



## 10 ALL MEMBERS MEETING (AMM)



## REPORT

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## Acronyms

AKRSP	Aga Khan Rural Support programme
AMM	All Members Meeting
ATR	Annual Trainers' Retreat
ASTD	
BoD	Board of Directors
CBLRP	Community based Livelihood Recovery Programme
CIPD	
CSO	Civil Society Organization
CSRC	Civil Society Resource Centre
ED	Executive Director
HRD Congress	Human Resource Development Congress
HRDN	Human Resource Development Network
ILO	International Labor Organization
IUCN	International Union for Conservation of Nature
MAC	membership Acceptance Committee
MAJU	Muhammad Ali Jinnah University
NEPRA	National Electric Power Regulatory Authority
NGO	Non- Governmental Organization
NRSP-IRM	National Rural Support Programme- Institute of Rural Management
PAK- CDP	Pakistan Community Development Programme
PCP	Pakistan Centre of Philanthropy
PPAF	Pakistan Poverty Alleviation Fund
SPO	Strengthening Participatory Organization
SAFWCO	Sindh Agriculture & Forestry Workers Coordinating Organization
SRSO	Sindh Rural Support Organization
SRSP	Sarhad Rural Support Programme
ToRs	Term of Reference
UNDP	United Nations Development Programme
USAID	United States Assistance in Development
YPLP	Young Professional leadership Programme

## Introduction

All Members' Meeting (AMM) provides an opportunity to members of the Human Resource Development Network (HRDN) for networking, knowledge sharing, having an overview of the Network's activities over the last year, discussing the Network's progress and giving their valuable suggestions for future course of action. The AMM provides a unique platform to all HRDN members to share, learn, develop linkages with other members and give their inputs for further enhancing the effectiveness and relevance of the network's activities.

Agenda for AMM was developed in consultation with HRDN Members. The HRDN secretariat arranged a series of small meetings with members to suggest the theme, agenda point and sessions of the 9th AMM. Since the election of BOD members were a part of this year AMM, therefore responsibilities were also assigned to different members on voluntary basis to ensure transparency and smooth execution.

Invitation letters were sent to members one month before and were requested to convey any important agenda item to the Secretariat along with a brief write-up for its inclusion at appropriate place in the Programme.

Major objectives of the AMM were:

- Update members about new developments at HRDN during the year
- Share the organization program and financial progress
- Provide an opportunity to members, interact with each other and develop linkages
- Get members' input on a range of program and management issues at the HRDN
- Contribute towards members' professional development

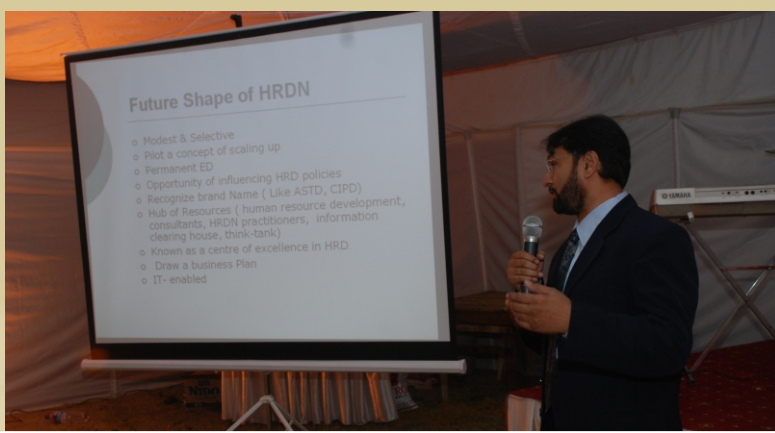
## Day I: Social Evening & Dinner

10 All Members' Gala Dinner was held on 13th November 2009 at The 1969, Opposite Lok Virsa, Shakarparian Islamabad. HRDN members with families and guests were invited to celebrate 10 years of HRDN. The evening started with the recitation of the Holy Quran by Mr. Zahoor. After the recitation, Mr. Roomi Saeed Hayat welcomed all the guests, members and honorable Chief Guest to the 10th All Members Gala dinner.

Welcome address by Roomi Saeed Hayat

During the welcome note, Mr. Hayat also shared with the audience the story about the inception and growth of HRDN, and thanked all the Members and guests for taking out time and making this event a rejuvenating experience for all. He further added that such gatherings helped the non members in understanding the network, its texture and scope of work with their suitability of joining it.

