

World Bank Awareness Campaign in Syrdarya



In its efforts to expand outreach and raise World Bank awareness in the regions of Uzbekistan, World Bank's Public Information Center (PIC) continues a

series of presentations outside the capital city. On April 24, 2007 the presentation was held in the city of Gulistan, Syrdarya region of Uzbekistan.

During makhalla (community) discussions on project results the Bank staff was once again convinced that wide public knows very little 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 presentation was arranged by a youth NGO in Gulistan. The participants of the presentation included about 100 students of the Gulistan Medical College, college teaching staff, library and resource center staff, and representatives of several youth NGOs.

Matluba Mukhamedova, communications specialist of the World Bank country office, told the audience about the World Bank, its establishment, organization and activities. The students showed a keen interest to the activities of the Bank in Uzbekistan, the Bank's portfolio and the way it is implemented.



Availing the opportunity of such a big gathering of young people, the lecturer presented main findings of the Bank's

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latest flagship publication World Development Report 2007 "Development and the Next Generation". The presentation was met with great interest and was followed by questions/answers session. The young people expressed willingness to partner with PIC and host presentations of other Bank publications and arrange joint discussions on various development topics.

