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F.No.1(9)/2024-25/TW/Sr.Lib

**Government of Pakistan  
Establishment Division**

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

**DIRECTOR GENERAL**

OCTOBER, 30<sup>th</sup>, 2024

**SUBJECT: THREE DAYS' TRAINING WORKSHOP ON "DIGITAL MARKETING & ENTREPRENEURSHIP" FROM 09<sup>th</sup>-11<sup>th</sup> DECEMBER, 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.

AHKNCRD is planning to organize a three-day training workshop on "**Digital Marketing & Entrepreneurship**" from **09<sup>th</sup>-11<sup>th</sup> December, 2024**. The major objectives of the training programme include

- To aware the participants of the skills to launch and effectively market business online;
- To foster a comprehensive understanding of core digital marketing channels and strategies; and
- To empower participants in identifying opportunities and building a successful business.

**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 **06 December, 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. Kiran Butt, Senior Librarian

**E-mail:** Kiran.butt233@gmail.com; Tel: 051-9255194

With regards,

A.S (Dev/HRM)

*[Handwritten signature]*

**Muhammad Bashir Khan**  
Additional Secretary (HRM/Dev.)

*[Handwritten signature]*

**(ISRAR MOHAMMAD KHAN)**

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18/11/24

Deputy Secretary (HRM/Dev.)  
Diary No. 1834  
Dated 8-11-24

HRM-IV Section  
Diary No. 2534  
Date: 18/11/2024

Office of the Secretary  
Dy. No. 2024  
Date: 06-11-2024

Office of the AS (HRM/Dev.)  
Diary No. 1527  
Dated