

UN GCNI STRATEGY DOCUMENT 2026–2030: FUTURISTIC APPROACH & STRATEGIC RESTRUCTURING

From Convener to Enabler of Collective & Measurable Action



Network India

INTRODUCTION TO OUR GLOBAL STRATEGY

ALIGNED WITH THE GLOBAL UN GLOBAL COMPACT STRATEGY 2026–2030 TO TRANSFORM SUSTAINABLE BUSINESS AMBITION INTO ACTION



PILLAR 1: EQUIP COMPANIES

Build capacity for sustainability excellence

Sectoral learning,
Digital Platforms,
SME diagnostics,
CoP modernization.



PILLAR 2: CATALYZE COLLECTIVE ACTION

Drive systemic change through coalitions

CEO Roundtables,
Sector/Action Platforms,
Industrial Hubs/Clusters.



PILLAR 3: BUSINESS CASE

Establish ESG a strategic advantage

Investor Engagement,
ROI Demonstration,
Success Stories,
Research Publication

OUR MANDATE: INDIA'S LEADING SUSTAINABILITY CATALYST

VISION

To be India's leading convener in business sustainability and positioning India as an Asia-Pacific leader for scalable Sustainability solutions.



MISSION

Engage and support companies to embed the Ten Principles & SDGs into core strategies through a pragmatic, outcome-oriented approach.



Legally recognized, credible country network



Unmatched convening power among leading businesses in India



Bridging Global to Local: Expertise in aligning UN standards with Indian regulations

UN GCNI'S UNIQUE ADVANTAGE

THE IMPERATIVE FOR CHANGE

The Strategic Imperative: Beyond Awareness, Towards Impact

CURRENT STATE

3-year journey to move from a Convening Platform and CSR Implementation Modality



FUTURE VISION

To become a Transformative Partner for Indian Industry delivering meaningful, measurable, and scalable impact

THE NEW FOCUS

ACTION

Move from "Just Membership" to "Business Advantage"

Focus on equipping companies with practical, customized tools for implementation.

ALIGNMENT

From "Generalist" to "Thematic Specialist"

Deepen expertise and capacity in UNGC priority areas (Climate, Gender, Living Wage, etc.).

ACCOUNTABILITY*

From "Convener" to "Validator"

*Strengthen Validation & Partnerships to provide credible, third-party verified assurance to members.**

***The How:** We will seek support from our existing participants who are domain experts in the field of ESG and verified assurances (ISO certifications). Following stakeholder consultations in Jan–Feb, UNGCNI will launch a March RFP to review our people, processes, and policies. This 'fit-for-purpose' assessment will ensure our operational framework is fully aligned with our new strategic roadmap. A structure of [High-Impact Workstreams](#) is attached for the same. The functioning and outcomes of the workstream will be decided post the sectoral engagement through the stakeholders consultation suggested

STRATEGIC PILLARS 2025-2027: VALUE, VISION & VALIDATION

Pillars	Key Actions
Sharpen Value Proposition & Pitch	<ul style="list-style-type: none">• Development of Standard Pitch Note & ESG Scores aligned with Sustainability indices*• Size & Sector-specific narratives• Evidence-based sales tools with case studies, success stories, testimonials for participants
Identify Themes & Anchor Partner Strategy	<ul style="list-style-type: none">• Globally aligned National Priority themes –both traditional & futuristic• 1+3" Partnership Model: Secure 1 Champion Partner + 2-3 Smaller Partners for each theme• Targeted fundraising from thematic workstreams
Strengthen Validation & Partnerships	<ul style="list-style-type: none">• Strategic alliances to position "UN GCNI Verified" status as a credibility marker• Expert advisory panel from Academia, Policy, Global Networks) to vet initiatives• Convening Power to organize high-level CEO Roundtables and Ministerial meetings

***The How:** We will float a Request for Proposal (RFP) to secure specialized external consultancies, after extensive stakeholder consultations (members, government officials, UN agencies, technical organisations, think tanks)

