

## **Collaborative Partnership: WTC NM and ONDC**



World Trade Centre, Navi Mumbai and Open Network for Digital Network (ONDC) had a meeting for collaboration and fostering business synergy at WTC, NM on 13th May 2024.

Mr Jayant Ghate, WTC NM highlighted the significant role WTC NM can play in supporting ONDC. He explored potential areas of cooperation and assured ONDC that these discussions would extend to World Trade Centre Associations (WTCA) and other WTCs across the Asia Pacific region. Further strengthening this collaboration, Mr. Jitendra Sakpal, WTC NM Associate also participated in a session addressed by Mr. Dheeraj Kumar from ONDC, signifying WTC NM's active engagement and commitment to this collaboration.

The key moment in the collaboration was the event organised by WTC NM on " Marketing Strategies for MSMEs" where Mr. Dheeraj Kumar, as a chief guest had addressed the event and made a presentation giving detailed insights on various aspects of ONDC. It served as a crucial platform for fostering future cooperation and growth. WTC NM is also supporting Indian Merchant Chamber (IMC) Navi Mumbai in organising a special session for Mr. Dheeraj Kumar, ONDC.

This collaboration is expected to result in mutual benefits for both WTC NM and ONDC, including increased visibility, expanded networks, and enhanced services for their clients.