

# Collaboration inked between World Trade Center Bhubaneswar & UNICEF India – Bhubaneswar



(From left to right): Ms. Monika Oledzka Nielsen, Chief of Field Office, Odisha UNICEF India; Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar and Ms. Radhika Srivastava, Advocacy, Communications & Partnership Specialist, UNICEF India while signing the collaboration.

**E**ffective rehabilitation measures and inclusive growth are the parameters which support and drive the eco system of a region towards a sustainable growth. Working endlessly towards handholding the local MSMEs to prosper, and the overall socio-economic upliftment of the State of Odisha, World Trade Center Bhubaneswar inked a letter of understanding with UNICEF India. The prime objective of the initiative is to put together an effective platform for supporting the adolescents from vulnerable backgrounds in order to attain sustainable human development goals. Counselling, personality development, life skill training and creating employability of these young masses through effective MSME linkages are the key aspects of the understanding.

“World Trade Center Bhubaneswar a member of World Trade Centers Association New York has been actively involved as a trade facilitation body which aims to promote Odisha globally as well as provide its MSMEs the necessary handholding locally, enabling their growth. The center has been active in the smart city Bhubaneswar since 2014 and is a part of the global network of 315

World Trade Centers in 92 countries. This endeavour is an effort to provide livelihood to the needy as well as bridge the huge skill gap which hauls the MSME units of the State” shared **Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar** in her brief address at the signing ceremony.

**Ms. Monika Oledzka Nielsen, Chief of Field Office, Odisha UNICEF India**

further discussed the various steps that need to be taken for making this initiative run positively and also emphasized on the development of a roadmap for working forward.



**Ms. Radhika Srivastava, Advocacy, Communications & Partnership Specialist, UNICEF India;** Ms. Neha Naidu, Childcare Specialist, UNICEF India, and relevant members of WTC Bhubaneswar namely Ms. Preethi





(From left to right): Ms. Preethi Patnaik, Founder, The Book Turf; Ms. Kanak Misra, Founder, The Book Turf; Ms. Radhika Srivastava, Advocacy, Communications & Partnership Specialist UNICEF India; Ms. Monika O. Nielsen, Chief of Field Office, Odisha UNICEF India; Ms. Neha Naidu, Childcare Specialist, UNICEF India; Ms. Nimeshika Natarajan, Asst. Director, WTC Bhubaneswar; Ms. Nivedita Narula, Director, Jan Shikshan Sansthan, MSDE, Govt. of India and Ms. Jyoshna Das, Founder, Bivabari Fashions Pvt Ltd

Patnaik, Founder, The Book Turf; Ms. Kanak Misra, Co-Founder, Book Turf; Ms. Jyoshna Das, Social Entrepreneur and Ms. Nivedita Narula, Director, Jan Shikshan Sansthan, MSDE, Govt. of India were also present on the occasion and took active part in the discussion.

**The collaboration was inked on November 9, 2022 at the office premises of UNICEF India Bhubaneswar.**