Noopur Jhunjhunwala leads Partnerships for UN Women India Country Office, where she engages with civil society, government, and private sector to promote gender equality and women empowerment. A life-long advocate of building equitable and inclusive societies, she has extensive experience in impacting national & global goals for financial inclusion, entrepreneurship, economic development, women empowerment, education, digital inclusion and accessibility.

She has worked in diverse geographies from urban North America to rural Northeast India and has held positions in State Governments including Maharashtra and Nagaland as well as with several Government of India Ministries including MEITY, Education and Textiles. She has successfully influenced regulation, negotiated financially sustainable multi-stakeholder partnerships and implemented innovative business models to empower entrepreneurs, many of whom are women. More recently she was responsible for promoting private sector investments and entrepreneurship in the remote state of Nagaland.

She has authored a number of toolkits and white papers to help build capacities of government officials and field practitioners, enabling sharing of best practices and establishing sustainable partnerships.