While sharing his views, Mr. Hayat expressed that this informal get together brought people closer to each other to share their personal experiences, life achievements, career development plans and past days' memories amidst fun and recreation.



## PROGRESS ON STRATEGIC PLANNING OF HRDN

Mr. Sheeraz Aslam Mian, HRDN board member and Chair of the Strategic planning committee shared the progress on HRDN strategic planning for the year 2010-2015.

He began his presentation by introducing the guests and members with the committee members and also shared meeting briefings. In continuation to the process, he added that a brainstorming session for HRDN's Strategic plan 2010-2015 has already been conveyed by Mr. Shadab Fariduddin.

Talking about the step ahead he added that for conducting the Strategic planning exercise, an external consultant will be hired. The ToRs will be finalized by Mr. Waqar Haider Awan and the process of hiring will be completed in December 2009.

Later on, the consultant will conduct the entire exercise and will submit the final strategic plan in March 2010. While discussing with members, Mr. Sheeraz Aslam Mian shared the future shape of HRDN would look like:

- i Modest & Selective
- i Pilot a concept of scaling up
- i Permanent ED
- i Opportunity of influencing HRD policies
- i Recognize brand Name ( Like ASTD, CIPD) ( what are these abbreviation)
- i Hub of Resources ( human, consultants, HRDN practitioners, information clearing house, think-tank)
- i Known as a centre of excellence in HRD
- i Draw a business Plan
- i IT-enabled

All the members appreciated this initiative of HRDN and agreed to its importance.



## INTERACTIVE SESSION WITH MEMBERS

To make the mood and evening more lively and interactive, Mr. Tariq Masood took over the mic for a Quiz Programme. The questions asked during the program were mostly related to HRDN however few were of general type as well. The members took part in the quiz programme very enthusiastically. Those who replied correctly were awarded with HRDN souvenirs.



## POETRY & DISCUSSION

To change the tempo of the programme and to add flavor to the night, Ms. Kishwar Naheed was also invited to share her views and poetic verses. The entire gathering very humbly welcomed the lady. Through this platform, many members got the chance to meet and talk to her personally. Ms Kishwar Naheed, also recited many on her verses and poems in request as well. Thus her poetry provoked a rhythmic and deep essence in to the souls of the listeners.



## MUSICAL PERFORMANCE

To add more joy and fun to the evening, Ms. Sonia and Mr. Amir also joined as lead singers. The musical performance continued even after the dinner and many members shared their requests and dedication.



## VOTE OF THANKS

In the end, the vote of thanks was shared by Ms. Fauzia Bilqis malik, HRDN Executive Director. The chide guest was presented with the bouquet and last but not least for the evening, HRDN celebrated its 10th Birthday by cutting the cake and by lighting the candles on each table. Ms. Malik, in the end while sharing her remarks thanked the chief guest, honorable guests, HRDN members, HRDN team and volunteers for their active participation, day night efforts and support in making the event a success.







## DAY II: CONFERENCE DAY: SUSTAINABLE SYNERGIES: BUILDING CAPACITIES OF MEMBERS

### Inaugural Session

Ms. Hina Maqsood moderated the first session of AMM. The programme started with recitation of Holy Quran by Mr. Sahibzada Jawad.

### WHO AND WHAT IS HRDN: FROM HUMBLE BEGINNING TO 10TH BIRTHDAY



Mr. Roomi Saeed Hayat, HRDN Chairperson welcomed the Honourable Chief Guest Mr. Gul Muhammad Jakrani, Parliamentary Secretary Education, Govt. of Pakistan; Guest of Honor Mr. Kamran Akbar Chief Operating

Officer PPAF; to the 10th All Members' Meeting. He stated that the success of today's event is based on the success of 9 such events before in previous years.

Mr. Hayat shared during his address that this year is even more special as we are celebrating 10th Birthday of the network. During these years, HRDN had various events for formal and informal interaction. He added that over the years, membership has grown to more than 800 now. Among these include individuals as well as organizational members; professionals as well as student members. Talking to the audience, he addressed that many of you are witnesses to the growth of HRDN from an idea to a reality and now to a fully functional entity of more than 800 members. Like a teenager, HRDN has entered a new era of success and progress Inshallah with enormous plans ahead.

