

**PECUC Goodwill Ambassador for child rights promotion announced**  
**Bhoomika Cine Actress Goodwill Ambassador for promotion of child rights and Anshika**  
**Sports person to promote right to play**

PECUC is devoted for promotion and protection of rights of the children guided by the framework of United Nation Convention on the Rights of the Child (UNCRC). PECUC directly works with the children, to motivate children and strengthen their right to survival , development, protection & participation. In order to promote and strengthen the rights of children, PECUC has come up with the concept of the goodwill ambassador since 2010 to promote the rights of the children & build a child friendly environment. They will help to raise awareness of children's rights such as right to education, safe places to play and learn and the impact of violence, bullying and poverty etc. The Goodwill Ambassador will be working towards promoting a child friendly environment through various actions & campaigns.

Eminent Actress & 16 year old **Bhoomika Dash** has been announced as PECUC's newest Goodwill Ambassador for promotion of child rights for the year 2019-2021 & 14 year old sports person **Anshika Routray**, as Goodwill Ambassador for Promotion of Right of the Children to Play. It was declared on the occasion of No Child Labour Day 30th April at Regional Science Centre, Bhubaneswar.

For this purpose a public announcement ceremony was organized at Regional Science Centre, Bhubaneswar. Mr. Ranjan Kumar Mohanty, Eminent child rights Activist & Secretary PECUC, while giving brief on the purpose of Goodwill Ambassador Nomination, gave clarion call to all for working towards a child friendly Odisha & to end all sorts of violence on children. Ms. Anuradha Mohanty, Executive Director, PECUC, gave the Welcome address. Mrs. Adaramoni Boral, Chairman, PECUC chaired the programme, among others Anuradha Biswal, Olympian, Dr. Snehaprava Samantaray, Eminent Odishi Dancer & Director PECUC were present in this ceremony.

Akankhya Kabi, previous Goodwill Ambassador of PECUC presented the SASH to both the new Goodwill Ambassadors with all her good wishes.

'It's a huge honour to join as PECUC's Goodwill Ambassador and I am looking forward to campaign for promoting the rights of children, to end child labour, promote quality education for all, to end violence on children & to promote a conducive environment where the children can lead a dignified life " said Bhoomika.

'Children like me need to play & that is their right, it's a huge honour for me to join as a Goodwill Ambassador of PECUC & promote the theme,' Said Anshika

Ms Ratna Dash, Mr J.S.Mohanty, Ms Pratikhya Bohidar, Mr Panu Behera, Ms Sumitra Mohanty of PECUC facilitated the programme.