



# Project Document

## “Central Asian Gateway”

**Project name:** Central Asian Gateway (CAG) Project, Phase 2

**To be funded by:** UNDP Regional Bureau for Europe and the CIS (RBEC)  
and other potential development stakeholders

**Implementation agency:** Center for Economic Research (CER), Uzbekistan  
and national partners in other Central Asian countries

### **Project narrative:**

The Central Asian Gateway Internet Portal on Development Issues project is being implemented by the Center for Economic Research after support from the UNDP RBEC since the year 2003 and it is currently providing “one stop shopping” for various development information relevant to Central Asian region. Its activity is focused to facilitate regional integration, sustainable development, knowledge sharing and promoting networking among socio-economic research institutions and other development stakeholders in the region and abroad. The second phase of the Central Asian Gateway portal (CAG) project, that is being herein described, will aim at further improvement of portal's online services, content enrichment, promotion and content management decentralization by outsourcing part of it to National Partners – research institutions, media and publishing agencies in all Central Asian countries.

November 2004

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## 1. General and contact information

This Project document covers the overall concept, IT and content strategies, as well as organizational issues concerning further development and improvement of the Regional Internet Portal on Development Issues "Central Asian Gateway" (CAG) in the year 2005.

### General Information

Project title:	"Central Asian Gateway Regional Internet Portal on Development Issues" Project, Phase 2
Project cost:	73 700 USD
Amount requested:	65 900 USD
Project timeframe:	12 months

### Contact information:

Implementing agency:	Center for Economic Research (CER), UzDG Task team
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## 2. Background and justification

Development stakeholders of Central Asian countries, while pursuing integration processes within the region, have a growing demand for development information as well as products and services that promote dialogue and knowledge exchange concepts on regional level. To a major extent this calls for active participation of national think tanks, research and other institutions that are capable of piloting new mechanisms, which will ensure extensive use of existing capacities and local expertise, particularly on part of information sharing and best practices exchange, providing and promoting more open access to knowledge, information and communication tools. This also calls for elaboration of various ICT applications that would contribute for the growing need in capacity building of regional information and communication resources.

It is well known, that ICTs are being widely integrated into social life and economies of the countries worldwide. Information Technologies applications, especially various online resources, stimulate more dynamic forms of interaction. The number of Internet websites in Central Asian countries is currently growing; they are in the process of constant quality improvement and content enrichment, and face dramatic increase of visitors due to growing amount of information available on various national development issues. At the same time, online information on regional development issues is badly systemized and unstructured. It is clearly seen the need for regional portals, which number and content quality still remains very low due to various obstacles, such as lack of full involvement of practitioners from more than 1 country of a region in such initiatives, insufficient mechanisms of data collection from all countries to a central hub, etc.

Center for Economic Research (CER), while being a think tank that provides upstream policy advice on a wide range of socio-economic development issues including regional ones, also pursues introducing innovative mechanisms for knowledge transfer, networking, improved access to information and sustainable development.

Earlier in 2003 the CER has launched the Central Asian Gateway (<http://www.cagateway.org>) Internet Portal on Development Issues (within the framework of its activities on Uzbekistan Development Gateway project) in accordance with recommendations received on the International Conference on "Economic Reforms and Foreign Direct Investment in Transition Economies: Lessons Learned and Prospects for Central Asia". That conference was held in Tashkent on January 30-31, 2003 and was organized by the CER with support of the Government of Uzbekistan, donors and the United Nations Development Programme (UNDP).

The Central Asian Gateway portal is currently providing "one stop shopping" for various development information relevant to Central Asian region. Its activity is focused to facilitate regional integration, sustainable development, knowledge sharing and promoting networking among socio-economic research institutions and other development stakeholders in the region and abroad. UNDP Regional Bureau for Europe and the CIS countries (UNDP RBEC) and the CER (Uzbekistan), within its UzDG team activities, are among the major Project's donors. The portal is targeted to the following user groups: governments, private sector, international organizations and donors, representatives of civil society and academia. During the period of 2003-2004 the portal has demonstrated itself as a useful source of comprehensive and reliable information, as regional online center of: information databases, communication tools and knowledge sharing mechanisms, and it has been actively used by its target user groups.