UN GCNI THEMATIC ROADMAP: Global & National Priorities



Climate, Nature &
Biodiversity

Water Stewardship &
Resilience

Decent Work & Living
Wages

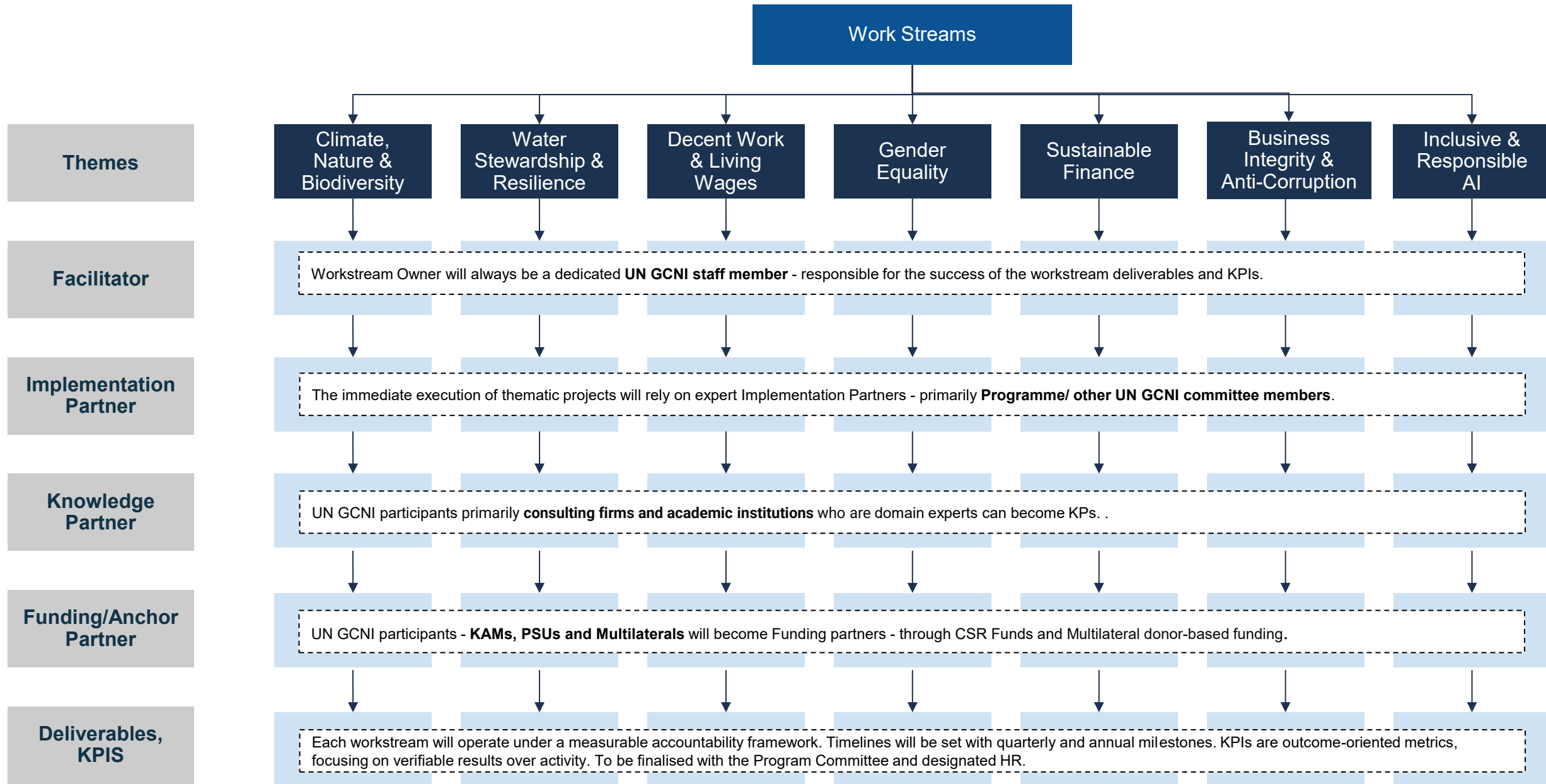
Gender Equality

Sustainable Finance

Business Integrity &
Anti-Corruption

Inclusive & Responsible
AI

OWNERSHIPS & TIMELINES FOR WORKSTREAMS



Strategic Enablers in the Reform Strategy

Operational Excellence & Brand Integrity
Focus: Protecting the UNGC asset and ensuring member compliance

- **Proactive Brand Monitoring** - Quarterly Audit of Logo usage, Zero-tolerance policy for unauthorized usage to prevent *'Bluwashing'*
- **The "Hygiene" Protocol** - Strict CoP enforcement, Automate 'delisting', and member engagement tracking
- **Governance Strengthening** – Establishing an Ethics committee to handle grievances and conflicts of interest

Financial Resilience & Fundraising Strategy
Focus: Moving from "Membership-Dependent" to "Diversified Revenue"

- **Strategic Budget Analysis** – Year-on-year optimization for high impact and visibility areas
- **Corporate Roadmap** – Curated offerings for PSUs, Strategic Advisory Model, Anchoring multi-year CoE/ thematic sponsorship
- **Institutional Fundraising** – Form bidding consortiums with to access large-scale grants from WB, GCF, Gates Foundation etc.

PROACTIVE BRAND GOVERNANCE

GLOBAL ALIGNMENT

The UNGC Global Guidelines serve as the non-negotiable standard. All National Network communications will strictly mirror global standards to ensure absolute consistency.

**UNGC Logo & Branding Guidelines ([Click Here](#))*

PROACTIVE MONITORING

Quarterly Brand Audits: We will track media mentions, usage of the UNGC name/logo across member assets, and representation at external events to prevent "blue-washing."

***Logo Approval Workflow:** Member Request → Hub Alignment → Global / UNGCNI Approval*

REPORTING HYGIENE

Implementation of a robust Reporting SOP requiring members to self-disclose logo usage. Pre-approval workflows will be mandatory for all co-branded collateral.

CONTROLS & PENALTIES

*Establishment of a defined Penalty Framework for unauthorized usage, ranging from formal warnings to delisting for repeated violators.**

***The How:**

To ensure our governance standards are enforced with impartiality and fairness, UN GCNI will engage **specialized external governance experts** to design a graded penalty framework. This third-party approach allows us to address non-compliance firmly safeguarding the integrity of the UN Global Compact brand while maintaining a constructive, non-adversarial stance with our members. The framework will prioritize **rectification over punitive action**, ensuring that we correct usage errors without damaging valuable long-term corporate relationships or our own reputational standing.

ORGANIZATIONAL RESTRUCTURING: ALIGNING STRUCTURE WITH STRATEGY

The rationale for the proposed organizational elements is to transform the entity from an event-centric network into a high-impact, program-led organization focused on strategic execution, accountability, and scalable growth.

Element	Content
Rationale	Shift workforce focus to thematic programmes/initiatives. Events will supplement, not lead the organization.
Key Internal Changes	Strengthen Program Teams and Multi-Stakeholder Coalitions.
	Build an MEL (Monitoring, Evaluation, and Learning) Function and a Digital/Artificial Intelligence Enablement Unit.
	Establish Industrial Innovation Labs and Thematic Working Groups.
Upgraded Governance	Dedicated Board Governing Council for strategy/oversight.
	Formalized CEO Advisory Council and annual General Assembly.
	New Committees to enforce integrity: Membership (Whistleblower/Code of Conduct), Finance & Audit, Programme/Projects.

