



WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES

(An International Organisation)

World Association for Small and Medium Enterprises (WASME)

WASME International Secretariat,
Plot No. 4, Sector 16 A, Film City, Noida, UP, India

Date: 26TH November 2024

To

The Elections Commission
NGO-UNESCO Liaison Committee,
United Nations Educational, Scientific, and Cultural Organization (UNESCO),
7 Place de Fontenoy,
75007 Paris, France

Subject: Motivation for Candidacy for the NGO-UNESCO Liaison Committee Elections

Dear Members of the Elections Commission,

Warm greetings from the World Association for Small and Medium Enterprises (WASME)!

On behalf of the **World Association for Small and Medium Enterprises (WASME)**, it is my privilege to express my motivation for presenting my candidacy as a member of the NGO-UNESCO Liaison Committee. Representing WASME as its Executive Secretary, I bring decades of experience advocating for sustainable development, empowerment of marginalized communities, and strengthening global partnerships—values that align closely with UNESCO's mission to foster international collaboration and promote inclusive societal growth.

WASME, as a global NGO with consultative status with several UN bodies, has been at the forefront of championing the cause of small and medium enterprises (SMEs) for over four decades. SMEs play a pivotal role in eradicating poverty, generating employment, and enabling equitable economic progress, all of which resonate with UNESCO's commitment to social inclusion and education. Through WASME's initiatives, I have witnessed how empowering communities through skill development, innovation, and responsible governance contributes to global peace and prosperity.

As a candidate for the NGO-UNESCO Liaison Committee, my motivation stems from three core aspirations:

1. **Enhancing Multilateral Collaboration:** I aim to foster stronger synergies between UNESCO, NGOs, and grassroots organizations to amplify efforts in addressing global challenges, such as achieving the United Nations Sustainable Development Goals (SDGs). My experience in orchestrating international conferences, policy dialogues, and capacity-building programs has equipped me to serve as a bridge between global policy frameworks and local implementations.



WASME House, Plot No. 4, Sector- 16A,
Institutional Area, Film City,
Noida- 201301, Uttar Pradesh, (India)



Mob.: +91 9560685555
Tel.: +91 120 4216283
+91 120 4216284



wasme@wasmeinfo.org



www.wasmeinfo.org

2. **Promoting Equity in Education and Innovation:** Drawing from WASME's extensive work in supporting MSMEs and skill development, I envision contributing to UNESCO's efforts in education by advocating for accessible vocational training and capacity building in underserved regions. This is particularly vital for enabling women, youth, and vulnerable populations to thrive in the evolving global economy.
3. **Advancing Sustainability and Corporate Governance:** At WASME, we have pioneered initiatives integrating environmental, social, and governance (ESG) principles into business practices. By leveraging this expertise, I seek to support UNESCO's endeavors in promoting responsible innovation and sustainability within educational and cultural sectors.

The NGO-UNESCO Liaison Committee plays a vital role in bridging civil society and UNESCO's vision. As a representative with a proven record in international collaboration and a commitment to inclusive development, I am confident in my ability to contribute meaningfully to this esteemed platform. My leadership within WASME has demonstrated my capacity to unite diverse stakeholders and ensure impactful outcomes.

I am inspired by the opportunity to serve alongside distinguished colleagues in strengthening the partnership between NGOs and UNESCO. I respectfully request the Elections Commission to consider my candidacy and look forward to contributing toward building a more equitable and sustainable world.

Thank you for your consideration.

Yours sincerely,



Dr. Sanjiv Layek
Executive Secretary,
World Association for Small and Medium Enterprises (WASME)
Email – es@wasmeinfo.org Mobile - +91-9911500858