

## Munjal to invest ₹100 cr in Aavishkaar Bharat Fund

SUNIL KANT MUNJAL, chairman, Hero Enterprise, on Thursday announced an investment of ₹100 crore in Aavishkaar's new fund, the Aavishkaar Bharat Fund. Aavishkaar is an organisation that identifies capable entrepreneurs, provides them with capital, and supplements them with a nurturing environment. Explaining the rationale for the investment, Munjal said, "At this stage in India's evolution, it is clear that for the entire country to develop, rural areas and underprivileged citizens must become part of the economic miracle, not through charity, but through real opportunities. Currently, most of India's development has taken place in urban areas and in medium and large enterprises. So it is heartening that a number of small and brave entrepreneurs are getting into projects aimed at the Indian heartland."