MEASURABLE ACCOUNTABILITY: KEY PERFORMANCE INDICATORS (KPIs)

Strategic Pillar	Key Performance Indicator (KPI) - SMART	Monitoring Mechanism
Organizational Strengthening	Implement updated HR and governance policies and work toward achieving gender-balanced leadership across departments by mid-2026.	<ul style="list-style-type: none"> • Annual internal performance reviews. • Annual HR and structure audit.
Financial Sustainability	Resource Mobilization & Self-Generated Revenue: Aim to raise 25% increase in annual revenue through fee-based services, events, projects, trainings and thematic knowledge centres by 2028.	<ul style="list-style-type: none"> • Quarterly finance review by Finance Committee. • Annual audited report & resource mobilization tracker.
Member & Network Growth	Growth & Diversity- Achieve consistent annual growth in member companies by 2026. Double presence in Indian states by 2027.	<ul style="list-style-type: none"> • Quarterly review by Membership Committee
Engagement & Outreach	Compliance- Achieve 90% CoP reporting compliance annually. Outreach: Reach 50k+ individuals through outreach and media by 2028.	<ul style="list-style-type: none"> • Quarterly engagement tracking. Annual communications audit. • Member satisfaction survey.
Monitoring & Evaluation (M&E)	Review Cycle: Conduct quarterly committee reviews and semiannual board (GC) meetings Conduct mid-term strategic review (2028) and independent evaluation every two years.	<ul style="list-style-type: none"> • Oversight by Programs/Projects Committee • External evaluator (biennial).

UNGC COUNTRY NETWORKS: UNIQUE VALUE PROPOSITIONS

This section highlights **selected UN Global Compact (UNGC) Country Networks** based on two key criteria*:

- Size- number of participants and evidence of strong “value proposition”** for members and
- Thematic priorities.

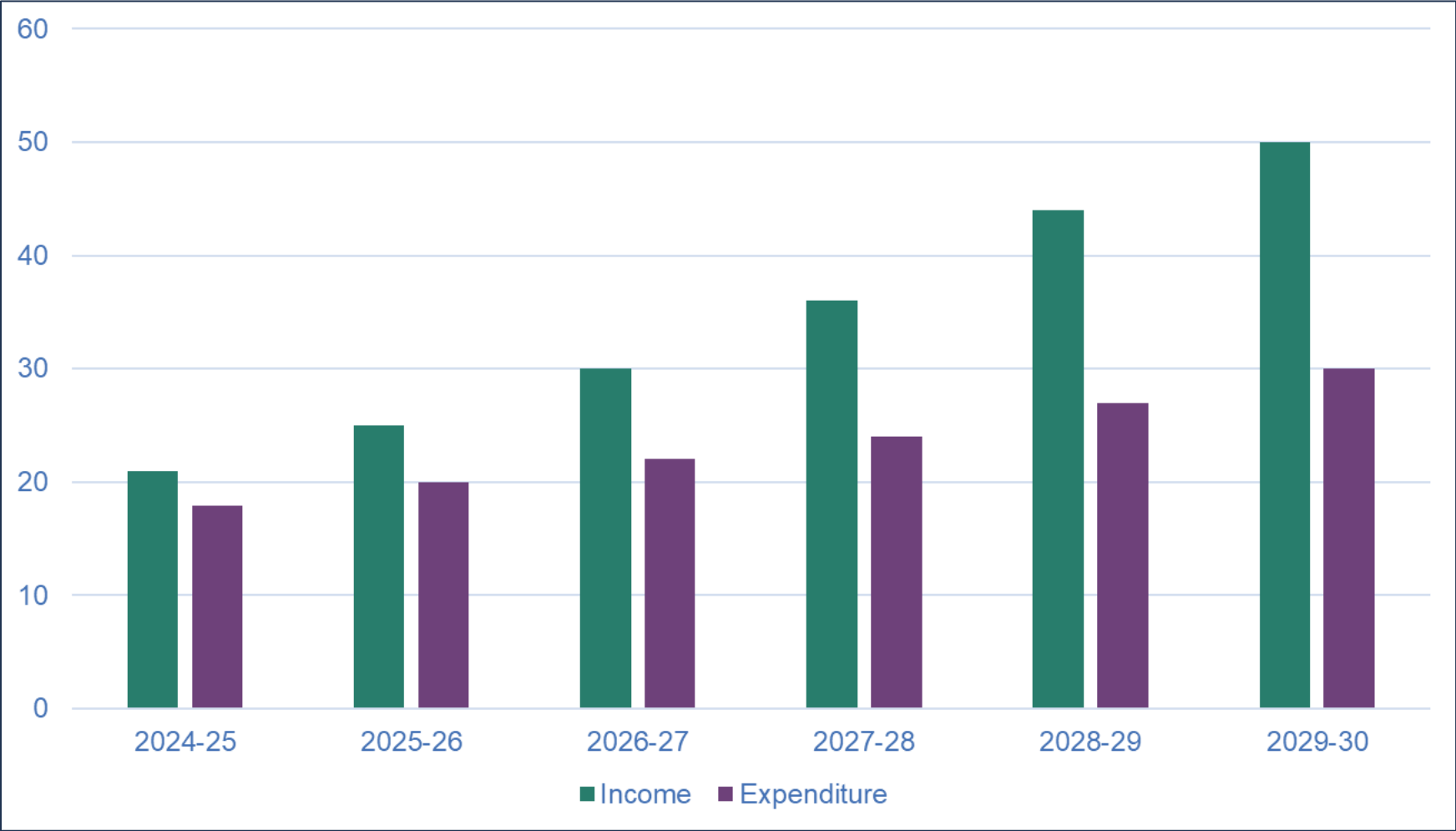
Country Network	Key Value Proposition	Primary Thematic Priorities	Revenue Model
Brazil (2188)	High engagement (6 Action Platforms), national SDG Hubs, business-led governance, and strong sectoral movements (e.g., water, forest).	Water, Agriculture, Climate, Governance/ Anti-corruption	Participant fees + corporate backers + UN? NGO partnerships
USA (1125)	Strategic guidance model with Accelerators (SDG Ambition), strong peer-learning, and national-level visibility (SDG Summit).	Innovation, SDG Strategy, Finance, Inclusion	Tiered membership + sponsorships (tax-deductible).
Spain (1897)	Largest UNGC network. Structured training calendar and sector-specific working groups. High renewal rate.	SDG Education, Labor, Gender Equality	Participant fees.
Germany (1264)	Deep peer learning, regional dialogues, and robust reporting tools (COP). Strong alignment with UN goals.	Supply Chains, Human Rights, Climate	Fees + project funding (select).
United Kingdom (1030)	Focused on action-oriented learning and policy engagement. Cross-sector dialogue (Govt, Academia, Biz).	Research, Innovation, Modern Slavery	Participant fees.
France (2378)	Strong digital learning (Academy), diverse accelerator portfolio, active engagement in Francophone Africa.	Just Transition, Anti-Corruption, SDG Training	Participant fees + development partnerships.