In this regard, a year 2005 – the second phase of the Central Asian Gateway portal (CAG) project, that is being herein described, will aim at further improvement of portal's online services, content enrichment, promotion and content management decentralization by outsourcing part of it to National Partners – research institutions, media and publishing agencies in all Central Asian countries.

### **3. Mission, goals and objectives**

#### **Mission statement**

CAG portal will facilitate knowledge sharing and information exchange for sustainable socio-economic development and integration of Central Asian countries.

#### **Goals and objectives**

The main *goals* and *objectives* of Central Asian Gateway are:

- Extensively use of knowledge transfer and information sharing mechanisms, emphasized on regional integration and other socio-economic development priority topics, their legislative framework and enabling environment;
- Provide online access to information relevant to Central Asian regional development issues by serving as the source for the most complete and trustworthy information on socio-economic development and integration issues of Central Asian states;
- Facilitate proactive and constructive dialogue by involvement of regional development stakeholders and other parties interested in regional cooperation, integration, trade and other development issues;
- Support and strengthen national research institutions of Central Asian states to encourage a healthy spirit of competition between them and make them playing a more important role in regional

development.

The goals and objectives of CAG will be reached by activities as described below, which will mainly be directed to provide relevant information and communication tools to decision makers and civil society, and facilitate good governance in the countries of Central Asia by promotion of online dialogue between development stakeholders on regional and national levels and providing easy access to comprehensive relevant information.

#### **4. Project description**

The project is currently divided into 2 phases. The phase 1 covers project activity during the 2003/2004 period and the phase 2 introduces planned activities for the year 2005.

##### **Phase 1 outline (History)**

The first version of the CAG portal has been developed during August – October 2003 and the portal was launched online on November 17, 2003 in beta testing mode. Content structure of the portal consisted of 12 major topics (such as Regional and Countries' Overviews, Poverty Reduction, Health, Education, Environment, Gender, ICT for Development, Civil Society, Democratic Governance, Regional Cooperation, Economic Reforms, and SMEs) and over 45 subtopics for each country of the region and for the whole region in common (thus introducing 270 subtopics and over 1000 links to analytical documents). The beta version of the portal served as a database of links to various analytical reports, research studies, manuals and other publications relevant to Central Asia. In the beginning of the year 2004 the portal's services had been amended by Forum (a tool for e-discussions on various regional and national development issues), Consultants Database (contains CVs of high-level experts and consultants) and the Calendar of Events as well as improved navigation options.

In order to improve the website's focus as a platform for intra-national information exchange, interaction and discussions between representatives of governments, NGOs and the private sector and to promote the website more widely, the new structure of the portal has been developed during the middle of the year 2004. The website with new interface, updated logo and increased number of online services, new content partners and thus enriched content has been launched on November 1, 2004. New topics contain useful information for government officials, private sector, civil society and other development stakeholders of the Central Asian states. Information on government strategies, local governance, private initiatives and business environment, regional initiatives and think tanks, statistics and statistical initiatives, learning and trainings opportunities became available on the portal both in descriptive and in database modes. New services have been also introduced, such as e-newsletters database, calendar of news, polling and the CAHDR (Central Asian Human Development Report) Corner.

As of November 2004 more than 2500 links to various analytical and statistical publications became available in the website's publications database. Calendar of events and news currently contains over 400 regional events, while news section is being updated on daily basis. The CAG forum serves as a tool for e-discussions on 3 major thematic topics: Country issues, Regional integration and the MDGs. CAG task team has been able to promote the forum in the effective way and thus involve portal's target user groups in proactive and constructive dialogue. Portal's users have opened more than 40 discussion themes with over 320 messages posted. Forum pages have been reviewed by the portal visitors more than 5000 times. The Consultants Database is a unique in the Central Asian region online resource containing 40 CVs of researchers and consultants from the region of Central Asia as well as CVs of international consultants, interested to participate in short and middle term assignments in Central Asia. This database is constantly growing and being updated.

