



August 5, 2020

To

H.E. António Guterres  
The Secretary General,  
United Nations Secretariat  
New York, NY 10017  
USA

**Subject: Letter of Commitment for UNGC Signatory Status**

Dear Mr. Secretary General,

I am pleased to confirm that Unified Brainz Virtuoso Ltd. (UBVL) continues to support the Ten Principles of the United Nations Global Compact on human rights, labour, environment and anti-corruption. With this communication, we express our intent to continue implementing those principles. We are committed to making the UN Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Sustainable Development Goals. Unified Brainz Virtuoso Ltd. (UBVL) will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the UN Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the Ten Principles. We support public accountability and transparency, and therefore commit to report on progress within one year of joining the UN Global Compact, and annually thereafter according to the UN Global Compact COP policy. This includes:

- A statement signed by the chief executive expressing continued support for the UN Global Compact and renewing our ongoing commitment to the initiative and its principles. This is separate from our initial letter of commitment to join the UN Global Compact.
- A description of practical actions (i.e., disclosure of any relevant policies, procedures, activities) that the company has taken (or plans to undertake) to implement the UN Global Compact principles in each of the four issue areas (human rights, labour, environment, anti-corruption).



- A measurement of outcomes (i.e., the degree to which targets/performance indicators were met, or other qualitative or quantitative measurements of results).

**Sincerely Yours,**

**Dr. GD Singh**

**Founder & President**

**Unified Brainz Virtuoso Ltd.**



## Part II. Description of Practical Actions

- Unified Brainz Virtuoso Limited or UBVL is a leading international branding and strategic business consulting firm, essentially into brand building, creative designs, management & business consulting and publication services. With over one and a half decades of cumulative industry knowledge, expertise and experience, UBVL helps and supports its clients attain their desired goals of sustainable growth and increased performance & efficiency in today's fast changing environment. The group possesses complementary skills, which assist to generate superior returns for its diverse cliental by involving & engaging the "Theory of Constraints" to systematically remove the hurdles or constraints to improve the performance of an organization.
- UBVL Media & Publication House runs a quarterly Luxury, Lifestyle & Business Magazine, 'Passion Vista', publishes a very unique series of Coffee Table Books on short biographies of business leaders & socialites and provides a variety of ghost writing & publication services to its global clients.
- UBVL is a strong member of UNGCN, India for last 3 years and it involves UNGC doctrines and norms in all its multifaceted social and corporate events by the virtue of which it tries to engage them in its endeavors to support UNSDG 2030 and UNGCN. UBVL strongly supports United Nation's Global compact program and Earth charter principles as well as strongly follows United Nation's Sustainable Development Goals 2030.
- It spreads awareness amongst individuals & organizations about UNGC and UNSDG amongst its associates and partners and those who deals with it by organizing events such as seminars, conferences, education forums, talk shows, etc. and inspires them to follow what it preaches & practices based on UNGC and UNSDG principles.
- UBVL regularly organizes corporate events, engaging multinational corporates and organizations in MSME segment through conferences, award shows, book & product launches, celebrity events, cruse parties, etc. which are almost all of them are dedicated to the UNGCN doctrines and UNSDG 2030, making delegates aware of them and inspiring them to follow them in their best capacity. List of such events is listed in the Part III: Measurement of Outcomes.
- By the virtue of its global presence and extensive network, UBVL also works as an influencer to some of the most powerful business and community leaders, educationists, philanthropists, etc. who play a major role in implementing most of the global doctrines and inspire the policy makers.