Talking about new venture, he shared that great plans are ahead and this year HRDN is in the process of its strategic planning, so to set the future direction. Coming to its members, he admired that members are the real strength of the network. This event and similar events are planned to provide such opportunity for existing members to interact with each other, encourage new memberships.

Mr. Roomi further added that over the last 10 years, since its inception the network has become a platform for professionals related to human resource development, especially the trainers. Gradually moving ahead HRDN has made achievements in information sharing, research and documentation, advocacy, networking, organizational development and project management. During the course in 2008, HRDN received certification from Pakistan Centre for Philanthropy and also ISO Certification in the same year.

Mr. Hayat in his speech also highlighted the fact that HRDN started with a vision to create a common platform for HRD professionals to share the innovative ideas and latest approaches practiced around the globe; HRDN is step by step moving towards its goal. He agreed with the fact that the strength of HRDN is in the members and their successes. There are many who have brought distinction in this field. The network was aimed to create a learning environment and to strengthen the development processes by supporting and facilitating through building capacities.

Discussing over today's topic of "sustainable synergies – building capacities of members", Mr. Hayat mentioned that it is selected to provide an opportunity for all members to assess and see how far we have reached in the process. It is to share ideas, latest approaches introduced and practiced around the globe. As he said, and assumed that the rest will agree that the learning process has to continue, and that is why HRDN organizes such events annually and various other capacity building opportunities throughout the year.

In the end, talking about AMM and its planning in previous years and now, Mr. Hayat shared that in the early years this event was planned as a 2 days event, but due to current security situation, it had to be limited to a one day activity, and even today I can see great energy in this hall. Throwing a slight light on today's proceedings, Mr. Hayat stated that during the day we will get an overview of HRDN's progress for the last year as well as the plans ahead for the coming year inshallah. We look forward to have eminent speakers in the panel discussions and generate healthy discussions.

While thanking and welcoming all the members whole heartedly for joining, in spite of their busy routines and giving their time and feedback he ended his speech with a comment that “At the AMM, we encourage all members to contribute with full enthusiasm in the discussions as well as give their feedback and extend their support in implementing the future plans. I like to emphasize that “HRDN today is all because of its members and members are the owners of this network, so let's make it excel”.

## MOMENTARY LOOK AT HRDN IN 2009 – PROGRESS AND CHALLENGES



Momentary Look at HRDN in 2009- Progress and challenges was presented by Ms. Fauzia Malik, Executive Director HRDN. Ms. Malik shared with the participants the progress and challenges faced by HRDN so far. She further shared that she has joined the network recently.

She started her presentation with an Introduction of HRDN and gave a brief historical back of HRDN. Then moving ahead, she shared through the statement, “who we are” the mission and values of HRDN. Moving ahead, she briefed the members and honorable guests about the HRDN annual and regular activities. She briefed that the annual activities include All Members Meeting, Annual Trainers' Retreat and HRD Congress.

Coming towards, the regular activities, she shared the details regarding in-house and customized trainings and regular monthly forums conducted at Secretariat and city chapter level. Ms. Malik also highlighted the reunion and recreational activities, which HRDN has conducted for its members, which included gala dinner, eid milan party and exhibitions.

During her presentation she not even highlighted the regular activities, but also threw light over the projects HRDN is involved in, which includes YPLP, CBLRP-ILO, project with Care International, CBLRP-UNDP.

Giving briefing over the role of city chapter and their activities, she shared that meetings at city chapter level were also conducted to

streamline their ToRs , to plan their activities for the next quarter and to increase the number of membership. To add to members' interest, during her presentation Ms. Malik shared with the members that in December HRDN will be launching its formal city chapter in Kabul.

Sharing HRDN's Achievement, Ms. Malik informed the audience that in year 2009, HRDN has become ISO certified 9001; 2008, PCP certified and has passed USAID management standards under Institutional Management & certification Programme. She further added to her conversion, that HRDN is also going through its strategic planning exercise in januaray 2010 for is strategic plan 2010-2015.

Discussing the challenges, she shared that as HRDN website is a mirror to other for its activities, and it needs to be updated and redesigned, so it will be done in the future on priority basis. Secondly, to streamline processes and activities, Manuals, ToRs and polices are needed to be drafted and revised.

