

REPORT
On PIC Program Implementation FY 05
(1 July 2004 - 1 July 2005)

Overview

Public Information Center (PIC) in Uzbekistan became fully operational in November 2004. Since then it has become an efficient tool for implementing an overall communications strategy of the Country office. PIC action plan is fully integrated into the communications action plan and serves overall EXT objectives. It provides wide public with access to information on the World Bank activities in Uzbekistan and worldwide, as well as specific information on development issues. Supporting the communications objectives, PIC provides material basis for dialogue on Uzbekistan's development alternatives; increases the outreach for WB and overall development information; expands the outreach for the WB and overall development related information to the regions; proactively disseminates WB communication products and ESW and hosts public debate. During the reported period PIC Uzbekistan made information about all Bank-funded projects available to all interested parties, in simplified style and format by producing and disseminating project one pagers and compiling project books and acted as clearinghouse for information on positive development impact of WB and partners. It also acted as a source of information for NGOs about the WB activities in civil sector, grant opportunities and other ways of cooperation

PIC is situated at the entrance of WB country office premises. It is not large, just a one room premise of about 40 square meters. It is equipped with 1 PC, TV, VCR, and printer. Functionally it is divided into reading area, on-line catalog and web-resources area, current information and pick-up area. The books are shelved by large groups: WB flagships, Partners in Development, Uzbekistan, and Development from A to Z. A user friendly E-catalog has been developed and the visitors can easily find the publications necessary. E-catalog also makes records of visits, book loans and some statistics.

The PIC works Monday through Friday from 2 p.m. to 5 p.m.

Indicator 1. Number of visitors

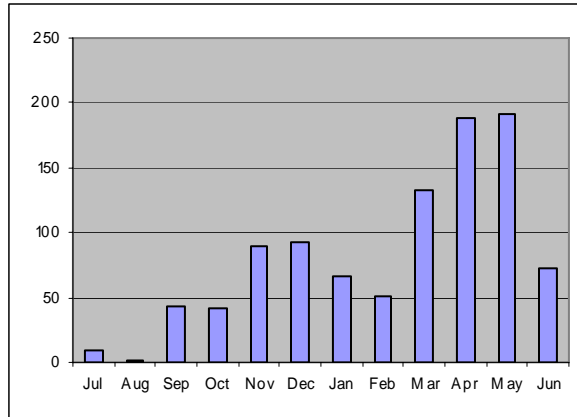
The number of visitors in FY05 doubled as to compare to FY04.

PIC Uzbekistan is not very large and total number of visitors is not very high. As the graph shows the highest rise in the number of visitors is in March, April and May, as well as November and December. The explanation is simple: it is the busiest time for the students on the eve of their winter and spring exams. Summer period is a dead season. Table 1 and Graph 1 shows the number of visitors by month

Table 1. Visitors by month, FY05

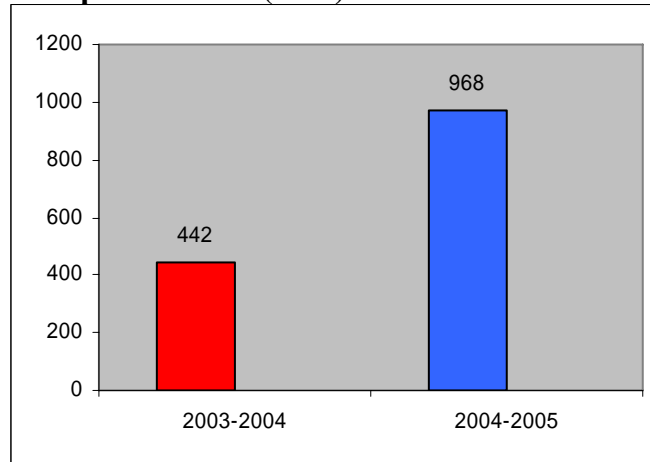
Visitors by month											
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
10	0	43	42	90	92	66	51	133	188	192	72
Total - 968 visitors in 12 months											

Graph 1. Visitors by month, FY 05



Graph 2 shows the increase in number of visitors in FY 05 as to compare to FY 04

Graph 2 Visitors (total) in FY 04 and FY 05



Indicator 2. Items consulted

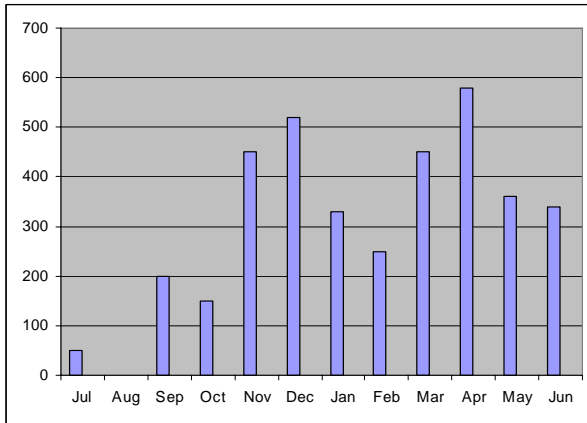
The number of items consulted increased for about four times versus FY04

Items consulted include each item used in the library, but not checked out. The increase of this indicator has taken place because of free access both to the shelves and to the library E-catalogue. The visitors can search the catalogue and then find the book on the shelf themselves to consult.

