

# DESIGN THE UNDESIGNED



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## VOL. 4

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# Impact of a Sustainable Workplace Culture

—Anjeet Khandelwal, Founding Partner 

A sustainable work culture is transformative—it's about people, purpose, and potential. It turns everyday actions into extraordinary impact, making the workplace a force for good. Why settle for ordinary when the workplace can lead a movement? From reducing carbon emissions and conserving resources to promoting diversity and inclusion, sustainability shapes operations, from corporate policies to employee behaviors.

It fosters a sense of purpose and belonging beyond the nine-to-five grind, empowering employees to innovate, collaborate, and uphold the highest standards of integrity. Leaders play a key role in championing meaningful change and inspiring teams on this impactful journey.

Ignoring sustainability isn't just a missed opportunity—it's a risk with far-reaching consequences for businesses and communities. Here's why it must be a priority:

- **Rising Costs:** Neglecting waste management, energy conservation, or water optimization inflates operational expenses, including utility bills and fines for inefficiency.
- **Damaged Reputation:** Ethical responsibility is no longer optional. A lack of sustainability tarnishes a brand's image among consumers, investors, and employees.
- **Loss of Workforce Purpose:** Younger generations value purpose-driven work. Ignoring sustainability risks alienating talent and fostering disengagement.

## Tangible Benefits of a Sustainable Workplace

- **Lower Costs and Increased Savings:** Sustainability translates into smarter financial decisions. Recycling programs cut waste disposal costs, and energy-efficient solutions, such as LED lighting, lower utility bills. Government grants and tax incentives for eco-friendly practices further boost savings.
- **Enhanced Company Culture:** Employees feel pride and belonging when their organization prioritizes environmental and social responsibility. This alignment improves morale, engagement, and loyalty, reducing attrition rates.
- **Attraction and Retention of Talent:** Highlighting sustainability in job postings and interviews creates a compelling employer brand. Stories of impactful projects attract values-driven candidates and foster loyalty.
- **Improved Health and Well-Being:** Sustainability extends to employee wellness through initiatives like healthy food options, active transportation, and wellness programs. This boosts physical well-being, productivity, and job satisfaction.

Adopting workplace sustainability benefits not only the planet but also morale, financial health, and employee satisfaction. It reduces costs, enhances brand equity, and creates an engaged workforce. Prioritize sustainability to future-proof your organization while contributing to a better world.

## Sparkling Diwali: A Festival of Lights and Joy at the Office



This Diwali, our office came alive with celebrations that brought the entire team together. We began the day with a traditional Pooja, setting a reflective and harmonious tone for the festivities. The ceremony symbolized new beginnings and fostered a deep sense of gratitude and unity among team members, encouraging positive energy and collective well-being.

Following the Pooja, we continued the celebration with a vibrant team lunch, where everyone came together to enjoy delicious food and engage in lively conversations. It was a great opportunity to connect with colleagues outside of work and celebrate the festival's spirit of togetherness.

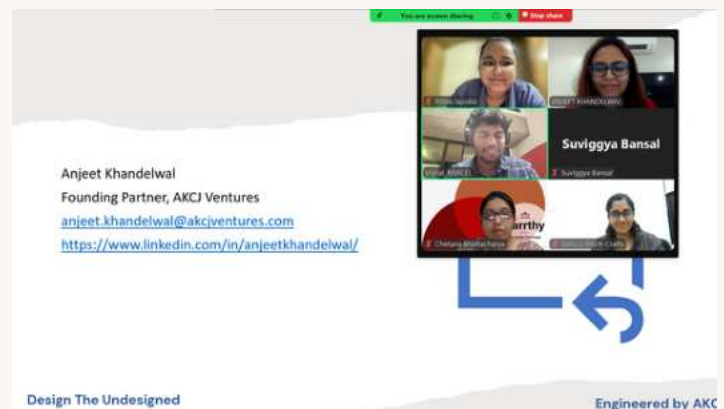
The Diwali celebration was a wonderful morale booster, strengthening team spirit and contributing to a positive work culture. It reminded us of the importance of collaboration, mutual respect, and the power of celebration in building strong relationships. The joy and motivation from this event will carry us forward into the new year with renewed enthusiasm.

## IIM-B NSRCEL Webinar in collaboration with Goldman Sachs

On November 19, 2024, our Founding Partner, Mrs. Anjeet Khandelwal, led an insightful session on "Scaling Businesses in Competitive Markets" at an online webinar hosted by IIM Bangalore NSRCEL in collaboration with Goldman Sachs. This session was part of the Goldman Sachs 10,000 Women program, aimed at empowering women entrepreneurs with the knowledge and tools to scale their businesses successfully.