-*It is not a comprehensive ranking, but showcases those that stand out based on publicly available data.

-**(Programs, Peer-Learning, Credible Engagements)

ORGANIZATION INCOME AND EXPENDITURES PROJECTION

Income & Expenditure Projections*



Income Heads:

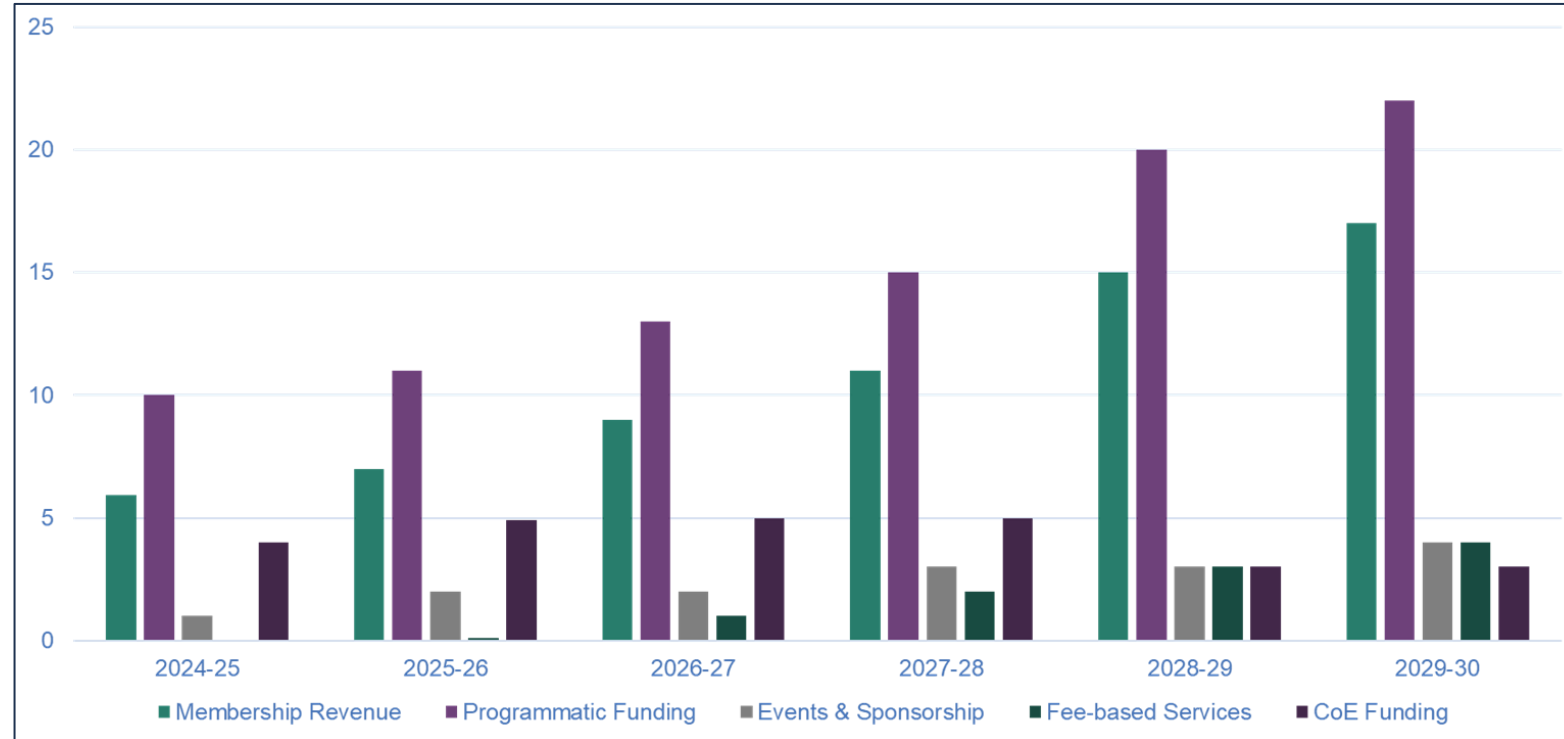
- 1. Membership Revenue
- 2. Programmatic Funding
- 3. Events & Sponsorships
- 4. Fee-based services*
- 5. CoE Funding

Expense Heads:

- 1. Staff & Operations
- 2. Events & Comms
- 3. Project Costs
- 4. Stakeholder Outreach
- 5. Admin & Tech

ORGANIZATION INCOME PROJECTIONS (2024-30)

Income Projections (in Crores)

