



USAID
FROM THE AMERICAN PEOPLE

U.S.-Pakistan
Centers for Advanced Studies in **Water**
Mehran University Engineering & Technology, Jamshoro



USPCAS-W Outreaching

Participation in “The Dawn Education Fair 2016” at Hyderabad and Sukkur

Communication and Outreach strategies are crucial to achieve the desired targets in any project. In this connection, the USPCAS-W has been involved in various outreach activities with its innovative strategy since its inception. The Center recently participated in “**Dawn Education Fair 2016**” held in Hyderabad and Sukkur, organized by one of the top media groups of Pakistan – Dawn Media Group of Pakistan Herald Publications.

The USPCAS-W set-up one stall in the fair at Hyderabad and Sukkur, bearing a beautiful backdrop, banner and posters. The fair was visited by thousands of people, among them who visited CAS-W stall, were briefed about the center in general and for new admissions of Fall 2016, in particular. Academia, Engineers, Students, Civil Society Activists and Media persons were among the visitors in the fair who were presented following printing and promotional material of the center:

- i. Admission Poster (Large and Small Size)
- ii. CAS-W Introductory Flyer
- iii. Gender Equity Plan Flyer
- iv. Newsletter (All three issues)
- v. Souvenirs (Official Visitors / Chief Guests)

In Hyderabad, the event was organized for two days at Hotel Indus for 14 – 15 May, 2016 and in Sukkur the fair was organized for one day on May 17, 2016 at Hotel Inter Pak Inn.

On this occasion, the Dawn group published special supplementary in which the advertisement of USPCAS-W was also



published according to the given branding policy of USAID. The name of the Center was also highlighted in the news items of the fair published in Daily Dawn.

http://epaper.dawn.com/DetailNews.php?StoryText=15_05_2016_119_002

http://epaper.dawn.com/DetailNews.php?StoryText=18_05_2016_119_004

There were different News TV Channels, FM 105 and Radio Pakistan Hyderabad. Pakistan Broadcasting Corporation (PBC) also recorded the views of the visitors of the fair. The views of Ms. Maria Memon (CAS-W staff) were also recorded on this occasion.

Mr. Sahib Khan Bhand - Communication, Media and Outreach Expert was in the lead role from CAS-W side for this outreach activity. Following team facilitated the event and volunteered in management of the stall;

- i. Ms. Maria Memon, Exchange Scholarship Coordinator
- ii. Mr. NaumanIrfan, MS Student
- iii. Mr. Muhammad Awais Magsi, MS Student
- iv. Ms. HibaMuzzamil, MS Student
- v. Ms. Maheen Saeed, MS Student
- vi. Mr. AsadLaghari, MS Student
- vii. Mr. SohailRazaLangah, MS Student
- viii. Ms. Syeda Fatima Zehra, MS Student
- ix. Ms. Bushra Danish Talpur, MS Student
- x. Ms. RubabSahar, MS Student

Sukkur event was facilitated by following MS students;

- i. Daniyal Aziz, MS Student
- ii. IrumSiffat, MS Student
- iii. SairaHalepoto, MS Student

Officials of Government of Sindh, Mr. Qazi Shahid Parvez – Commissioner Hyderabad, and Mr. Khursheed Ali Shaikh- Divisional Director of Information Hyderabad visited the Fair, the later one inaugurated the event while the former came in the conclusion. During their visit at USPCAS stall, they were briefed regarding the Center’s targets and objectives. They were

also presented printing material and other souvenirs of the center. They appreciated the efforts of center for conducting applied research in the water sector of the Pakistan.

From USPCAS-W management, Dr. Rafique Chandio – Director Administration and Mr. Shahid Panhwar – Monitoring and Evaluation Specialist also visited the stall at Hyderabad and had healthy interaction with visitors, where they both briefed the visitors on policy issues of the center. Other students of the USPCAS-W also visited the stall in Hyderabad.

At Sukkur, Mr. Nisar Ahmed Siddiqui – Director, Institute of Business Administration (IBA) was the chief guest in the event. During his visit to stall of USPCAS-W, Mr. Siddiqui was briefed about the center, its goals and targets in detail. He was also presented with printing material and other souvenirs of the center on this occasion.

Among other institutes Greenwich University, Sindh Maddressatual Islam University, Habib University Karachi, Hamdard University Karachi, Thomson River University Canada, SZABIST Hyderabad, IBA Sukkur, CEAD MUET, LUMS Lahore, USEEFP, SZABIST Law College Karachi, ABNMRO, different educational consultants participated in the Fair.

The supplementary, news items and photos with briefs were uploaded on the website and shared through Facebook and Twitter.

<https://www.facebook.com/uspcasw/>

<https://www.facebook.com/media/set/?set=a.1777449889155684.1073741840.1683759568524717&type=3>

<https://www.facebook.com/uspcasw/posts/1778951789005494>

<https://www.facebook.com/uspcasw/posts/1778348785732461>

<https://www.facebook.com/uspcasw/posts/1778557595711580>

Picture View