- UBVL publishes a quarterly magazine, “Passion Vista” that features articles on Green business by saving environment, on women empowerment, on natural food, sustainable business model, etc. along with featuring people on contribute in the UNSDG and UNGCN.
- It also publishes Speaking Coffee Table Book on who's who of industries and society using digital technology of Augmented Reality and dedicate the entire project to UNSDG 2030 and UNGC & its 10 Principles.
- Recently, during the COVID 19 Pandemic and Global Lockdown due to it, it brought about an Electronic Coffee Table Book, by the name of, “Knock Down The Lock Down”. The objective of the book was to encourage and inspire small and medium business owners to keep the spirit and fight the No-Business situation which crippled medium sized businesses and completely washed out many small establishments.
- Second in the series was a second Electronic Coffee Table Book, by the name of, “Unmask The Masked Economy”. After the initial phase out of the global business due to COVID 19, this CTB encouraged the global business community to fight back into the business and to shape up the collapsed economy.
- While UBVL inspires the corporate community, its not for profit entities and sister organizations work for the under privileged community in spreading UNSDG and UNGCN doctrines such as education, racial & gender discrimination, hunger, environment protection, etc.
- UBVL strongly advocates World Peace through its sister concern, World Peace & Diplomacy Organization (WPDO) and is also active in healthcare & education sectors through its other sister organization CIHF-Confederation of Indian Healthcare Foundation.
- World Peace & Diplomacy Organization (WPDO) was founded in 2011 as a private, not for profit organization, aiming at resolving conflicts & prevailing peace amongst and within the nations. WPDO was formed with an intention to work towards peace building by eliminating the main factors that initiate conflicts & unrest in people such as lack of education, hunger, religious faiths, etc. Since its inception in 2011, WPDO has achieved many mile stones covering great lengths in social and educational arena. It strongly supports United Nation’s Global compact program and Earth charter principles as well as strongly follows United Nation’s Sustainable Development Goals 2030.
- Another sister organization of UBVL is Confederation of International Accreditation Commission (CIAC Global) which was founded in 2009 as an international, non-governmental, private, self-financed, Quality Assurance Rating & Accrediting body, federally recognized as a non-profit organization. With its global presence, extensive network of experts and over 11 years of experience, CIAC has grown essentially into three domains- Education, Healthcare & Wellness and Food & Beverages. It has now recently launched its service domain, called, CIAC Better Business Practices or BBP. CIAC BBP is a way of doing business that takes into accounts the business practices which have



been matured over the years to give a pollution free output to industrial units and prompts them to increase efficiency of their business.

- The parent organization of the group, by the name of Confederation of Indian Healthcare Foundation (CIHF) works extensively in education and healthcare sectors, representing hospital and health system interests to business, government, and consumer audiences. It shapes health policy, fosters new forms of health care delivery, gathers data, and monitors health care accreditation systems. In education, its engaged in supporting higher education and research based programs for needy students and professionals.
  
- While carrying out the above tasks, UBVL, along with other associated and partner organizations, adheres very strongly to 10 Principles of UNGC in the following manner:
  - ❖ UBVL respects the internationally proclaimed human rights and recognizes individual's rights without discriminating individuals on the basis of gender, race, ethnicity, cast & creed.
  - ❖ It doesn't complicit in human right abuse in any manner.
  - ❖ It completely abolishes employment of child labors as well as forced labor. It doesn't believe in gender, racial, cast or social status discrimination in any of its forms.
  - ❖ It supports rights to voice and respects individual's opinions.
  - ❖ UBVL and its associate organizations don't engage in any kind of mal practice or corruption in its activities. Not only that, it encourages all associated business entities to adopt the rights work practices, leaving no room for corruption.
  - ❖ It supports the United Nations Sustainable Development model, adopting and encouraging others to protect environment and natural resources while targeting their growth plans.
  - ❖ It believes in handing over a planet well nurtured and full of natural resources to its future generations.



### Part III. Measurement of Outcomes

Sr. No.	Activity	Objective	Date	City/ Country	Impact on People
1	Global SMEs Summit 2018	A leadership summit dedicated to the UNSDG and UNGC	July 4-8, 2018	Lagos, Nigeria	About 500 participants including prominent leaders attended the 4 days event which was themed at UNGC Doctrines
2	2 <sup>nd</sup> in Series, India's First Speaking Coffee Table Book – Rajasthan Edition based on the theme of UNSDG and UNGC	India's first speaking Coffee Table Book on Who's Who of Industries and Society, Rajasthan Edition was launched	16-09-2018	Ahmedabad, India	Along with UNGCN India Director, Mr. Kamal Singh, 105 most eminent people attended this unique project which was dedicated to UNSDG and UNGC theme, spreading the message of United Nations through this wonderful book.
3	International Peace Day	An International Peace Day was celebrated amidst global leaders, educationists and social workers with a Fashion Show, carrying the message of Global Peace & Harmony	18-09-2018	Colombo, Sri Lanka	250 invited guests, eminent speakers and international models were present to witness the peace process initiated by CIHF along with its alliances & partners
4	Education Summit & Conference	Industry friendly education system that ensure environmental protection and promotion of green energy	16-10-2018	New Delhi	About 350 educationists, academicians and entrepreneurs attended and vowed to follow the environment protection norms
5	Global Healthcare Leadership Forum	Healthcare awareness in the state of Gujarat; to recognize and honour national healthcare fraternity for their outstanding work and achievements	20-10-2018	Ahmedabad, India	About 250 participants and 12 speakers & 50 odd awardees shared their messages of healthcare awareness in the country in line with the doctrines of UNGC and UNSDG



