



Mrida Heart 'N Soil Foundation  
3<sup>rd</sup> Floor, 67-68 Chandra Bhawan Building  
Nehru Place, New Delhi-110019  
CIN: U85310DL2017NPL323354

**Period covered by this Communication on Engagement**

**From: 1<sup>st</sup> April 2022 To 31<sup>st</sup> March 2023**

**Part I. Statement of Continued Support by the Chief Executive**

**Date: 4<sup>th</sup> September 2023**

To our stakeholders

I am pleased to confirm that Mrida Heart 'N Soil Foundation reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

**For Mrida Heart 'N Soil Foundation**

**ARUNKUMAR  
RAGHBIRLAL  
NAGPAL**

Digitally signed by  
ARUNKUMAR RAGHBIRLAL  
NAGPAL  
Date: 2023.09.04 13:15:23  
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**Arunkumar R Nagpal  
Director & Co-founder**





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## Part II. Description of Actions

The actions of Mrida Heart 'N Soil Foundation during the course of the year have revolved around 2 core areas of interest and engagement for the UNGC – namely (1) Civil Society and (2) Academic. In addition to the above, supplementary activities have been in the sphere of Business Association.

The Foundation has worked actively in conjunction with other organisations of the Mrida Group and like-minded individuals and organisations in order to promote the causes of social enterprises and sustainability, the United Nations Sustainable Development Goals, and the principles of the GC.

A. **Civil Society:** The Foundation partnered with like-minded individuals, Govt. agencies and corporate entities to drive integrated Corporate Social Responsibility and Sustainability interventions built around the principles of sustainable and scalable, holistic rural development.

Some specific activities and programs undertaken include:

1. A 3 year, integrated holistic development initiative covering 3 villages – Manar, Alang and Sosiya in Bhavnagar District of Gujarat in conjunction with the Great Eastern CSR Foundation (GECSRF) and other organisations engaged in the ship breaking industry. The Project involved development around 4 pillars, namely Education & Youth Empowerment, Health & Environment, Agriculture, and Women's Empowerment & Sustainable Livelihoods. The Pillars have been identified keeping in view the needs of the community, and the UN SDGs. Interventions have been initiated in a manner that brings in community engagement, local leadership development, and synergies with other like-minded individuals and organisations so as to make the entire program both sustainable as well as scalable.
2. Supplementing the above has been a related initiative focusing specifically on migrant workers engaged in the ship breaking industry, and their families – covering the areas of health & safety, education, and sustainable livelihoods.
3. An initiative aimed at promoting women's empowerment through self-help-groups and entrepreneurship – a specific example being the setting up of stitching centres in the states of Uttar Pradesh and Gujarat which become self-sustaining over a period of time.
4. A Skill Development initiative in partnership with the National Bank for Agriculture & Rural Development in the state of Uttar Pradesh – training rural women and youth in the area of stitching and self-employment apart from imparting of life skills and basics of entrepreneurship
5. An integrated program to promote environment friendly, sustainable agriculture linked with education, livelihoods through implementation of SALT – Sloping Agriculture Land Technology to replace the unsustainable and environment unfriendly 'Jhumming' or Slash-and-Burn agriculture being followed in some of the remotest parts of the country in the North Eastern State of Manipur

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- B. ACADEMIC:** The principles of sustainability, social enterprise and UN SDGs, as espoused through agencies like the UNGC, were not only implemented in practice through specific Civil Society related Projects and interventions as outlined above, but the same were also disseminated through academia, where the Mrida Group has partnered with INSEAD, a management institution of global repute, to conduct a course called BSIP – Business Strategies for Impact & Profit. This course, offered to MBA students at INSEAD, involved groups of students being associated with individual Mrida Projects in different parts of India, understanding community, social and environmental needs and challenges, remotely interacting with Team Mrida and with stakeholders on the ground, and coming up with practical solutions to address the challenges.

The students are graded on their solutions proposed, and Mrida is committed to implementing these solutions on the ground.

The BSIP Program has successfully run for the last 3 years as a joint initiative between Mrida & INSEAD, with active participation from students at INSEAD campuses in Fontainebleau (France) and Singapore, INSEAD faculty, and reputed international organisations and individuals including Unilever (<https://unilever.com>), Enviu (<https://enviu.org/>) and Xenos (<https://www.xenos.nl/>). Participants in the BSIP program have included Paul Polman – ex CEO of Unilever, and Nitin Paranjpe – then COO and currently Chief Transformation & Chief People Officer at Unilever.

The objectives of Mrida Heart 'N Soil Foundation then, have been not just demonstrating progressive and impactful initiatives related to UNSDGs and the UNGC on the ground, but promoting the same principles through academic institutions of global repute, to MBA students who would typically move on to global leadership roles in their respective organisations and help spread the right message at a significantly scaled up level.

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**Part III. Measurement of Outcomes:** An integral component of all interventions carried out by Mrida includes assessment of outcomes, documentation and reporting – to stakeholders, to the community, and in formal Mrida filings. A summary of impact created under various interventions as outlined earlier is showcased below:

SL. NO.	DESCRIPTION	IMPACT CREATED	REMARKS
1	Mission Aashayein (Aspirations) : Integrated Holistic Development Initiative with GECSRF in Bhavnagar District – Gujarat		
1a	Pillar 1 – Education & Youth Empowerment	Over 1300 beneficiaries across 6 schools and 3 villages	Sustainability through Train -The-Trainer initiatives, school faculty
1b	Pillar 2 – Health & Environment	2700 beneficiaries in over 400 households across 3 villages	A range of interventions promoting environmental awareness through students and community at large
1c	Pillar 3 - Agriculture	120 farmers impacted through training and agri initiatives	Engagement with progressive farmers and with Govt. agencies
1d	Pillar 4 – Women's Empowerment & Sustainable Livelihoods	140 women skilled in stitching, livelihoods. 600 women mobilised for future interventions	Partnerships with Dist. Administration, Corporate entities and Training, Banking institutions for funding and related support
2	Mission Aashayein – Migrant Worker Initiatives	500 migrant workers, families covered through Baseline study	Partnership with corporate entities and Gujarat Maritime Board
3	Aparajita Vikas Samuh – Women's Empowerment Initiative in Uttar Pradesh	Over 250 women skilled, with 15 setting up an entrepreneurial venture	Partnership with Corporate entities and NABARD
4	Skill Development Initiative in collaboration with NABARD	100 youth covered across 4 batches	Linked with self- employment and group employment opportunities
5	SALT – Sloping Agriculture Land Technology initiative in Manipur	Village community of 100 in Vill. Aben; later spread to other parts of the District/State – covering > 1000 farmers	In partnership with like- minded individuals, other foundations, and State Govt. Now being extended to other States as well
6	Business Strategies for Impact & Profit – Promoting Principles of Sustainability, SDGs and GC	70+ students covered across 2 batches, with another 35 in the 3 <sup>rd</sup> batch (in 2023-24)	Next level interventions now being explored with INSEAD, Enviu & Xenos, others

**Please Note:** The above details are verifiable on the ground and through partners & stakeholders involved.

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