In the end, she thanked the entire honorable guest for supporting HRDN through these last ten years with their commitment, volunteerism and guidance.

## CONTRIBUTION OF CIVIL SOCIETY ORGANIZATIONS IN HUMAN RESOURCE DEVELOPMENT IN PAKISTAN



Mr. Kamran Akbar Chief Operating Officer from PPAF shared his views about the role & contribution of civil society organizations in HRD with the members over the forum of 10th AMM and stated that Pakistan's civil society is characterized by hybrid forms, multiple inheritances and the

unresolved struggle between the practices and the values of pre- capitalist society and new modes of social life between authoritarian legacies and democratic aspirations.

Discussing about the impact of civil society initiatives, he mentioned that it can be gauged from the fact that CSOs in Pakistan are now accepted as partners in social & Economic development. Once an indistinct voice at the edge, civil society today is a force to reckon with in the national arena. Functioning under resource constraints and in an unfavorable environment as they do, CSOs contribution to the country are indeed impressive.

Mr. Akbar mentioned that civil societies in Pakistan have evolved under the shadow of frequent military interventions and a debt ridden and elitist state system. That the ideals of people centered development, human rights, gender equality and social justice are slowly but steadily creeping in to the public policy frameworks has much to do with the efforts that civil society has made over the past five decades. The emergence of development oriented and advocacy CSOs in the 1990s was essentially a response to the government's misguided priorities and poor planning as well as resource constraints.

Talking about the effectiveness of CSOs in poverty reduction and sustainable development, he highlighted that in rural areas, initiatives such as Aga Khan Rural Support Programme (AKRSP) has made a tremendous impact through micro credit, education and income generation.

In his concluding remarks he stated that some NGOs in Pakistan have played an important role in creating awareness on issues such as human & legal rights, women role in development, and over population. For women & minority they have borne the burnt of religious bigotry and social repression, civil society came as a silver lining in the dark, gloomy clouds.

Civil Society's efforts gave us impetus to the government's slowly growing commitments towards greater gender equality culminating in Pakistan. In the end Mr. Kamran Akbar also appreciated HRDN efforts and its members' contribution in making HRDN a platform where all can share their experiences, lesson learnt and new training techniques.

### **SPEECH BY THE CHIEF GUEST- MR. GUL MUHAMMAD JAKRANI, PARLIAMENTARY SECRETARY EDUCATION, GOVT. OF PAKISTAN;**



Mr. Gul Muhammad Jakrani; Parliamentary Secretary Education made his presence to the 10th All Members' Meeting as Chief Guest. Mr. Jakrani shared his gratitude and pleasure .to join at the inaugural session of the 10th All Members' Meeting of the H u m a n R e s o u r c e Development Network. He

shared that he is very delighted to see such an immense pool of professionals in this hall, joined together to become a real intellectual force. This gives Mr. Jakrani a great vigor and optimism for the future of Pakistan

Talking to HRDN members, he stated that today's theme is of enormous value as this is a step in building the future prospects for the coming generations. Building capacities is a process that has to be connected through a chain of learnings.

During his speech, Mr. Jakrani mentioned that since last ten years, the government had education as one of the top priorities and HRDN being a platform for the capacity building program is a great support to promote and implement the education plans. A famous saying is that low quality education leads to unskilled population. He stated that education plays pivotal role in capacity building. Capacity enhancement and education in developing countries has its own challenges. It requires excellent leadership to overcome the major gaps. Mr. Jakrani expressed that we need to develop a framework of human capacity building programs that should mainly identify young and talented individuals (women and men) with potential to become agents for change. Need is also to organize and deliver effective learning interventions relevant to the local environment. It is important to facilitate the opportunity for real-life application of acquired knowledge and skills. The goal cannot be achieved without promoting development of sustainable career path with growth opportunities for all.

Discussing about the investment in people's capacity enhancement, he highlighted that it is like planting a tree, where the fruit comes late but proves sustainable. It is imperative to align the curriculum with dynamically changing market needs. Focus has to be on learning, rather than acquiring degrees only. The required policies development has to bring people's need on top, particularly in education as it decides the career of each & every student.

