



# International Online Training Programme on “Social Mobilization and Community Engagement for Rural Development” AHK National Centre for Rural Development (AHKNCRD), Islamabad, Pakistan

12-15 May 2025



**AFRICAN ASIAN RURAL DEVELOPMENT ORGANIZATION  
(AARDO)**

## Introduction

Social Mobilization is a dynamic and strategic process that actively engages communities to raise awareness, advocate for change, and drive collective action on critical issues. As a focused and action-oriented approach within the broader framework of community engagement, social mobilization plays a vital role in empowering communities to participate in decision-making and address local challenges.

This continuous process involves diverse stakeholders—including government, policy makers, community leaders, professionals, religious groups, non-governmental organizations, the private sector, and individuals—working together to create networks and coalitions. By recognizing community members as key agents of change rather than passive beneficiaries, social mobilization fosters advocacy, promotes social change, and drives long-term systemic transformation.

Social mobilization adhere to core principles such as empowerment, equity, sustainability, integration, collaboration, participation, action, and a bottom-up approach. By harnessing the collective strength of communities and

**Programme Duration:**  
**Four (04) Days from 12 -15  
May 2025**

**Last Date to Apply:**  
**30 April 2025**

**Session's Timing:**  
**14:00 – 16:00 Hrs**  
**(Pakistan Standard Time)**  
**(GMT+05:00)**

**Organizing Institution:**  
**AHK-NCRD, Islamabad,**  
**Pakistan**  
**([www.ncrd.gov.pk](http://www.ncrd.gov.pk))**

**Sponsoring Organization:**  
**AARDO,**  
**New Delhi, India**  
**([www.aardo.org](http://www.aardo.org))**

stakeholders, social mobilization serves as a powerful catalyst for change, ensuring that local voices shape and drive sustainable solutions.

Recognizing the importance of the subject, AARDO, in collaboration with the Regional Office of AARDO and AHKNCRD, Government of Pakistan is organising an International Online Training Programme on “**Social Mobilization and Community Engagement for Rural Development**”, during 12-15 May 2025.

### Aims and Objectives of the Programme

The broad objective of the programme is to share experiences and build the capacity of participants to analyze the role of social mobilization and community engagement in rural development. The specific objectives of the programme are to:

- discuss the significance of social mobilization and community engagement in empowering communities and fostering participatory decision-making;
- explore key aspects of health education, sanitation, and social justice for informed community actions;
- promote leadership development and community-driven solutions for local challenges; and
- share experiences and strategies on social mobilization and community engagement in poverty reduction and sustainable development in African-Asian countries.

### Thematic Areas

- Essentials of Social Mobilization and Community Engagement.
- Key Aspects of Social Mobilization and Community Engagement.

- Role of Social Organizers.
- Tools and Techniques for Social Mobilization.
- Livelihood Enhancement and Protection Project: Social Mobilization for the Poorest.
- Social Mobilisation for Human and Institutional Development and Revitalization.
- World's Best Practices in Social Mobilization and Community Engagement for Rural Development.

### Programme Methodology

The programme will be highly participatory and interactive and will ensure maximum involvement of the participants. Important modules related to Social Mobilization and Community Engagement for Rural Development will be presented by eminent resource persons, through lecture cum discussions, case presentations, and brainstorming.

### Essential Qualification

- i. Bachelor's degree with considerable experience in the concerned fields;
- ii. Proficiency in spoken and written English, as the medium of instruction is English only; and
- iii. Must be conversant with ICT and willing to undertake online training programme.

### Who Can Apply

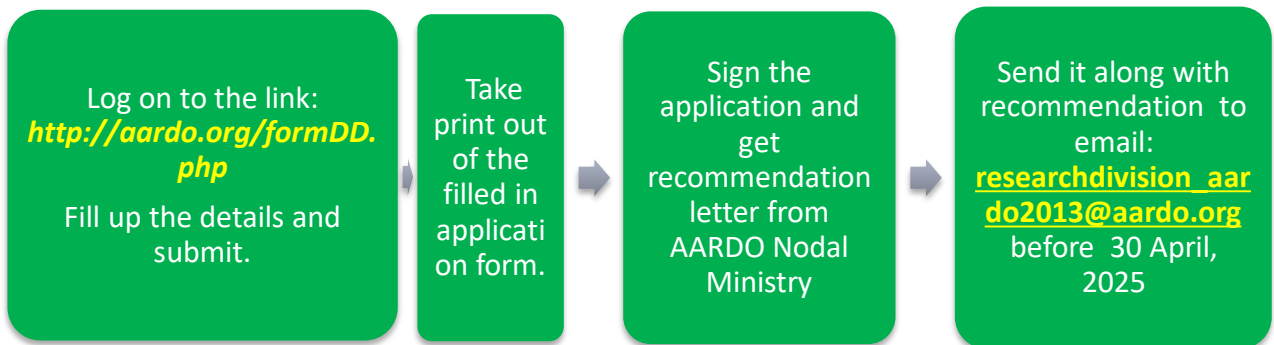
Middle and senior level officials from government departments, ministries, development organizations and institutions engaged in formulation and

implementation of policies and programmes related to the subject of the training programme. Women candidates would be highly encouraged to participate in the training programme.

### Selection of Participants

The participants of the training programme will be selected by AARDO and AHKNCRD. Thereafter, selected participants will be provided with login ID and password to access the programme.

### How to Apply



### Certificates

E-Certificate will be provided after the successful completion of the training programme.

### About AARDO

AARDO, established in 1962, is an Inter-Governmental rural centric Organization, consisting of 35 Members, i.e; 32 countries Governments and 03 Associate Members from Africa and Asia working in the area of agriculture and rural development. AARDO subscribes to the spirit of South South and Triangular cooperation and African Asian Solidarity. With over 63 years of experience, AARDO, as a policy advocacy institution, remains at the forefront of focused SDGs in rural areas, through different and evolving

forms, including technical cooperation, sharing of knowledge and experiences, training, capacity building and technology transfer on mutually agreed terms. For more information, AARDO website ([www.aardo.org](http://www.aardo.org)) may be visited.

### About the Host Training Institute (AHKNCRD)

Akhtar Hameed Khan National Centre for Rural Development (AHKNCRD), an Executive Department of Establishment Division (Prime Minister's Office), Government of Pakistan is responsible for promoting the cause of rural development and poverty alleviation in Pakistan. It performs the functions of capacity building of mid-level officials/functionaries of Nation Building Departments and Local Government functionaries from all over the country. AHKNCRD also provides assistance to provincial Local Government Training Institutions in curriculum planning and training programmes. The Centre organizes seminars, workshops and training courses in which eminent resource persons/experts are invited to share the knowledge and vast experience on the given subject. As the nodal agency and link institution, AHKNCRD also fulfils the mandate of three International Organizations namely African Asian Rural Development Organization (AARDO), Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) and Network of Local Government Training and Research Institutes in Asia and the Pacific. For more information, its website <http://www.ncrd.gov.pk> may be visited.

### Important Note

- i) Application without recommendation of the AARDO's Nodal Ministry/Center of Excellence in participant's country will not be considered.
- ii) Application, duly completed, must reach the AARDO Secretariat before or on the closing date, **30 April 2025**.
- iii) Due to limitation of number of participants, only selected candidates

would be intimated through the Nodal Ministry and AARDO's Centres of Excellence.

- iv) Selected candidates will be required to actively attend all the live sessions of e-training programme to be eligible for e-certificate(s).

## Programme Coordination

### From AARDO

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### From AHKNCRD

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