Table 2 Items consulted (by month)

Item consulted by month											
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
50	0	200	150	450	520	330	250	450	580	360	340
Total - 3680 items consulted in 12 months											

Graph 3 Items consulted (by month)



Graph 4 items consulted in FY05 as to compare to FY04.

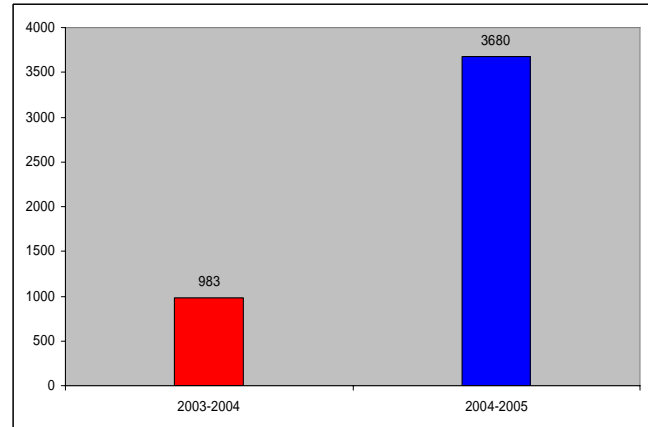


Table 2 and Graph 3 show the number of consulted items by month, while Graph 4 shows the increase in the number of consulted items as to compare to FY04.

Indicator 3. Number of substantive interactions

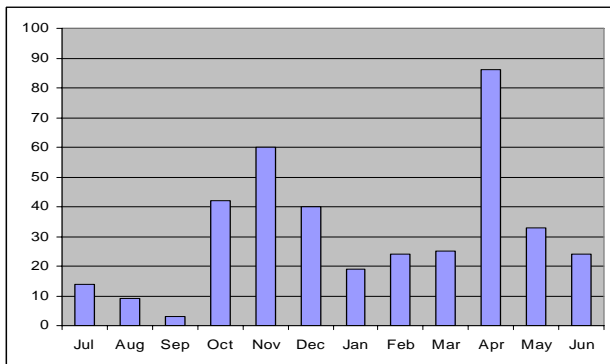
The number of inquiries in FY05 more than doubled as to compare to FY04.

Table 3 Number of inquiries (my month)

# of substantive interactions											
Research and quick requests(Phone and visitors)											
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
14	9	3	42	60	40	19	24	25	86	33	24
Total - 379 inquires											

This indicator includes both quick inquiries, which usually take less than 10 minutes of the PIC person’s time and research inquiries taking more than 10 minutes. The inquiries are received from PIC clients visiting the library, made by phone calls and asked during the events in the Bank Office.

Graph 5
Number of inquiries (my month)



Graph 6
Number of inquiries in FY05 as to compare to FY 04

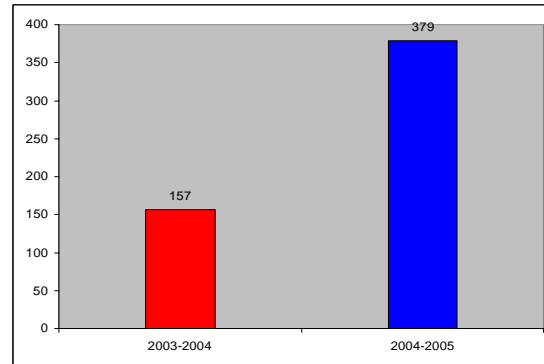


Table 3 and Graph 5 show the number of inquiries followed on monthly basis, while graph 6 reflects the dynamics in FY05 versus FY04.

Indicator 4. Partnerships with donors

PIC Uzbekistan has established working relationship with the Public Information Centers of almost all UN agencies (**UNDP, UNISEF, UNESCO, UNFPA, UNDCCP** etc) PIC person is a member of a Communications Task Force Team consisting of communications officers of all UN agencies located in Tashkent. At monthly meetings joint activities are discussed and coordinated. PIC is a permanent participant of the UN Day during which PIC arranges a stall of WB publications, photo exhibition reflecting the impact of the World Bank projects, multimedia presentation on the WB in Uzbekistan. Every year PIC participates in the events devoted to AIDS day early December. We took an active part in the UNDP announced contest on Millennium Development Goals among children, helping to arrange a series of seminars to explain kids what are MDGs. This year PIC participated at UN Tennis tournament, the international conference devoted to disability day and a number of other joint events.

