



## **Nature Responsive Finance for Sustainability (NRFS)**

Nature Responsive Finance for Sustainability (NRFS) is a mobile application-based solution to support MSMEs to adopt sustainable and responsible practices.

Being sustainable and ESG- compliant are no longer 'Option' but 'Mandate' for MSMEs today. This is driven by buyers' preferences, increasing consumer awareness, more investments available for sustainable enterprises, and tightening regulations both at the domestic and international levels.

NRFS is a social entrepreneurial endeavor by Markzin Young Private Limited, a youth led tech- startup with the vision for inclusive and sustainable development. NRFS acknowledges, respects, and adopts strategies to address language- culture and industry- specific diversities to ensure a collective journey towards sustainability.

NRFS is the winner of Global Tech4Sustainability Challenge 2023 by SIEMENS. In partnership with Siemens Financial Services and in collaboration with government and private stakeholders of MSME ecosystem in India.

NRFS is at the stage of scaling across MSME ecosystem in India.  
Services provided through NRFS:

1. All information in local language and easy to understand format
2. Identification and promotion of 'Green Champions' who practice and support sustainable MSME practices
3. Social media 'Green insight' and 'Green News' connect MSMEs with larger network
4. Online/ offline training on MSME sustainability
5. Access to 'Green Guidelines' with information on sustainability compliance
6. 'Green Finance' provides information on available finance services from the government and from banks, microfinance institutions, NBFCs for adopting sustainable and environment friendly business.
7. Provision of immediate referral support through Chat GPT “Neha”.

We request for participation and support from all stakeholders of MSME ecosystem for a collective journey towards sustainable and responsible MSME practices in India. We believe, “Sustainable & Responsible business... it's possible!”