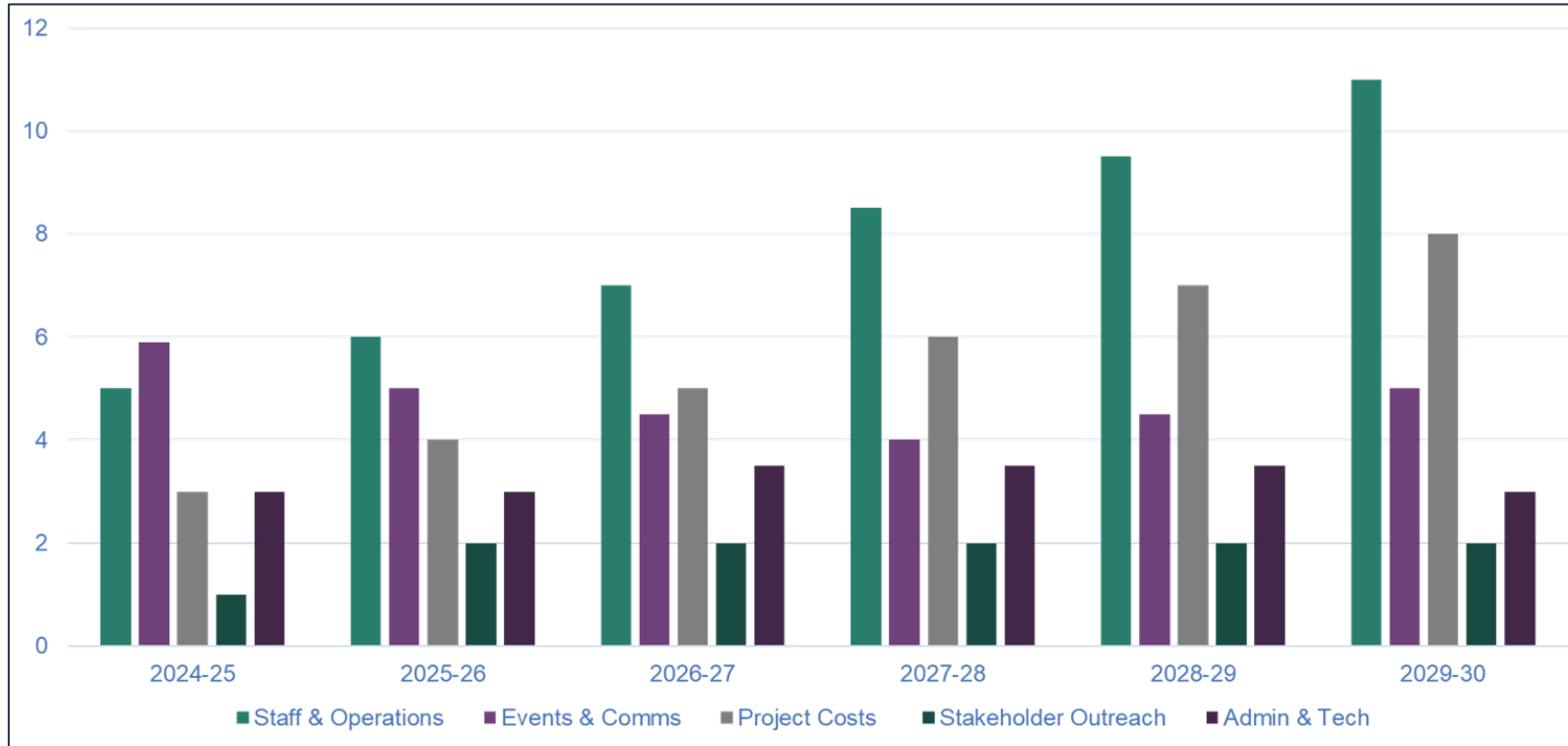


Revenue Stream Projections: _

1. Membership: Membership is expected to see a consistent increase until 2030, with a slight surge anticipated between 2028–2030 due to heightened SDG efforts, followed by a saturation phase.
2. Programmatic Funding: Programmatic Funding will see an increase driven by new and existing projects, where the concretization of our mandate will lead to better funding utilization and acquisition.
3. Events & Sponsorship: Revenue from Events & Sponsorship will remain largely consistent over the years, with a notable increase projected in the final years (2028-2030) as the drive toward the SDG deadline intensifies.
4. Fee-based funding: Fee-based funding is currently nil but is projected to gather significant momentum starting next year through structured capacity-building workshops and trainings.
5. CoE Funding: Funding for the Centres of Excellence (CoE) will see a slight increase in the coming years due to new thematic hubs (e.g., AI, Biodiversity, Oceans, etc). Once these hubs are established, funds will be strategically diverted to core programmatic activities, covering only nodal staff and essential operational costs thereafter.

ORGANIZATION EXPENDITURE PROJECTIONS (2024-30)

Expenditure Projections (in Crores)



Expenditure Stream Projections:-

1. Staff & Operations: Staff and operational costs constitute the major chunk of expenses, increasing consistently over the years due to regular appraisals, staff-size growth, and continuous investment in upskilling and capacity-building of personnel.
2. Events & Comms: Expenditures for Events & Communications are planned for a slight reduction initially, followed by a gradual increase towards 2029–2030 to support international events and heightened outreach surrounding the SDG deadline.
3. Project Costs: Project costs will consistently rise over the strategic period, reflecting the organization's shift toward high-impact, programmatic implementation.
4. Stakeholder Outreach: Stakeholder Outreach expenses are set to double in the next financial year to maximize conversion and then remain consistent until 2030, reflecting optimization as the activity reaches maximum scale and efficiency.
5. Admin & Tech: Administrative and technology costs will remain largely consistent, with a planned slight increase beginning in 2026 to facilitate investment in AI and automation tools.

EXPERT PANELS & ADVISORY NETWORK

*Strengthening Credibility, Rigour, and Thought Leadership



POLICY AND GOVERNANCE

Ensuring alignment with National Priorities and SDGs

Example:-

- Head of NITI Aayog
- Cabinet Secretary / Secretaries Finance / Commerce / Environment



INDUSTRY LEADERS

Driving practical implementation and scale

Example:-

- CEOs of Nifty 50 Companies
- Heads of Sectoral Business Associations (e.g., CII, FICCI) / Leaders of India's largest conglomerates



ACADEMIA AND RESEARCH

Bringing evidence based rigour and innovation

Example:-

- Representation from NIRD, CPR, TERI, CEEW
- Deans from IISc, IIM, IIS, IIT, AIIMS



GLOBAL UN / UNGC PEERS

Sharing Global best practices and cross learning

Example:-

- Representation from UNRC, UNEP, World Bank, IFC
- Executive Director (UNGC Network UK, Brazil)

*The How:

We kindly request the Programme Committee to guide and steward this initiative. Their support in identifying the right sectoral representation, nominating high-caliber experts, and leading the outreach efforts will be imperative in ensuring their participation and alignment with our goals.

