

Headline: NSE and UNICEF urge business leaders and corporates to invest in children and young people

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Hindu Business Line



Navbharat



Professionalise sanitation in India: UNICEF

EXPRESS NEWS SERVICE
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THE UNITED Nations Children's Fund (UNICEF) Executive Director Henrietta Fore on Friday said that as the market for sanitation in the country is expected to grow, there is a need to professionalise it.

While delivering her keynote speech at an event at the National Stock Exchange (NSE) in Bandra Kurla Complex (BKC), Fore said young entrepreneurs must invest in the field of sanitation.

Praising the Swachh Bharat concept, she said: "A number of other countries are learning from the concept of Swachh

Bharat in India. It is a wonderful model and many young people are getting encouraged to invest their time and energy in this."

She added that India's sanitation's market is likely to increase to \$62 billion from the current \$32 billion. "Sanitation as a profession can be professionalised. One thinks about a nation that has cleanliness at its root differently. Mortality rates of children under the age of five can be controlled if sanitation becomes a central concept. Many young people should look for entrepreneurial opportunities in the field of sanitation.

Fore also promoted UNICEF's Next Generation initiative that takes help from young entrepreneurs and innovators to reach

out to underprivileged children.

She said that Indian business is increasingly aiming towards good business. "Good business is best created through supporting healthier, better educated and more prosperous populations. Businesses don't need to profit at the expense of communities — but they can profit because the communities in which they operate, and the people who live there, are well-served and are well-supported by the local business community," she added.

Fore further mentioned how UNICEF is increasingly seeking the government's aid to help children and young people across the world. She asked entrepreneurs to look for local solutions that help children get access to

health services, education and skill development programmes.

Vikram Limaye, Managing Director and Chief Executive Officer, NSE, who was also present at the event, said: "A focused strategy is needed on inclusive business models such as innovative social enterprises, cooperatives, self-help collectives, public private partnerships and so on that would allow for the financial empowerment of the excluded categories such as women, elderly and other marginalised communities. Innovation in creating such equitable business models would be a key driver of business growth so that the profits and benefits of business percolate to a wider ecosystem."

The CSR Journal

National Stock Exchange and UNICEF urge corporates to invest in children and young people

By The CSR Journal - October 8, 2018



Equitable investments in young people are increasingly seen as one of the best and most valuable long-term investments governments and businesses can make. Investing in young people is important on practical grounds as it yields positive benefits to economies and societies. UNICEF Executive Director Henrietta Fore rang the closing bell at the National Stock Exchange of India Limited (NSE) to stress the need for investing in children and young people.

Fore said, “Indian businesses increasingly understand that shared value – the idea that ‘doing good’ is ‘good business’ – is best created through supporting healthier, better educated and more prosperous populations. Businesses don’t need to profit at the expense of communities – but they can profit because the communities in which they operate, and the people who live there, are well-served and well-supported by the local business community.”

During a panel discussion, panellists discussed how businesses can collaborate with organizations such as UNICEF and the NSE to create solutions for children and young people. Vikram Limaye, MD & CEO, NSE said, “NSE through NSE Foundation strongly believes in supporting interventions which are focused, innovative and impact the poorest of poor, marginalised and disadvantaged communities which are part of India’s developmental landscape today.”

In New Delhi earlier this week, UNICEF together with Niti Aayog launched YuWaah! – a platform bringing together young people, government, civil society and the private sector to co-create solutions that can accelerate the much needed changes for young people.

<https://thecsrjournal.in/national-stock-exchange-unicef-corporates-children-young/>