The portal's brochure has been issued and widely distributed among UNDP offices on sub-regional level. CAG task team members have participated and performed portal presentations during numerous presentations and workshops, which raised public awareness and attracted new users of portal's services. The portal's e-newsletters are being distributed among 2500 registered addressees on monthly basis (as of January 2004 - 11 e-newsletters have been distributed). The e-newsletter consists of the following parts: portal news; forthcoming regional events; new publications; and various announcements in 2 languages. There are more than 17,000 users visited the CAG portal as of November 30, 2004 (during 12 months of portal operations). Major number of users is represented by visitors from (in decreasing order) Uzbekistan, United States, Russian Federation, Kazakhstan, Kyrgyz Republic, United Kingdom, Canada, Tajikistan, China and other countries.

### **Phase 2 outline (year 2005)**

During the second phase the efforts on the CAG portal development will be directed to strengthen the position of the website as a platform for regional information exchange. It is expected, that the CAG portal will be the most comprehensive regional Internet resource on wide range of Central Asian priority development issues (primarily considered through the prism of Economic Governance and the MDGs themes). It is also envisioned that by extensive efforts of CAG task team's members from all Central Asian countries, as well as by content and other partners, the content of thematic topics of the portal will be enriched and strengthened, new useful online tools and services will be elaborated.

Forum of the portal will be reorganized and more focused. Maximum importance will be directed to development of dialogue on regional development issues (such as trade, transport, transit, migration, security, etc), CAHDR elaboration issues, and needs of private sector development on country and regional levels. Content management and organizational support will be partly decentralized by outsourcing it to National Partners – think tanks, research and media organizations in all Central Asian countries, based on which creation of CAG Advisory Board is envisioned. Thus the ownership of the website will be shared among all participating organizations, although CER will continue being directly involved in CAG operations during the phase 2 by: being a member of CAG Advisory Board in Uzbekistan, providing working premises, Internet access and other direct and in-kind contribution for successful activity of portal in general and CAG consultants, who will consist of: national facilitators for Uzbekistan and Turkmenistan, IT Coordinator and CAG Project coordinator, various consultants, also by hosting and technically supporting the portal.

Also it is expected to conduct series of round tables, presentations and workshops with dissemination of promo materials to promote the website more widely; to conduct 2 working meetings of CAG task team to ensure improvement of coordination of its members' efforts and team building.

It is envisioned that project task team will provide recommendations on options of institutional organization of the CAG project after finalization of the phase.

## **5. Implementation scheme**

### **Project elaboration outline**

In order to achieve the above mentioned goals and objectives, there will be a CAG project task team created, to be represented by Project coordinator, National facilitators, IT specialists, Content consultants, translators and other team members. The task team activities will be supervised by Project coordinator and reported to CAG Advisory Board as a supreme governing body. The task team will make its best efforts in the development of four key elements for project success: *partnership, content, technology, promotion*.

Elaboration of CAG portal in the year 2005 will be based on joint efforts of the CER and partner organizations from the Central Asian region with envisioned support from the international donor organizations. The core of the project task team (Project coordinator, IT coordinator, National facilitators for Uzbekistan and Turkmenistan, content and other consultants) will be based on the CER premises, while 1 national facilitator will be hired on competitive basis and paid from the project's budget in each Central Asian country. The national facilitators working place will be based on the premises of CAG strategic partners, who will provide all necessary conditions (including furniture, computer, peripheries, and Internet connectivity) for the national facilitators' operations. The National facilitator will be hired to work dedicatedly on content, promotion and other project related activities, reporting directly to the Project coordinator.

The above mentioned organizational arrangements will lead to:

1. National ownerships over the portal and its activities;
2. Compliment relevant regional initiatives to achieve better results;
3. Further promote and strengthen CAG portal as a tool for capacity strengthening in the process of socio-economic development and regional integration;
4. Make IT tools more cognate and accessible on regional level throughout tools and services of CAG portal;
5. Portal's content management decentralization.