6	Awards & Accolades	World Peace & Diplomacy Organization (WPDO), a sister concern of CIHF initiated a series of recognitions & promotion of UNSDG 2030 and also recognized prominent peace advocates from across the globe	20-10-2018	Lagos, Nigeria	About 325 eminent industrialists, social activists and educationists & academicians from across the globe
7	International Leadership Forum & Awards 2018	The flag-bearers and the change-makers of the society, converged on one platform to lay the path for the future. Positive leadership, as no one will doubt, is the pillar of a cultured society.	29-10-2018	Colombo, Sri Lanka	About 400 plus prominent global leaders who follow and promote UNGC doctrines and make people aware about environment protection and better business practices
8	International Leadership Forum 2018	Global Leaders' summit to discuss development in less developed countries through education and better healthcare facilities	30-10-2018	Dubai, UAE	About 325 eminent industrialists, business leaders and entrepreneurs from across the globe
9	Global SMEs Summit 2018 & Launch of Asian African Chamber of Commerce & Industry	A conference of business owners from SME sector from across the Africa participated to discuss the environment friendly business practices and took part in the launch of AACCI	8-12-2018	Lagos, Nigeria	About 250 business owners from countries across the African continent
10	Asian African Leadership Forum-2019	A leadership forum discussing various issues faced by depleting natural resources and means to replenish them through sustainable development.	23-03-2019	New Delhi, India	400 plus participants including diplomats from various countries
11	5 <sup>th</sup> International Education Forum & Awards	An educational seminar plus leadership awards, recognizing the hardcore social activists adopted UNGC and UNSDG practices	24-03-2019	New Delhi, India	About 325 eminent industrialists, social activists and educationists & academicians from across the globe



12	Leadership Forum and HC Convocation	A leadership forum accompanied by Honorary Doctoral awards by partner university	27-04-2019	Lagos, Nigeria	200 plus industry leaders and professionals
13	ECOSOC Special Consultative Status granted to CIHF	The Economic and Social Council of UN, (ECOSOC) adopted the recommendation of the Committee on Non-Governmental Organizations (NGOs) to grant special consultative status to Confederation of Indian Healthcare Foundation (CIHF)	06-06-2019	NGO Branch	Thousands of NGOs will be heard over the years from this status
14	3rd Global Business Leadership Forum 2019 and Award De Excellensia 2019	A UNSDG and UNGC theme based leadership forum discussing issues from education to natural resources through speeches, music, and a fashion parade on the theme.	22-06-2019	Mumbai, India	Local UNGCN chapter representatives were invited with About 400 most eminent dignitaries attended the event who were given messages on theme and were asked to circulate these messages in their network.
15	VOB- Voice of Business –Vol 1	A Multispectral Round Table Television Talk Show for Sustainable Business Acceleration	27-07-2019	Ahmedabad, India	9 Business Leaders participated in the TV Show which was viewed by about 5 Lack viewers
16	VOB-Voice of Business-Vol 2	A Multispectral Round Table Television Talk Show for Sustainable Business Acceleration	29-11-2019	Ahmedabad, India	9 Business Leaders participated in the TV Show which was viewed by about 7 Lack viewers
17	Passion Vista Global Icon Awards	An international Award function, felicitating top industrialists & business leaders for their contribution in green environment activities through their safe business practices	21 <sup>st</sup> & 22 <sup>nd</sup> December 2019	Los Angeles, USA	About 500 participants and about 60 most prominent world personalities were present





18	Asian African Leadership Forum-2020	A leadership forum discussing various issues faced by depleting natural resources and means to replenish them through sustainable development.	25-01-2020	New Delhi	About 450 Global business leaders, film & TV actors, models, Government officials, social activists, educationists, etc. shared their experience and discussed on pertaining issues.
19	Webinar Launch of First Ever Electronic Coffee Table Book on, "Knock Down The Lock Down"	An eCTB on effects of Global Lock Down due to Coronavirus Pandemic and how to fight the effect back	23-05-2020	Global Webinar	About 70 participant in the ECTB along with about 500 viewers witnessed a unique E Coffee Table Book Launch on the sustainable model of business in the unprecedented lockdown phase.