



**Mr. ARUN NAGPAL**  
Co-Founder & Managing Director  
Mrida Group

Mr. Arun has over 30 years of diverse business experience in progressively senior roles, including over 10 years at the COO/CEO/Board levels. Always passionate about social issues, he turned Social Entrepreneur In 2014, co-founding Mrida (Sanskrit for 'Soil') – a Social Enterprise aimed at facilitating sustainable and scalable, holistic rural development. Mrida's interventions in remote rural areas include energy access, education, health & nutrition, skill development, livelihoods, women's empowerment, and agriculture.

Integrated CSR initiatives are core to Mrida's strategy, through partnerships with leading Corporates like Mahindra & Mahindra, Hero Motors Group Companies, and Reliance Foundation. Through its FMCG Brand Earthspired, Mrida provides market linkages for small and marginal farmers. Earthspired and Mrida are today taught as a Case Study at INSEAD under the topic, 'Building a Brand for Social Impact'. Since inception, Mrida has worked in 42 villages across 9 States, impacting over 22,000 lives.

### **Presentation Summary**

#### **Social Entrepreneurship - Rural Development through Farmer Linkages**

The presentation traces the journey of Mrida as a Social Enterprise working in the area of sustainable and scalable, holistic rural development. It draws on the thought process and core philosophy with which Mrida was set-up, and outlines new paradigms the Group is attempting to introduce into the development sector, to uplift lives at the Bottom of the Pyramid in rural India. Sustainability and scalability are critical to development, and the presentation covers how these parameters are sought to be addressed through Mrida's work and business models. Given India's predominantly agrarian rural economy, small and marginal farmers form a key element of Mrida's work. The presentation explains how value addition in the form of processing, packaging, branding, and creation of market linkages is sought to be introduced across the value chain from farm-to-fork. The objective is to create a win-win situation across stakeholders, with core focus on farmers at the cultivation end, and villagers and women along the supply chain. The holistic approach to development is another important paradigm that Mrida seeks to actively promote. As such, other aspects and components of rural development as an integral part of the strategy and execution on the ground, are also dealt with. Finally, the presentation explores and outlines opportunities on how NIFTEM and Mrida with its philosophy of 'The Business of Development', can collaborate and add value to each other in the context of the Village Adoption Program.