STRATEGIC PLAN FOR CONTENT AND COMMUNICATION DRIVE 1/4

Objective	Description	What We Will Do	How will We Do
<p>Amplify Impact via Content & Storytelling</p>	<p>Systematically move beyond simple reporting by showcasing measurable success stories and member achievements.</p>	<p>Identify Narratives (Select 3-4 high-impact case studies every quarter).</p> <p>Produce the high-quality annual film and segment it into short clips/ quotes for social media and membership pitches - based on dedicated 7 streams.</p> <p>Dedicated social media calendar</p>	<p>Work with the Programmes and PR teams to create a quarterly impact tracker to identify 3–4 strong case studies (first 10–12 days of every quarter). Conduct short interviews with selected member companies to gather quotes, videos, and evidence.</p> <p>Script and coordinate production of the annual film with an external agency which needs to be hired, ensuring each of the 7 streams has a dedicated storyline. RFP has been floated for the same.</p> <p>Develop and implement a comprehensive monthly social media calendar that includes pre-approved posts, event-based amplification, and coordinated partner cross-promotion (in alig. The calendar will be shared in advance with the Programmes Committee to ensure alignment, timely inputs, and unified messaging across all streams.</p>

STRATEGIC PLAN FOR CONTENT AND COMMUNICATION DRIVE 2/4

Objective	Description	What We Will Do	How will We Do
Overhaul Digital Presence & Intelligence	Modernize the digital toolkit through a website overhaul (theme-based carousel), curating more videos on YouTube , and implementing an Intelligence SOP for advance reporting on major global events.	<p>Redesign the website with a refreshed structure, theme-based carousel, and updated content architecture, ensuring the framework, branding, and user experience meet GCO's global digital standards.</p> <p>Develop a robust Intelligence SOP to gather early signals and advance updates on major global events (UNGA, SDG Summit, COP, WEF, etc.), ensuring timely reporting to leadership.</p>	<p>An external agency will be required to design the website. RFP has been floated for the same.</p> <p>This SOP will be designed and refined in consultation with GCO to align with their intelligence workflow and reporting formats. The tentative UN GCNI Calendar has already been submitted to the President's Office. The dates for the GC meetings have been already finalized. The final schedule of the UNGC New York Strategic Calendar will be updated in the first half of January 2026.</p>
Launch High-Level Engagement Formats	Establish new, premium content assets to position the organization and its members as thought leaders, enhancing rapport and value delivery.	<p>Host and produce the CEO Podcast</p> <p>Fireside Chats (policy Q&A) for the quarterly newsletters/ website.</p>	<p>Develop an annual editorial plan with approved themes and prepare interview briefs with the Programme and PR teams, then identify and invite CEOs 4–6 weeks in advance and record episodes virtually using a standardised audio–video setup.</p> <p>Same process, Instead, A readable article for the newsletter based on the episodes. Key quotes/insights for social media</p>

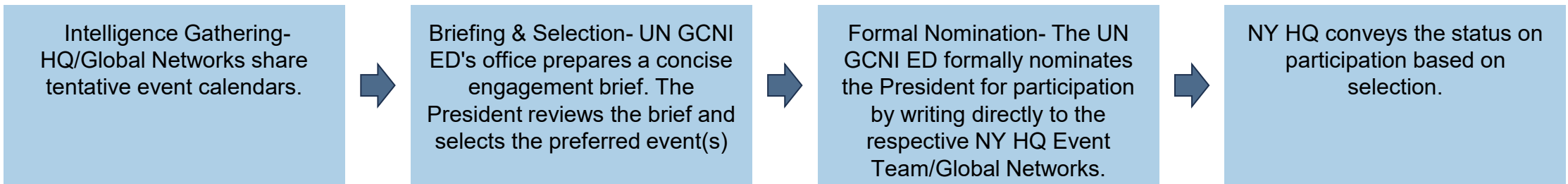
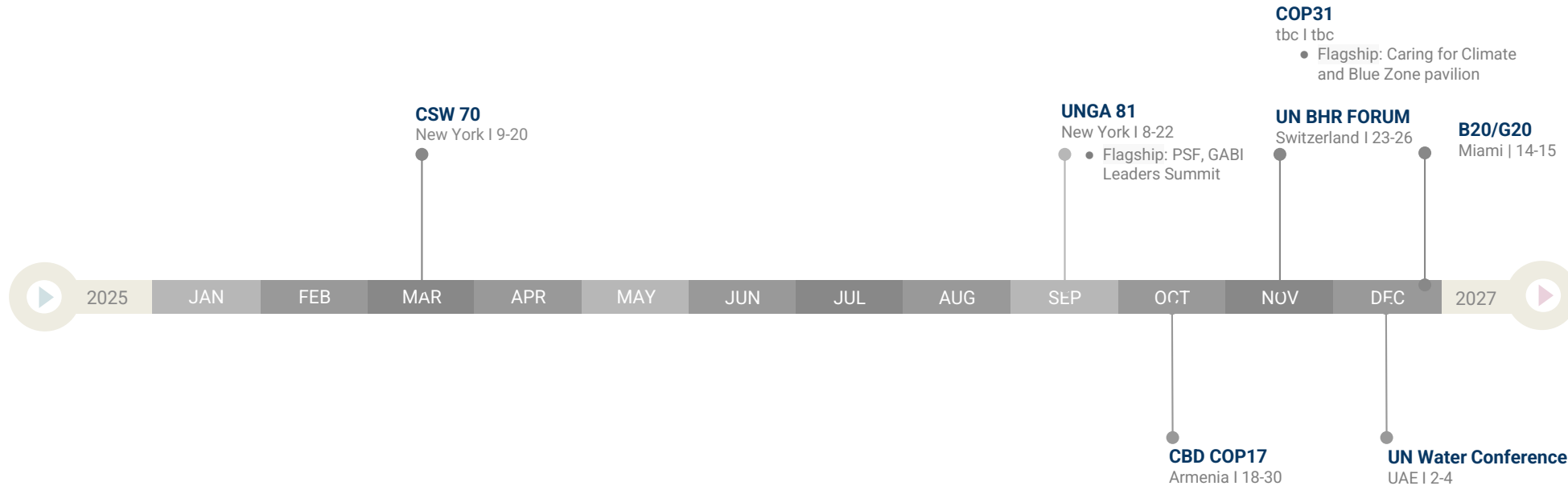
STRATEGIC PLAN FOR CONTENT AND COMMUNICATION DRIVE 3/4