#### **Project task team introduction**

The project task team will consist of 6 different types of team members:

- 1) Project management (Project coordinator);
- 2) National facilitators (One per country, except for Turkmenistan) ;
- 3) Content Consultants (part time consultants responsible for consulting to project team on elaboration of additional content topics);
- 4) Forum moderators (part time consultant, representative of national/international think tanks or international organizations, with appropriate skills and experience, who might be located outside of the Central Asian region);
- 5) IT group (IT specialist);
- 6) Supporting personnel (English / Russian translators, proof readers, etc).

as follows:

<b>Number of task members</b>	<b>Position</b>	<b>Description</b>
1	Project coordinator	Project coordinator will be responsible for overall coordination of all national facilitators, moderators, consultants and supporting personnel activities, as well as for reporting to CAG Advisory Board and for interaction with project donors and major partners. Launching planned and new projects and services will be one of the main task of the coordinator, who will be also ensuring activities for successful implementation of CAG objectives, such as: establishing partnerships, monitoring and reporting, promotion, etc.
5	National facilitator	National facilitators (1 per covering country) will be responsible for

		obtaining information in two languages from all available internal and external resources and content contributors, and updating the portal's appropriate country related sections in a timely manner. The facilitators will also be engaged in providing various on-line and off-line products and services, performing portal promotion, participating in various conferences, providing required assistance to project coordinator and elaboration of weekly, monthly, midterm, final and other reports, round table and seminar arrangements, etc.
3	Content consultants	Part time content consultants under direct supervision of Project coordinator will be responsible for elaboration of additional content topics and sections on CAG portal
6	Forum moderator	Forum moderator performs overall moderation and promotion of e-discussions on various themes of the CAG forum, encourages new participants , develops and distributes forum midterm and summary reports.
1	IT specialist	Main executive programmer, as well as coordinator for overall IT implementation of the project
1	Russian/English translator	Russian/English translator performs content, reports and other documents translation and proofreading on demand

### Technical specifications

It is expected to keep the CAG portal in the year 2005 based on the web-platform, hosting-platform, know-how and technology solution developed by the project task team during the first phase of the project implementation, as follows:

<i>User's technical requirements:</i>	<i>Server technical requirements:</i>
Website is available to any Internet Browsers such as Microsoft Explorer 4 or higher, Netscape 4 or higher, Mozilla and others.	Server: Apache 1.3.26 Software: PHP 4.2.1 Database: MySQL 3.23.52

Coordination of overall IT implementation of the project, web-platform and hosting issues will be implemented by UzDG Task team, Tashkent, Uzbekistan.

### Content strategy

National facilitators, who will serve as full-time chief editors of their respective country sections, under supervision from Project coordinator and with support from various partners - development stakeholders, will generate content for the CAG sections relevant to each country, will all be selected on competitive basis based on the relevant experience, professionalism, higher socio-economic education, computer skills, and other criteria. Candidacy of each National facilitator should be approved by the CAG Advisory Board. Their main duties and responsibilities will be:

- Presenting to the Project coordinator and CAG Advisory Board for confirmation a detailed Action Plan with description of exact dates of work stages performance;
- Implementation of the confirmed Action Plan in cooperation with national and regional partners;

- Identifying, coordinating with Project coordinator and CAG Advisory Group and developing the content of the topics to be placed on the portal;
- Searching, selecting, monitoring and editing both English and Russian versions of portal content;
- Providing qualified assessment of the content posted on the portal;
- Collecting links to various internet resources and materials to be placed on the portal;
- Ensuring reliance of the posted content with quality standards and common ethical norms;
- Assessing all available information resources for the content of the portal;
- Identifying and building partner relations with relevant content providers;
- Ensuring regular updating of all kinds of information and various databases on the portal;
- Promoting, developing and moderating, when needed, forums on the portal;
- Provide timely and comprehensive reports on CAG portal development as required;
- Preparing midterm and other progress/final/evaluation reports to the stakeholders on the portal development progress;
- Participating in seminars, round tables, conferences, training sessions and other events;
- Meeting established deadlines for the portal content development;
- Ensuring compliance with relevant CER, UNDP and country strategic partner's procedures;
- Overseeing and ensuring sustainable development of the portal;
- Cooperating with CAG national, regional and other partners to improve coordination, share clients and visitors, split media costs;
- Joint preparation and distribution monthly newsletters;
- Preparation and posting on the portal appropriate news and events on daily basis;
- Provide overall assistance to the Project coordinator related to project implementation in administrative, reporting and data collection fields of activity;
- Perform other duties as requested by the Project coordinator.

