

USAID and COUNTERPART BUILD NGO CAPACITY IN COMMUNICATIONS

February 4-6, 2009, the U.S. Agency for International Development (USAID) and Counterpart International trained a group of Turkmen nongovernmental organizations in communications strategies. The seminar was attended by 20 representatives of nongovernmental organizations from all velayats of the country. The seminar was also co-funded by the British Embassy in Turkmenistan.

The seminar was delivered by the USAID and Counterpart Turkmenistan Community Empowerment Program (TCEP). The training agenda focused on public relations, development of effective communication and PR strategies, and relationship building with various target groups. Participants also learned how creating a positive organizational image can be essential to establishing efficient partnership relations with all structures of the society. "I have no doubt that the knowledge obtained at the seminar will allow us to develop and strengthen links with state, public, and business structures, and achieve success in addressing the social-economic tasks," said a participant of the training.

Turkmenistan Community Empowerment Program is one of the many assistance projects made possible by the American people through the United States Agency for International Development (USAID). Since 1993, the American people through USAID have provided more than \$80 million in programs that support Turkmenistan's economic growth, social sector, and community initiatives.

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