Objective	Description	What We Will Do	How will We Do
<p>Ensure Strategic Communications for Events</p>	<p>Transition all major events from reactive coverage to a strategic, three-phase communication opportunity: Pre-Event Hype, Live Coverage, and Post-Event Value.</p> <p>Build a Stronger Leadership Narrative – develop a quarterly President’s communication to the Governing Council</p>	<p>Three-Phase Approach: Transition all major events from reactive updates to a structured, three-phase communications strategy: Pre-Event Hype, Live Coverage, and Post-Event Value, to maximise visibility and audience engagement.</p> <p>At present, UN GCNI has five flagship events: the National Convention (NC), Regional Convention (RC), Gender Equality Summit (GES), India Anti-Corruption Dialogue (IACD), and the ESG Leadership Summit. Following the finalisation of workstreams by the Governing Council, these events will be further streamlined and aligned under the respective workstreams approved for the Calendar Year 2026, ensuring greater strategic coherence and impact. In addition to these flagship platforms, thematic activities conducted throughout the year under funded programmes such as the Ocean Centres initiative, ILO-led Responsible Business Conduct workshops, and the Centre for Business Leadership on Biodiversity will continue as per the mandates and guidance of the respective donor agencies.</p>	<p>Establish a standard template for recording and sharing updates across all events to ensure consistency and efficiency.</p> <p><i>A draft year-end message from the President’s Office has been developed and <u>Added in Annexures</u></i></p>
<p>High-Level Engagement Plan for the President -</p>	<p>Schedule 3–4 high-level Ministerial/ CEO meetings per month/ Quarterly. Additionally, explore the idea of organizing a CEO Roundtable at the National Convention.</p>	<p>Ministry of Environment, Forest and Climate Change (MoEFCC); Earth Sciences, Agriculture & Farmers’ Welfare, Labour and Employment; Ministry of Finance, Micro, Small & Medium Enterprises (MSME), Women and Child Development, Social Justice & Empowerment; Skill Development & Entrepreneurship. Reserve Bank of India; Securities and Exchange Board of India (SEBI), Corporate Affairs, Electronics and Information Technology; NITI Aayog etc.</p>	<p><i>A full-time government liaison officer will be appointed to coordinate and prepare a consolidated calendar in alignment with the relevant Ministries, the President’s Office, and the ED Office, ensuring that all activities are synchronised with the quarterly workstreams.</i></p>

STRATEGIC PLAN FOR CONTENT AND COMMUNICATION DRIVE 4/4

2026 PROGRAMMATIC TENTATIVE CONVENINGS (included from A&O regional meeting held during 17-19 November 2025)

**The final dates to be updated by the end of January 2026, when UNGC Strategic Calendar is released by the GCO.*

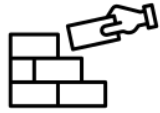


Presidential Representation Workflow (The How)

EXECUTIVE DIRECTOR KRAs

01	Membership & Network Growth	<ul style="list-style-type: none">• Expand from 500 to 1000+ companies by 2030• Develop sector-specific value propositions• Establish 7 priority themes with anchor partners
02	Fundraising & Program Delivery	<ul style="list-style-type: none">• 139% revenue growth (₹20.92 Cr to ₹50 Cr) by 2030• Diversify funding across 5 Income sources• Establish ≥1 key project across 7 thematic workstreams
03	Government Engagement & Advocacy	<ul style="list-style-type: none">• 6-12 ministerial/ CEO meetings annually• 2-3 Roundtable with Tier 1/ 2 Ministries annually• Document and submit 2 White Papers annually
04	Communications & Branding	<ul style="list-style-type: none">• Launching and hosting the CEO podcast series• Overseeing the annual impact film production• Achieving 200% engagement & 150% traffic increase
05	Governance & Reporting	<ul style="list-style-type: none">• 90%+ CoP submission rate maintained• Develop Brand monitoring & Compliance framework• Quarterly Reviews & Annual assessments