The strategic criteria for content of the portal is its compliance with socio-economic development focus of Central Asian states and their regional integration issues, thus content structure and major topics will be identified by and developed in close partnership with CAG Advisory Board and other national and regional development stakeholders.

### **Partnership strategy**

Partnership development is among the most important activities of the CAG task team. CAG will actively participate in various grants and joint project implementation, thus building close partnership relationships with major stakeholders in the country, region and abroad. Partnership will be divided into the following categories:

- Strategic partnerships will be based on a common development focus of the organizations that strive for intensification of national socio-economic development and regional integration in Central Asia. The strategic partners, that will form the CAG Advisory Board, are envisioned as follows:
  - Center for Economic Research for Uzbekistan and Turkmenistan;
  - AkiPress publishing agency/Economic Policy Institute for Kyrgyz Republic;
  - Asia-Plus Media Group for Tajikistan;
  - Public Policy Research Center for Kazakhstan.

- Content partnerships that will be developed with major content providers in the country and the Central Asian region, such as Economic Policy Institutes Network members, research institutions, news agencies, government bodies, international organizations, NGOs, etc.
- Financial partnerships that will be pursued in three directions: Direct financing of CAG, Co-financing of joint projects, grant implementation. Fundraising activity will be conducted among donor international organizations as well as among representatives of governmental structures and the private sector.

### **Promotion strategy**

An extensive portal's promotion activity will be performed by project's task team members during the project life circle. Portal's promotion strategy document will be developed by project manager in cooperation with national facilitators within the time frames envisioned by the project's Action Plan and it is subject to be approved by the project's Advisory Board. The strategy will represent answers on the following major issues: who is the main portal target user / target user groups (portrait of the current and potential users / groups), methods of portal's and its services' promotion, relevant information and knowledge materials dissemination (press releases, invitation letters, etc.), promotion action plan, promotion materials production and distribution issues, detailed budget, value added services, etc.

### **Governance structure**

The CAG Advisory Board (CAG AB) will serve as the supreme governing body of CAG portal with rights to strategically guide, control and support the operations of CAG. The CAG Advisory Board (CAG AB) will be formed from representatives from strategic partner institutes listed above and will meet on regular basis or as frequently as required by means of email, teleconferences, video conferences, or face-to-face meetings. The CAG AB will approve CAG development strategy and regular workplans. Day to day management will be under project coordinator's responsibility who will report to CAG AB, UNDP Regional Center in Bratislava, and CER management. The CAG Advisory Group will be also responsible for overall CAG operations providing consultations, in kind and financial contributions, informational and technical support when needed and if not against policies and interests of their respective organizations. It has the rights to approve and correct CAG quarterly and annual activity plans, request and approve changes in CAG task teams, supervise and evaluate activities of Project coordinator, other task team members, etc. Please see more details on the CAG AB functions and responsibilities in the annex.

The major outcomes expected from the CAG Advisory Board operations will be strengthening of the CAG organizational structure, securing ownership for the project from development stakeholders and leveraging of resources, synergy and resonance of major development stakeholders for rapid regional development.

All national facilitators will be based on the strategic partner's premises and will be reporting directly to the Project coordinator, who will be responsible for overall implementation of the project, coordination of the national facilitators' activities, moderators and supporting personnel activities, as well as for reporting to CAG Advisory Board, CER management and project donors, and interaction with major partners. While all strategic decisions on the issue of the project operations, as described above, will be made by the CAG AB, the minor decisions, such as endorsement of content to be placed on the portal, new interfaces and designs of promo materials, etc. – will be presented by the Project coordinator to and approved by the CER's Scientific-Problem Council in working order.

### **Deliverables and timelines for completion**

The second phase of the project is expected to last for 12 months of the year 2005. During that period the project task team will produce following deliverables:

- a. Progress reports, on monthly basis.
- b. Mid-term report, due 6 months from the phase launch;
- c. Final Report, due 11 months from the phase launch;
- d. Operational portal and accompanying report, due 12 months from the project launch date;
- e. Phase 3 TOR, due 11 months from the project launch;
- f. 12 monthly e-newsletters;
- g. Reports on 2 working meetings of CAG task team.

