

# Media Update

29 August 2019

## UN Habitat

PRESS RELEASE

### Local Economic Development Workshop

Islamabad | 27-28 August 2019: UN Habitat in partnership with PRIME Institute organized a half day Training Workshop titled “Best Practices in Local Economic Development (LED)”. Dr. Marius Venter, Director of the Centre for Local Economic Development (CENLED), University of Johannesburg conducted this training. Workshop was attended by Mayors and administrators of the major cities of Pakistan. LED is a nascent concept in Pakistan; hence there is lack of LED related policies and plans in Pakistan. The training took place on the following components

1. Rationale & Theoretical Foundation
2. LED – Key Stakeholders in Local Economy
3. LED – Impact of National Economic Policies
4. LED – Process & Planning
5. LED – Place Marketing as Key Component

Mr. Jawed Ali Khan, Habitat Programme Manager, highlighted that UN Habitat envisions to promote sustainable urban economic development. In this regard, they partnered PRIME, Chambers of Commerce and Industries and Municipal governments of the major cities of Pakistan. UN Habitat along with the partners on board have signed Memorandum of Understandings (MoU) with Islamabad Peshawar Municipalities. This provides an excellent opportunity for development of “Business Plans” for District Governments to strengthen its revenue and income base in collaboration with all stakeholders for harnessing the full economic potential offered by the city. UN Habitat has recently developed first ever municipal business plan for 2019 to 2025 for TMA -I, Peshawar. The Plan provides strategic guidance to implement improved business planning, revenue collection, and cost reduction.

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