



July 12, 2021

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 we had reported on progress within one year of joining the UN Global Compact, and we are committed to continue doing it annually then onwards 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 - UBVL is a leading international branding and strategic business consulting firm, essentially into brand building, creative designs, management & business consulting and publication & event management 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 4 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 endeavours 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 as well as appeals all its stakeholders to do so.
- It spreads awareness amongst individuals & organizations about UNGC and UNSDG amongst its associates, partners, other stakeholders 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. almost all of which are dedicated to the UNGCN doctrines and UNSDG 2030, making delegates aware of them and inspiring them to follow them in their best capacity. Last whole year witnessed no physical events and functions because of lockdown due to COVID pandemic but UBVL kept its commitment by engaging its patrons & followers through online digital events. 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 who contribute in the UNSDG and UNGCN.



- It also publishes unique Coffee Table Books, usually the short biographies of eminent & illustrious people who represent various socio-economic groups in business and society and dedicate the entire project to UNSDG 2030 and UNGC & its 10 Principles.
- 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.
- 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 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**

<b>Sr. No.</b>	<b>Activity</b>	<b>Objective</b>	<b>Date</b>	<b>City/ Country</b>	<b>Impact on People</b>
1.	4 <sup>th</sup> Global Business Leadership Forum & Awards 2020	Keeping with its tradition, Unified Brainz Group organized global business leadership Forum despite the corona virus sponsored lockdown which has crippled the global economy. The event was to encourage the dying economy and to inspire business leaders, especially the MSME owners to fight back and do better.	15-08-2020	Online Digital Platform	About 150 invited guests including business leaders, diplomats, film & fashion celebrities, professionals, social activists, etc. participated in a conference and award function.
2.	Passion Vista Glamour and Style Awards 2020 (Bollywood)	Passion Vista, an International Luxury, Lifestyle and Business magazine, published by Unified Brainz Group, was instrumental in organizing the first of its kind, Virtual Passion Vista Glamour and Style Awards to boost the film fraternity which was going through a very rough time during Corona pandemic.	15-08-2020	Online Digital Platform	About 150 invited guests including film & fashion celebrities, business leaders, diplomats, professionals, social activists, etc. participated in the award function where about 50 celebrities were recognized and honoured for their rare achievements in the previous year.
3.	Launch of First Ever Electronic Coffee Table Book, "Unmasking The Masked Economy"	An eCTB on effects of Global Lock Down due to Coronavirus Pandemic and how to fight the effect back.... For which it was included in the 'World Book of Records, London'	05-09-2020	Global Webinar	About 150 participants and other guests witnessed a unique E Coffee Table Book Launch on the sustainable model of business in the unprecedented lockdown phase.
4.	International Peace Day 2020	An International Peace Day was celebrated amidst global leaders,	21-09-2020	Online Digital Platform	About 130 guests including diplomats from various countries, social

		educationists and social activists, carrying the message of Global Peace & Harmony			peace activists, educationists, business leaders, etc. participated in Online International Peace Day celebration.
5.	Men Leaders to look Up To in 2020	The most promising business and social leaders, professionals, artists and other prominent men leaders were recognized and honoured	19-11-2020	Online Digital Platforms	About 300 people, the participating men leaders, their family and friends and other guests like diplomats, actors & models, entrepreneurs, etc. gathered online for this wonderful collection.
6.	Webinar Conference on 'Looking Forward To The Future, Powering Indian & Canadian Perspectives'	'Looking Forward To The Future, Powering Indian & Canadian Perspectives'	15-12-2020	Webinar Conference	About 100 guests, mostly from India and Canada participated to enhance the relationship between the two countries and to take part in joint sustainable businesses.
7.	The Most Admired Global Indians 2020	People from Indian origin, residing anywhere across the 7 continents were identified for their outstanding achievements and felicitated with their 2 page profile article published in affiliated magazine , Passion Vista, an internationally famed, luxury, lifestyle & business magazine.	09-01-2021	Online Digital Platform	More than 200 most distinguished people including 50 Global Indians and their family & friends witnessed a felicitation function that appealed its participants to practice UNSDG doctrines for a sustainable business model during this world crises.
8.	PV Global Icon Awards 2020	An international Award function, felicitating top industrialists & business leaders for their contribution in green environment activities through their safe business practices	30-01-2021	Online Digital Platforms	About 250 participants and about 60 most prominent world personalities were present



9.	'Women in Power' on International Women's Day	A webinar was organized to discuss how women leaders are shining in their work place, their success amidst challenges and inspiration to other working women	04-03-2021	Global Webinar	About 100 women leaders took part from African and Asian countries to witness women power and its outcomes.
10.	3 <sup>rd</sup> Asian African Leadership Forum-2021	A leadership forum discussing depleting business bottoms due to worldwide lockdown because of COVID pandemic	30-04-2021	Global Webinar	About 350 Global business leaders, film & TV actors, models, diplomats from various countries, social activists, educationists, etc. shared their views to improve current business scenario.
11.	World Humanitarian Summit & Awards 2021	An affiliate of UBVL, World Peace & Diplomacy Organization (WPDO), celebrated its flagship event with speeches and thought sharing from prominent diplomats & business leaders and recognitions & promotion of UNSDG 2030 and also recognized prominent peace advocates from across the globe and felicitated them.	30-04-2021	Global Webinar	About 350 Global business leaders, film & TV actors, models, diplomats from various countries, social activists, educationists, etc. shared their views to improve current business scenario.
12.	Women Leaders to Look Up to in 2021	Women who have proven track record of success and inspiration for others, women leaders who have outshined their peers from far corners of the world have been featured in a special collector's edition of Passion Vista and felicitated through digital platforms.	30-4-2021	Global Webinar on multiple digital platforms	About 350 participants including 50 most revered women leaders, their family & friends, diplomats from various countries, business leaders etc. shared the evening and blessed the awardees.



13.	Passion Vista Glamour & Style Awards, Punjabi, 2021	Passion Vista, an International Luxury, Lifestyle and Business magazine, published by Unified Brainz Group, organized Virtual Glamour and Style Awards to boost the film industry of Bollywood which was going through a very rough time during Corona pandemic	30-04-2021	Online Digital Platforms	About 150 invited guests including film & fashion celebrities, business leaders, diplomats, professionals, social activists, etc. participated in the award function where about 50 celebrities were recognized and honoured for their rare achievements in the previous year.
14.	Celebration of 'International Yoga Day' 2021	Unified Brainz Group along with its associates, celebrated the International Yoga Day with a theme, 'Yoga To Overcome The Effects of Pandemic'	21-06-2021	Online Digital Platforms	The event included a live workshop on Yoga and its importance in maintaining peace & harmony. About 200 participants from across the globe took part in live yoga session and enjoyed its virtues.