All deliverables will be prepared by the project team in accordance with the required specifications and in close collaboration with and supervision from the project major donors.

## 6. Action plan

#	Task name	Time constraints/ duration
1	Finalize the TOR for the CAG Advisory Board and approve it by all the members of the CAG advisory board	January-February 2004
	First CAG Advisory Board Meeting	February 2005
2	Content enrichment on the website; Calendar of Events, News, Database of Consultants and Forum update, etc., constant elaboration of news services and sections and various Knowledge products (E-Journal, thematic corners, such as Private Sector Experts Group, Statistics Section, etc.)	January-December 2005 (ongoing)
3	Dissemination of monthly E-Newsletter	January-December 2005 (monthly)
4	Provide progress reports (from each national facilitator)	January-December 2005 (monthly)
5	Partnership development / various presentations (participation on round tables and seminars)	January-December 2005 (ongoing)
6	Translation of 6 important publications that are important to be available on the portal in both languages	January-December 2005 (bi-monthly)
7	Monthly forum e-discussions	January-December 2005 (ongoing)
8	Identification of National strategic partners, contractual arrangements	January 2005
9	Develop FAQ section on CAG portal (qualified answers to specific questions)	January 2005
10	Develop Publications Database relevant to CA HDR	January -February 2005
11	Presentation of CAG portal on EPIN global meeting	March-April 2005
12	Study tour of National facilitator for Turkmenistan to Ashgabat	March 2005
13	Develop new topics on regional integration and cooperation, SME development (new regional initiatives, progress on regional cooperation)	March-April 2005
14	Provide new services for NGOs and Think Tanks: publication of reports, research papers and other materials	April-December 2005
15	Organize task team working meeting	May 2005
16	Mid-term report preparation	June 2005
17	Working meeting of CAG task team in Tashkent	June 2005
18	Develop new section on MDGs in Central Asia	June-August 2005
19	Develop new service – Database of donors and international organizations working in Central Asia (with contact information)	September-October 2005
20	Elaboration of Final report and the Year 2006 Project document	October-November 2005
21	Working meeting of CAG task team in Almaty and presentation of the Year 2006 Project document	November 2005
22	Operational portal and accompanying report	December 2005

## 7. Budget

Articles of the budget	Months or items quantity	Monthly Rate	UNDP contribution	National partners contribution (in kind)	Subtotal per item
<b>Core Personnel and Consultants Salaries</b>					
-Project coordinator	12	700	8 400	-	8 400
-National facilitators (5)	56	400	22 400	-	22 400
-Content consultants	5.5	800	2 400	2 000	4 400
-IT specialist	3	500	1 000	500	1 500
-Translator/proof reader	n/a	n/a	1 000	-	1 000
-Translator of publications	6	n/a	2 000	-	2 000
-Forum Moderator	6	800	4 000	800	4 800
<b>Subtotal</b>			<b>41 200</b>	<b>3 300</b>	<b>44 500</b>
<b>Marketing and other activities</b>					
-Promotional activity (handouts and banner exchange)	n/a	n/a	3 000	-	3 000
-Various (including but not limited to: bank charges, insurance, web-hosting, cartridges, etc.)	n/a	n/a	3 000	-	3 000
<b>Subtotal</b>			<b>6 000</b>	<b>-</b>	<b>6 000</b>
<b>Procurement:</b>					
-Computers (one for each strategic partner)	4	n/a	4000	4 500	8 500
-Printer	1	n/a	500	-	500
<b>Subtotal</b>			<b>4 500</b>	<b>4 500</b>	<b>9 000</b>
<b>Travel and workshops:</b>					
-Workshop in Tashkent	1	n/a	3 600	-	3 600
-Workshop in Almaty	1	n/a	4 600	-	4 600
-NF's 1 mission to Turkmenistan	1	n/a	1200	-	1200
-Participation in various conferences	4	n/a	4800	-	4 800
<b>Subtotal</b>			<b>14 200</b>	<b>-</b>	<b>14 200</b>
<b>TOTAL</b>			<b>65 900</b>	<b>7 800</b>	<b>73 700</b>
<b>Total Project Cost:</b>			<b>73 700 USD</b>		

Agreed by ( UNDP ) :