Referring to Mr. Roomi's words, Mr. Jakrani added to his speech that HRDN has a very strong role of bridging the gap of transforming the learnings into action. Human Resource Development Network being a member based organization with above 800 members can fill this gap and positively influence the development scenario in Pakistan. An established network like HRDN has a call for action to upgrade capabilities of existing trainers and educators in civil society organizations, government, academia and private sector. HRDN is expected to build a resource pool on human resource development, develop and implement quality standards of capacity building, to offset the gaps in national capacity in certain areas. It has established an effective system for knowledge sharing and learnings from various organizations,

programs and projects in the sector.

In his concluding remarks, he expressed that the agenda is huge; the task is challenging. But for the sake of millions of poor and disadvantaged people in the world particularly Pakistan, we must work towards overcoming the challenges. Pointing towards HRDN members, Mr. Jakrani stated that “you as members of HRD Network are very much part of the solution.” This is also a priority agenda of govt. of Pakistan to support such initiatives. In the end, Mr. Gull Muhammad Jakrani paid tribute to the sense of volunteerism and immense hard work HRDN team and members are putting in to make the network flourish and excel. He wished HRDN the best of luck in achieving the goal and vision of the HRDN in building Pakistan today and tomorrow.

## AWARDS TO DISTINGUISHED GUESTS

With the completion of the inaugural session, Mr. Gul Muhammad Jakrani was requested to present awards to the distinguished guests, i.e. Mr. Kamal Ahmed and Roomi Saeed Hayat. Latterly, Mr. Mahmood Akhter Cheema was requested to come over the stage to present the award to Mr. Gul Muhammad Jakrani



While concluding the session, as to keep the ritual alive and to make the day a memory for all Ms. Hina Maqsood; Mistress of Ceremony requested the honorable Chief Guest Mr. Gul Muhammad Jakrani, Key Speaker Mr. Kamal Ahmad, HRDN members, and Honorable Guests to make their selves available for the group photo.

## SUPPORT OF BoD IN STRENGTHENING THE NETWORK

After the Group photo and tea, Ms. Grace T. Sheikh moderated the next session of “Support of BoD in Strengthening the Network”.To present the progress of HRDN Board of Directors, Mr. Mahmood Akhter Cheema from IUCN and HRDN BoD member was invited.

After holding the mic, Mr. Cheema thanked Ms. Sheikh for giving him the opportunity to share and discuss the progress of HRDN board, which has completed a year of its serving to HRDN. In his presentation, Mr. Cheema shared that up till now five BoD meetings were held between Oct 2008 – August 2009 and as a result of these meetings following operational committees have been formed:



- Staff Appointment Committee
- Membership Acceptance Committee (MAC) Committee
- Purchase Committee
- Strategic Planning Committee
- HRD Congress Planning Committee
- AMM Planning Committee
- Budget Committee

Discussing over the key decisions made by the board he pointed out the following in his presentation:

- Renewal of Membership Fee
- Bi-Monthly MAC Meeting
- Separate Account for Provident Fund
- Life time Membership for Professional members
- Conversion of membership from General to Professional
- Appointment of New Audit Team
- Appointment of Executive Director
- Purchase of Vehicle
- Addition of Income Tax Rules 213 (1)(b) in HRDN Constitution

Latterly, the forum was made open to take comments and questions from the audience. Thus in an answer to the question, Mr. Mahmood Akhter Cheema Shared the progress of membership acceptance committee and the criteria they are following to review the applications. He further added that, keeping in view the large number of application that comes to HRDN, the quarterly meetings have been rescheduled to bi-monthly so to address the queries and requests at the earliest.

In an answer to question regarding the life time membership of professional members and not for the general members, Mr. Cheema responded that as HRDN is a strategic think tank, a resource hub of professionals, so those who are professional and can contribute in the development of human resource management and development directly can attain life time membership. Such individuals can be General members. And he further added to his comment that, as “I know, many of you are”, so an easy and possible way for you is to get your membership converted from general to professional. And then you can enjoy the status of life time member of HRDN.”

In the end, Ms. Grace T. Sheikh thanked Mr. Cheema for sharing such valuable information and updates regarding the Board activities and the progress made so far and also the audience for showing their keen interest and concern towards the Network progress and development.

