state so that it remains politically stable and viable in the long run. Nation building ensures that the country takes up an effective role within the world community. The process of national integration will be strengthened on the precondition that governance, at national level should be able to provide strong sense of national identity and national pride by equal development and ensuing equal right for all communities, regions and the federation units. The ultimate objective of a nation building mission is to transform a society emerging from conflict into one at peace. In the Pakistan, the multiplicity of languages, races, ethnicities, and sects are being influenced from the particular environment, which may serve both as ingredients of national integration and disintegration. The issues such as leadership dilemma; bad governance; Socio-economic disparity, ethno-cultural polarization, sub-nationalist politics, fragile national unity under federalism, extremism and national identity crisis are the main challenges to Pakistan's efforts of Nation Building.

Objective:

Keeping in view the significance of the subject, NCRD plans to conduct a one-day national policy seminar on "Rural & Eco-Tourism for Sustainable Development" in collaboration with African-Asian Rural Development Organization (AARDO) on 29th January, 2026. The major objectives of the Seminar are as follows;

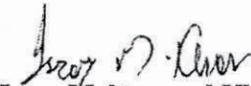
- To highlight the significance of Rural & Ecotourism for Sustainable Development;
- To identify potential of Rural & Ecotourism for Sustainable Development in the country;
- To discuss issues faced by Tourism Industry in Pakistan;
- To provide an opportunity to participants from all over the country to share their experiences related to tourism in their regions.

Venue:

AHK National Centre for Rural Development, Park Road Chak Shahzad, Islamabad

- **No fee will be charged for seminar;** however, TA/DA of the participants (if applicable) shall be borne by the nominating agencies. Boarding and lodging facilities are available in the Hostel located within AHKNCRD Complex on double occupancy basis on approved rates.
- **Participants may be charged please be informed that family members/children and servants are not allowed to stay with them in the Hostel**
- It will be appreciated if nominations of 7-8 suitable officers/officials/scholars/students from your department / organization are sent to AHKNCRD by **27th January, 2026.**
- **Contact Person:** Mr. Mubasshir Zaman Khan, Deputy Director (Training) NCRD
Tel: 051-9255187, Cell: 0333-5545087 Fax: 051-9255157 E-mail.,mzkhan.ele@gmail.com

With Regards,


(Israr Mohammad Khan)

Distribution to:

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