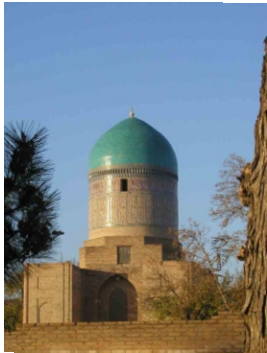


November, 2005

PIC Uzbekistan Starts World Bank Awareness Campaign



In its efforts to expand outreach and raise World Bank awareness in the regions of Uzbekistan, World Bank's Public Information Center (PIC) has started a series of presentations in the regions. The first presentation was held in Samarkand on 17 November, 2005

During CAS consultations this summer the Bank staff was once more convinced that wide public knows almost nothing about the World Bank and its activities. Communications action plan included to arrange a series of presentations in the regions for different audiences: research and academia, NGOs, youth and media.

The first presentation was arranged in Samarkand State University. Samarkand is the second largest city in Uzbekistan and the Samarkand University is one of the oldest and reputable educational institutions in the country. The participants of the presentation included university teaching staff, library and resource center staff, representatives of multimedia and IT center. In addition the representatives from other Samarkand universities were invited. They included the Samarkand Architecture and Construction Institute, Medical Institute, Trade Institute and others.



The deputy rector of Samarkand University opened the event. Matluba Mukhamedova, PIC associate made a presentation which consisted of three main parts: a) what is the WB; b) WB activities in

Uzbekistan c) some information resources



The presentation was met with great interest. The teaching staff was impressed with on-line free resources that can be used by them and advised to the students. A lot of

questions were asked. After the presentation informal discussion was held in the office of the university's External Affairs Unit. It was decided to arrange more detailed presentation on the WB and its information resources for the students. Also, it was agreed that the resource center under the university can serve a focal point for WB outreach activities. It can help to disseminate



development information in Samarkand oblast, arrange presentations of WB's Economic Sector Works, and circulate on-line announcements, newsletters and bulletins sent by PIC Uzbekistan.

The IT Center expressed interest in joining GDLN. It was agreed that a representative from the Samarkand University will come to the World Bank country office and meet the IT person to discuss technical issues and capacities of the university.

