

## The United Nations Millennium Campaign and WATConsult.com join hands for End Poverty 2015 Campaign! Outreach already touched 13488 people in two months

*WATConsult.com, one of India's premier Web 2.0 consulting firms, and the United Nations Millennium Campaign (UNMC), a key United Nations agency which encourages and supports citizens' efforts to hold their governments accountable for the achievement of the Millennium Development Goals (MDGs), announce their collaboration for a unique social networking initiative to reach out to millions of people hooked onto web and social networking sites.*

Mumbai, Maharashtra, June 3, 2008 /[India PRwire](#)/ -- WATConsult.com, one of India's premier Web 2.0 consulting firms, and the United Nations Millennium Campaign (UNMC), a key United Nations agency which encourages and supports citizens' efforts to hold their governments accountable for the achievement of the Millennium Development Goals (MDGs), announce their collaboration for a unique social networking initiative to reach out to millions of people hooked onto web and social networking sites. The effort is to significantly raise awareness, involve and engage the web community on the MDGs. Formally adopted by 189 countries in the year 2000, the MDGs are a set of eight specific goals which commit rich and poor countries to work together to eradicate extreme poverty and hunger, ensure all boys and girls complete primary school, promote gender equality, improve the health of mothers and children, reverse the spread of HIV/AIDS, protect the environment, and create a global partnership for development by ensuring rich countries give more and better aid, debt relief and trade opportunities to poorer countries. All this by the year 2015.

**Rajiv Dingra, Founder and CEO of WATConsult.com** stated that, "The End Poverty by 2015 campaign is an initiative that supports and inspires people from around the world to take actions in support of the Millennium Development Goals. The United Nations Millennium Campaign has shown faith in our ability to create awareness for the End Poverty by 2015 campaign through Web 2.0 tools and social media. We at WATConsult.com are proud and privileged to be associated with such a noble cause."

"If South Asia does not achieve the MDGs, the world will not achieve it. Hence, it is of great significance for the United Nations Millennium Campaign to engage with WATConsult.com and spread the message of the MDGs far and wide. This task shall thereby initiate awareness and provide inspiration for effective actions to the citizens of South Asian countries" said **Minar Pimple, Deputy Director, UNMC Asia**. He further added, "We are the first generation that has the resources and know how to put an end to extreme poverty, and we must not refuse to miss this historic opportunity. No Excuses for 2015! END POVERTY 2015".

WATConsult.com has embedded a Blog badge on its blog-WATBlog.com. It has also created several communities on social media sites and is continuously engaging with people through blogs, Q&A forums and social networks. WATConsult.com has invited all users to be a part of this campaign (by logging on to WATBlog.com) and encourages support for the campaign via online Groups and easy use of the Blog badge to spread the word. The effort will also include involving as many people as possible for the **Stand Up and Take Action Campaign**, a key advocacy initiative by UNMC, to be held during **17-19 October, 2008**. Last year over **43.6 million** people, in 110 countries broke the Guinness World Record for the largest number of people to "**STAND UP AGAINST POVERTY**" and **SPEAK OUT for Millennium Development Goals** in 24 hours.

### Notes to Editor

#### About UN Millennium Campaign:

The UN Millennium Campaign was established by the UN Secretary General in 2002. The

Campaign supports citizens' efforts to hold their governments to account for the achievement

of the Millennium Development Goals. The Millennium Development Goals were adopted by 189 world leaders who agreed to achieve the Goals by 2015. [www.endpoverty2015.org](http://www.endpoverty2015.org)

#### About WAT Consult.com:

Founded in January 2007 by Rajiv Dingra, WATConsult.com is India's first and only web 2.0 strategy consulting firm that consults clients on how to deploy/use/work with web 2.0 platforms. WATConsult.com consults companies on how to interact with their target audience, to create a positive engagement that is long-term and brings measurable positive results. It provides product, content and marketing strategy consulting using web 2.0 tools such as blogs, social networking, social bookmarking, podcast etc. WATConsult.com Service Offerings Include: Corporate Blogging Consulting, Social Media Marketing, Web 2.0 Product Consulting, Online Reputation Management, Second Life & Open Social Application Development

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