## PANEL DISCUSSIONS

### I- PERCEPTION OF STAKEHOLDERS ABOUT THE ROLE OF NGOs IN NON-PROFIT SECTOR DEVELOPMENT SECTOR IN HUMAN RESOURCE DEVELOPMENT IN PAKISTAN

Chair: Ms. Robeela Bangash – Consultant, HRDN Founder member

Panelists:

NGOs: Mr. Gul Najam Jamy – Aga Khan Foundation

NGOs: Mr. Harris Khalique – SPO

NGOs: Ms. Mussarat Bibi – Khwendor Kor

Moderator: Mr. Shadab Farid-ud-Din – Four Corners Group

Rapporteur: Mr. Zahid Ali Mubarik – Khushali Bank

The discussion started with a formal introduction of the session chair, the panelists and rapporteur by Mr. Shadab Fariduddin. Each Panelist was given seven minutes to share their views. Latterly, the session was open to receive members comments and questions.

Mr. Harris Khalique opened the session by sharing his comments regarding the perception of stakeholders about the role of NGOs/ Non profit sector development sector in human resources development in Pakistan. He stated that all people should be equal and people should be given equal opportunities for livelihood, health & education but in Pakistan the entire system is imbalanced, as a result of which power got in the hands of higher (wealthy people) and thus nothing is left for the poor people.



Talking about human resource development, he mentioned that it is skill based at the moment, but to make it more prominent and effective, it should be knowledge based as well. He further added that people's perception about Human resource is that they are foreign paid.

Talking about women empowerment and development, he shared that women need s to be involve din all spheres of life. Hen further added that only it's the development sector where the issues of women both social, economical are raised by the development sector.

After Mr. Harris Khalique, Ms. Mussarat Saeed from Khwendor Kor while discussing the role of NGO in HRD development shared that Khwendor Kor is working in very remote and marginalized areas. There is almost 0% literacy rate in FATA. There are no facilities available in the area. She shared that they have provided these basic facilities at the door step of the people. This is the role of NGO in HR development at community level.

She mentioned that they can also be empowered through advocacy at grassroots level and thus it could make an effect at policy level. NGOs should also provide opportunities of training and internships to youth. Ms. Saeed further added that

in order to make it effective and sustainable, the development should be right based.

The third panelist was Mr. Gul Najam Jamy from Aga Khan Foundation, Karachi shared his views and learning over the topic, by stating that CSRC in Karachi is contributing a lot in HR development. He also shared the findings and few key points of the study conducted on HR by Aga Khan Foundation. He further added that civil society organization is a broad term. The main difference he highlighted between NGOs and CSOs was that NGOs are for other people and CSOs for their own members. He further added that the CSOs further fall in the category of Non- governmental organizations. CSOs also played an important role in HR development.

During his conversation he further revealed that 93% funds came from inside Pakistan and 7% percent are from abroad. But who avail this 7% percent they know how to get it and this is definitely a skill.

Talking about the systems and standards, he mentioned that systems are proper in cooperate/government sector but people misuses it. In NGOs such systems are not functional but people are sincere.

After the panelists shared their views the moderator, Mr. Shadab Farid ud- din thanked the panelists for their valuable comments and opened the forum for discussion and questions.

The first question asked from the panelists of the session was “why NGOs does not get proper recognition and media coverage of their work?” Answering the question, Mr. Jamy stated that media believe that the NGOs are some entity from elite class that has developed in Pakistan. Media perceives that NGOs spend lot of money irrelevant to the needs and problems of the communities.

Sharing a comment, Mr. Faisal Gorchani from Mahboob-ul- Haq, Islamabad said that it is a good debate. Basically it the government, that has to provide all basic facilities to the community and people as they are the tax controller. NGOs are providing support to it and are filling the gap.

Commenting over the panelists' discussion Mr. Sohail from Pak Oman Bank shared that there is a big communication gap. NGOs are contributing a lot and people must value their services. There is a remarkable impact which is clearly visible in rural communities. He further added that where there is need there is always a grand opportunity for NGOs to make good repute by working properly.

In the end Ms. Robeela Bangsh closed the discussion by sharing her view points. She added that every system has its on have and have knots, but even then not only civil society is contributing a lot, but also the government, donors are not only contributing, but recognizing & acknowledging it as well.

She further stresses that gaps must be removed and we must go for skills as well as knowledge building of the individual and organization is also needed.

She emphasized that we should also contribute for gender empowerment and appreciated Khowendo Kor's efforts. Ms. Bangash added that we all should not reinvest, rather we all must cooperate and coordinate.

