

Women in India

Two Indian Women Named to UN Foundation Advisory Council

India West, Tuesday, 23rd September 2014

Two Indian American women are among 12 people named to an advisory council of the United Nations Foundation's campaign that focuses on young American girls and raises awareness about issues facing adolescent girls.

Akila Somasegar and Anjula Acharia-Bath are among the 12 people on the advisory council of the UN Foundation's Girl Up campaign selected from diverse backgrounds and who are focused on supporting girls around the world.

Somasegar is the director of revenue at Seattle, Wash.-based start-up Buuteeq that is focused on delivering digital marketing systems for hotels.

Born and brought up in India, Somasegar is also a philanthropist focused on supporting a number of charitable groups targeting kids and women's education and empowerment.

Acharia-Bath is an entrepreneur, philanthropist and angel adviser/investor.

In 2007, she co-founded media company Desi Hits! which helped introduce artists like Lady Gaga and Britney Spears to emerging global markets like India.

The council would help guide the campaign, focusing its efforts on helping Girl Up meet its fundraising and advocacy goals, advising on the campaign's strategy and raising awareness among new audiences about issues facing adolescent girls, the campaign said in a statement.

Girl Up director Melissa Hillebrenner said through the council, the members would help guide the campaign's strategy and lead efforts to mobilize people in their networks.

The Girl Up is a campaign of the UN Foundation and gives teenaged American girls the opportunity to channel their energy to raise awareness and funds for UN programs that help some of the world's hardest-to-reach adolescent girls.

Since its launch in 2010, the campaign has funded UN programs that promote the health, safety, education, and leadership of girls in developing countries and built a community of nearly half a million advocates.