PIC is a member of Development Information Network led by EuropeAid.

PIC continues partnering with **IREX** (American Research and Exchange Board) in particular with its Civil Society Support Program. Jointly with this Program a GDLN learning course for civil society leaders was arranged. Besides, PIC has established partnership with “School connectivity Program” administered by IREX. We have held several joint events including essay and drawing contest devoted to 60 anniversary of the World Bank. The announcement was circulated through the School connectivity network providing Internet and connecting more than 60 schools in remote areas of Uzbekistan.

The IREX program “Tech Girls” was helpful in disseminating information about Cyber Dialogues on Beijing + 10 and involving people to the Cyber dialogues through the internet centers supported by the program. A group of Tech Gils visited PIC where the PIC person showed them the Bank premises and PIC facilities, told about the youth programs and showed the film about the WB in Uzbekistan. One girl, a participant of the program, spent a week in PIC for a summer internship.

Indicator 5. Partnerships with other institutions

1. **Center for Economic Research** – a UNDP and the Government of Uzbekistan joint project has become PIC’s key partner. De Facto an outside PIC has been established and is functioning. A large part of the library has been transferred to the CER library. The joint library is called Development Resource Center and Library (DRC&L). Legal documents have been developed and the signing ceremony and official launch is planned for early autumn.

2. **Resource centers in 7 regions of Uzbekistan** - have become partners on pilot basis. The staff of the libraries gets hands on training from PIC, PIC shares all extra publications; share all kind of information with the centers. The Centers disseminate WB related info in the regions.

3. PIC established partnership with several universities. Permanent WB stalls have been established in the libraries of Westminster University and University of World Economy and Diplomacy, Tashkent Economic University.

Indicator 6. # of PIC events/# of participants

The number of events doubled as to compare to FY04

FY05 was very busy with events. The number of events includes both the events arranged in PIC premises like PIC dialogues, and events in which PIC participated outside the World Bank. Along with regular activities like round tables, working groups, discussions, this Fiscal year PIC tried some new types of events like PIC dialogues, medial tour, open house, PIC visit etc.

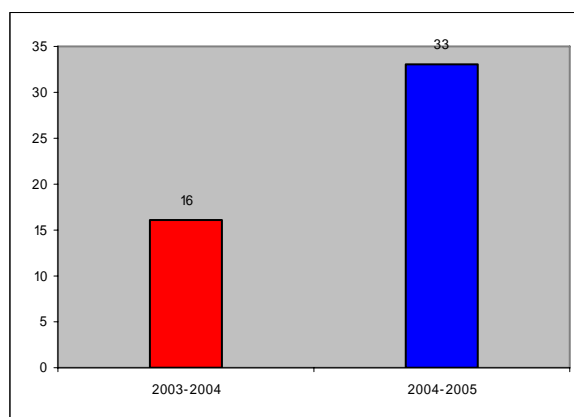
Annually arranged Kids day also aimed to acquaint children with the WB activities and this year the kids were taken to the Tashkent solid waste management project sites.

In Table 4 you can see the number of events and the number of participants by month, and graph 7 show the dynamics versus FY04.

Table 4 Number of events/ number of visitors (by month)

Events											
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	1/100	4/180	4/110	3/85	5/90	4/60	2/40	3/120	4/110	2/70	1/30
Total – 33 + events with about 995 people participation											

Graph 7. Number of events as to compare to FY04



Indicator 7. Outreach materials produced:

- 1. PIC bulletin – comes regularly**
- 2. WB country office Newsletter**
- 3. a new version of PIC booklet was produced and printed**
- 4. 10 things brochure was printed in Russian and Uzbek**
- 5. A film based on 10 things was produced**
- 6. Post cards Your problems is the WB concern were produced and printed**
- 7. Caps with WB logo were produced for the Kids Day**
- 8. PIC dialogue note pads were printed**
- 9. Invitation post cards inviting to the one hour session during the CommNet Forum were printed**
- 10. Power Point presentations:**
 - a) for youth** – basic presentation about the Bank, its activities in Uzbekistan and youth programs. Presented in youth audiences at universities and youth organizations, NGOs working with youth.
 - b) for kids** – presentation about the Bank and its activities in Uzbekistan with focus on impact and benefits the people have; Presented to school children (tech girls program), summer camps
 - c) for CommNet Forum** – **“Dissemination in difficult environment”** presented at CommNet Forum in Washington DC, May 2005.