



Government of Pakistan  
Establishment Division

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



Director General, NCRD/  
Regional Representative,  
AARDO

Sept 25, 2025

Subject: AHKNCRD-AARDO REGIONAL OFFICES' COLLABORATIVE ONE DAY NATIONAL SEMINAR ON "RURAL & ECO-TOURISM FOR SUSTAINABLE DEVELOPMENT ON 30<sup>th</sup> OCTOBER, 2025.

About NCRD:

Muhammad Fardos  
Deputy Secretary (HRM-B) 5  
A-5 (Dev/ARM)  
Munammad Bashir Khetran  
Additional Secretary (HRM/Dev.1)  
2/10  
30/05

Akhtar Hameed Khan National Centre for Rural Development (AHKNCRD) is an autonomous organization 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 form 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 form 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 form conflict into one at peace. In the Pakistan, the multiplicity of languages, races, ethnicities, and sects are being influenced form the particular environment, which may serve both as ingredients of national integration and disintegration. The issues such as leadership dilemma, bad governance, Scio-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.

DevCom, D/o PD&SI  
Diary No. 49  
Date 02/10/25

Diary No. 122  
Date 2-10-25

Deputy Secretary (HRM-I)  
Diary No. 358  
Date 2/10/25

Diary No. 3559  
Date: 30-09-25

Office of the AS (HRM/Dev)  
Diary No. 2278  
Dated: 1/10

**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 30<sup>th</sup> October, 2025. The major objectives of the Seminar are as follows;

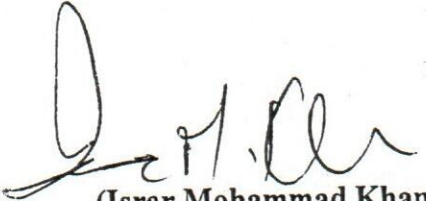
- To highlight the significance and to identify potential of Rural & Ecotourism for Sustainable Development;
- To discuss issues faced by Tourism Industry in Pakistan;
- To provide an opportunity to participants from all over the country to share their experiences related to tourism in their regions.

**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 loading 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 **October 23<sup>rd</sup>, 2025.**
- **Contact Person:** Mr. Mubasshir Zaman Khan, Deputy Director (Training) NCRD  
Tel: 051-9255187, Cell: 03335545087, 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