## II – PANEL DISCUSSION: PERCEPTION OF STAKEHOLDERS ABOUT THE ROLE OF MEDIA IN HUMAN RESOURCE DEVELOPMENT IN PAKISTAN

Chair: Mr. Masood ul Mulk – Sarhad Rural Support Programme (SRSP)

Panelists

Academia: Professor Amanullah Khan – Dean Riphah University

Government: Dr. Noor Fatima- NEPRA

Moderator: Mr. Arif Vaseer – MAJU

Rapporteur: Mr. Naimatullah Akbari

The moderator welcomed the participants and asked the chair and panelists' to take their seats. He also announced that the panelists from Media have not been able to attend due to some urgent and last minute assignments. The moderator further mentioned that each panelist will be given five minutes to share their views on the agenda item.

Professor Amanullah Khan was the first panelist who categorized media role in human resource development in two main areas:

- a) Media role as tools to enhance capacity of the people through providing information on different development issues.
- b) Media role to influence attitudes, perception and mindset are significance. He explained how an advertisement capture attention of the viewers and change their mindset on specific issues.

He also shared example of media's role in election campaign and how it left its impact on people's value and system and determination of future of a society.

Latterly, the session was open for question & Answers. The participants very eagerly raised questions and shared their comments on control over media, access to media , how to improve relationship with media , funding sources of media by outsiders and its negative aspects.

Mr. Amanullah explained the importance of relationship with media and focus on importance of media capacity building. In addition he suggested coordination among media and government, proper adoption of ethical norms by media people and establishment of a control mechanism over media.

The chair summarized the discussion. He stated that media has important role as a tools to enhance capacity of people in the society and to influence their perceptions. Therefore it has significant role in human resource development . He also emphasized on media capacity building thus to enable them to handle the issues properly. In addition he encouraged media to promote self regulation mechanisms to fulfill their important role in the society.

## AWARDS & CLOSING

Heading towards the concluding session, Mr. Roomi Saeed Hayat and other honorable members from Board and general body were requested to present awards to the Session Chairs, Session Panelists, Moderators, Event Manager and HRDN Executive Director



Dr. Fatima was the second panelists who again emphasized on media potential role in human resource development especially on changing the perceptions. Dr. Fatima explained how perception could be stronger than reality. She pointed out that journalist and media people need continuous capacity building and career development program to fulfill their responsibilities in human development. She also explained the challenges of much diversified views presented through media which will be hindrance for unity in a society and suggested that media should take necessary measure to minimize this vast diversification and ensure more coordination and collaboration in their programs. She focused on media capacity building and urged for building capacity of journalist on this area and thus enabling them to have the capacity to handle these important issues properly.

She highlighted media role in broadcasting current sugar crisis in Pakistan and challenged the government in addressing basic need of the society.

Mr. Masood Malik Panel Chair agreed on potential role of media in shaping the mindsets of the people in a society and highlighted need of capacity building of Journalist to handle the issue and to fulfill their important role. He also emphasized on importance of media capacity building. He pointed out two main issue of concern of access to media and control over media.



## VOTE OF THANKS

Ms. Robeela Bangash, HRDN founder member was requested to share few words. She stated that at the end of a very energetic and productive day with valuable members of HRDN, prominent speakers and distinguished guests, she like to formally thank all for their kind participation. Ms. Bangash mentioned that “today's event was well organized, particularly because it helped us meet with such wonderful intellectuals and think tanks. It sure helped in networking among the members and scholars in academia, NGOs, media and other civil society organizations.”

She further added her gratitude to congratulate the HRDN team for wonderfully organizing AMM, particularly Fauzia Malik who has recently joined HRDN as Executive Director for leading the team so well. During her thanking remarks she especially thanked the distinguished organizational members for the financial and in kind contributions to make today's event possible. HRDN received very kind contributions from SRSO, SAFWCO, SPO, PakCDP and IRM-NRSP.

Ms. Bangash also credited the efforts of Mr. Tahir Saleem who was the event Manager for supporting the team for the 10th AMM thriving occasion. She, in the end also added a thankful note for the Mistress of ceremonies, Ms. Hina Maqsood for guiding all the members and guest thought the proceedings of the day.

At the end she thanked all the members and honorable guests for their participation, with a wish that it will continue in the future.

## VOTE OF THANKS









