



## Atong Demach

Public Relations Advisor, JICA South Sudan Office

In 2012, Atong Demach won the Miss World Africa title as the first South Sudanese national to ever represent the country. After the competition, she was approached by international model agencies but she declined the offers saying she wanted to work for the people in her own country. Currently she works as an ambassador for culture in South Sudan and fully committed as a public relations advisor for JICA South Sudan Office. In this way she realizes her carrier for the development of her country.

As one of the criteria for the Miss World competition, the “Beauty with a purpose” ethos assesses contestants’ social contribution projects. Demach proposed a project to provide schooling opportunity for the children who cannot go to school because they live in a area that takes five hours drive from the capital.

Demach explains that “South Sudan has been in a state of conflict for a long time. Conflicts destroy all kinds of things including education. In the situation like this, a society without education becomes even more vulnerable and easier to be destroyed.” JICA has been implementing projects on education in South Sudan, and such activities will definitely play an important role in the devel-

opment of this country.

Currently, South Sudan faces challenges in all aspects of development such as education, infrastructure, employment, and so on. For example, infrastructure development creates employment and at the same time new business opportunities. In this sense, Demach expects JICA’s various activities on infrastructure development will contribute to the stabilization of the country.

As a JICA’s Advisor, Demach was most impressed with the ground-breaking ceremony of the Freedom Bridge over the river Nile. She hopes that once the construction of the bridge is completed, it will make a great contribution to the economic development of South Sudan as a key transportation hub in this area.

Demach comments that “As a part of JICA family, I want to learn how a country functions and where the resources come from through engaging with international relations and development issues. I believe that JICA’s activities are relatively well known in South Sudan, but I will do my best to further promote its recognition.” At the same time, she continues activities to promote the beauty and good qualities of South Sudan as the ambassador for culture.