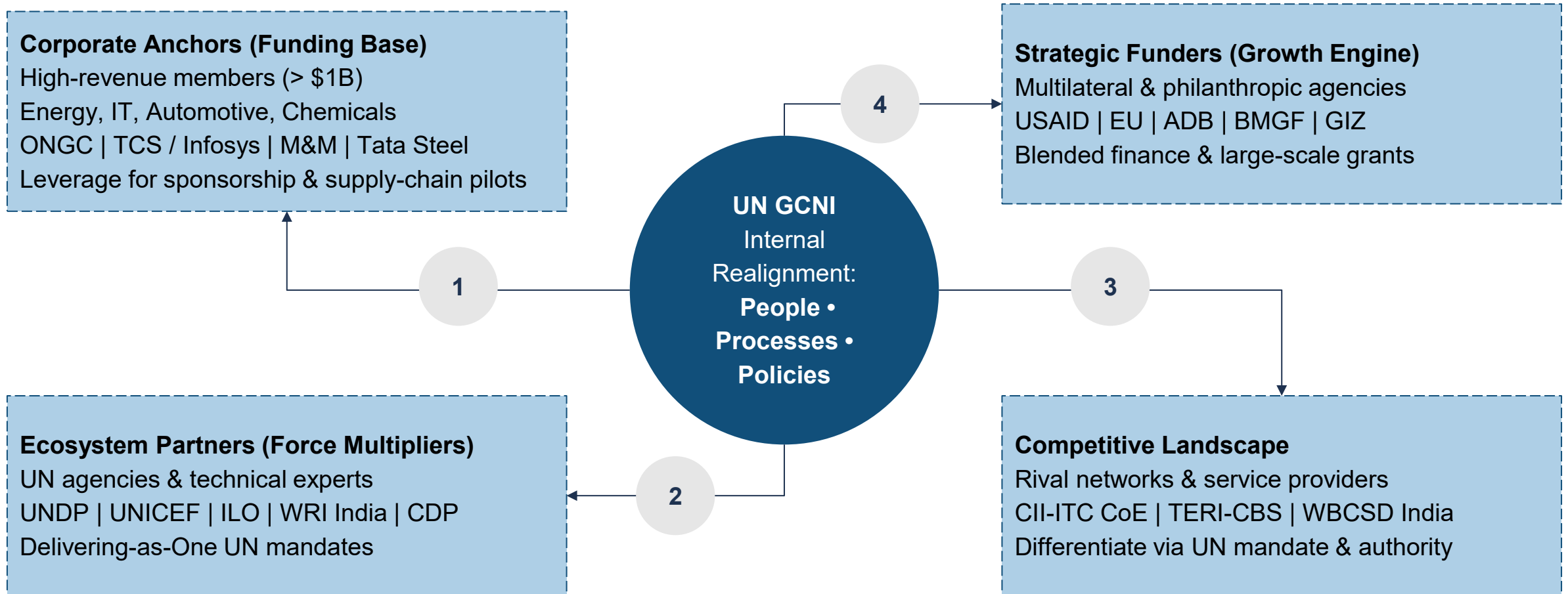
COMPREHENSIVE GOVERNANCE STANDARD OPERATING PROCEDURES



Governance Foundation	Operational Excellence
<ul style="list-style-type: none"> ● Governing Council Structure (15 members + ED) 	<ul style="list-style-type: none"> ● Financial Controls & Authority Matrix
<ul style="list-style-type: none"> ● Office-Bearer Roles & Responsibilities 	<ul style="list-style-type: none"> ● Programs Lifecycle Management
<ul style="list-style-type: none"> ● Four Standing Committees <ul style="list-style-type: none"> ○ Admin Committee ○ Finance & Audit Committee ○ Program Committee ○ Membership Committee 	<ul style="list-style-type: none"> ● Travel & Expense Procedures
	<ul style="list-style-type: none"> ● Communication Protocols
	<ul style="list-style-type: none"> ● HR Policies & Procedures
Institutional Protection	
<ul style="list-style-type: none"> ● Indemnities & Member Protections 	<ul style="list-style-type: none"> ● Monitoring & Quarterly Reporting
<ul style="list-style-type: none"> ● Conflict Resolution (4-level escalation) 	<ul style="list-style-type: none"> ● Implementation & Annual Review

STRATEGIC STAKEHOLDER ECOSYSTEM: MAPPING FOR IMPACT & REALIGNMENT

Leveraging Partnerships to Drive Financial Resilience and Programmatic Scale



Realignment Strategy: Shift to Sector-Specific Leads (People), Data-Driven CRM (Processes), and Agile Partnership Protocols (Policies) to unlock ecosystem value.

UN AGENCIES AND UN GCNI IMPACT ACCORD: A STRATEGIC CO-LEADERSHIP FRAMEWORK

To achieve the 2030 Agenda, the UN-GCNI partnership must evolve from a **transactional conduit** into a **transformational partnership**. This framework leverages GCNI's deep private-sector roots to provide technical excellence and co-create on-ground impact, moving beyond simple fund-facilitation.

Metric	Target	Measurement
Leadership Symmetry	100%	Invitation of the UN GCNI Program/CSR Team and Frequency of appearances, statements, and high-level meetings at project launches, Ministry briefings, and high-level donor summits.
Resource Integration	1:1	Presence of one UN GCNI Local Resource Person (LRP) for every UN Agency Project Lead on all joint initiatives.
Brand Recognition	High	Number of media mentions, press releases, and digital assets where UN GCNI and the UN Agency are cited with equal prominence.
Upskilling Depth	>20%	Percentage of UN GCNI Program/CSR staff participating in technical training modules or global workshops funded by the project.
Institutional Coordination	Monthly/ Quaterly	Number of formal "Project Steering Committee" meetings held between UN GCNI and UN Agencies to align on strategy (vs. ad-hoc emails).
Member ROI Index		Member satisfaction rating specifically regarding "Access to UN Technical Expertise" and "Visibility" provided through joint projects.
Financial Equity	20:80	Audit of project funds ensuring 20% retention by UN GCNI for operational overheads and local resource mobilization.
Knowledge Ownership		Joint contribution & ownership of project publications, research papers, and datasets co-authored and co-owned

LIST OF APPROVALS

1. **RFP: UN GCNI Value Proposition-** Float an RFP (post stakeholder consultations) to develop a clear value proposition aligned with the proposed organisational realignment.
 2. **RFP: Team Capability & Skill-Gap Assessment-** Commission a comprehensive assessment to align human-capital investments with GCNI's growth objectives.
 3. **Comprehensive SOP for Governance & Operations-** Develop an SOP covering roles and responsibilities, committee governance, financial controls, HR policies, programme implementation, travel and expense management, communications, and indemnity provisions.
 4. **Recruitment: Government Liaison Officer-** Appoint a full-time officer to coordinate engagement and a consolidated calendar with relevant Ministries, the President's Office, and the ED's Office.
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1. **Engagement of Agencies: Filmmaking & Website Revamp-** Hire professional agencies to strengthen institutional storytelling and digital presence.
 2. **Recruitment: Senior HR Professional-** Appoint a seasoned HR professional to align human capital with the organisation's strategic pivot.
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1. **SOP: Advance Intimation to the President's Office on Selected Global Events-** Establish a formal SOP to ensure timely advance information-sharing with the President's Office on selected global and international events of relevance to UN GCNI.