She addressed the unique challenges and opportunities women founders face in scaling their ventures. She emphasized the importance of competitive analysis and the role of technology in gaining a competitive edge. Anjeet highlighted useful tools such as cloud computing, Google Alerts, Google Trends, and automation platforms to streamline repetitive tasks, optimize processes, and enhance overall efficiency.

The session provided practical strategies for women entrepreneurs to navigate the complexities of scaling businesses, leaving attendees inspired, motivated, and equipped with actionable insights to grow their ventures in today's competitive business landscape, while fostering a mindset of continuous growth and resilience.



# Powering the Future: India's Rapid Rise in Renewable Energy

-Ishan Singh, Investment Analyst 

India's renewable energy sector is rapidly expanding, driven by government targets and supportive policies. Renewable sources like wind, solar, biomass, and small hydro power are integral to India's energy mix. In March 2019, hydro projects were classified as renewable energy initiatives. Off-grid systems, such as biomass-based power, waste-to-energy projects, and solar rooftops, help provide energy to remote areas. However, wind and solar power have lower plant load factors (PLF) than thermal plants, averaging 20-25%, requiring more capacity to produce the same amount of electricity.

India ranks fourth globally in installed renewable energy capacity, with a target to reach 500 GW of non-fossil fuel-based energy by 2030. The country also experienced the highest year-on-year growth in renewable energy in 2022. By April 2024, India had 191.67 GW of renewable capacity, including solar (82.63 GW), wind (46.16 GW), and biomass (10.35 GW). India's renewable energy achievements reflect its commitment to sustainability and climate action

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## Green Hydrogen: Powering the Path to a Sustainable Future

-Sarthak Nautiyal, Assistant Manager, Investment & Research 

Green hydrogen, often called the "fuel of the future," is poised to transform energy systems and combat climate change. Produced through electrolysis powered by renewable energy like wind and solar, it generates zero emissions, unlike grey or blue hydrogen. This makes it indispensable for decarbonizing hard-to-electrify industries such as steel, cement, and aviation, while also stabilizing energy grids by storing surplus renewable power.

Global demand for green hydrogen is expected to rise from 90 million tonnes today to 200 million tonnes by 2030, fueled by significant investments from countries like Japan, Germany, and Australia. Current production costs of \$3-\$6 per kilogram are projected to drop to \$1.5-\$2 by 2030 due to technological advancements and economies of scale.

With a projected market value of \$100 billion by 2031, green hydrogen represents an unparalleled growth opportunity and a vital step toward a sustainable, carbon-neutral energy future.

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# Sustainability Drives Higher Rentals: Co-Working Spaces Increase ESG Commitments

–Shivam Mittal, Manager, Investment & Research 

Co-working spaces across India, including Urban Vault, Incuspaze, and The Executive Centre (TEC), are increasing investments in Environmental, Social, and Governance (ESG) initiatives to meet the growing demand for sustainable workspaces. As Global Capability Centres (GCCs) expand in India, sustainability has become a key factor in corporate leasing decisions. Urban Vault, headquartered in Bengaluru, reported a 41% increase in rentals for ESG-certified properties in FY24. CEO Mr. Amal Mishra noted that sustainability is now central to how companies evaluate office spaces, and the company plans to invest US\$ 4.8 million (Rs. 40 crore) in ESG practices in FY25 to enhance its portfolio of sustainable properties.

Incuspaze, based in New Delhi, has seen a 7–9% premium for ESG-compliant buildings over non-compliant ones. Founder Mr. Sanjay Choudhary emphasized the company's commitment to energy-saving technologies and green building practices, allocating US\$ 9 billion (Rs. 75 crore) for ESG projects, covering 500,000 square feet. This shift in the commercial real estate sector reflects a growing demand for eco-friendly spaces that attract both domestic and international clients seeking sustainable solutions.



The Executive Centre (TEC) also reports a 3–5% rental premium for green buildings. Managing Director Mr. Manish Khedia highlighted the demand for sustainable office spaces driven by corporate preferences and evolving regulations. TEC plans to allocate 5–8% of its total investment toward ESG initiatives to meet international standards. Expanding the supply of ESG-compliant properties is key to enhancing India's competitiveness in the global office space market.

These co-working spaces are leading the transformation of India's real estate market, where ESG compliance is now seen as essential for business growth, environmental responsibility, and corporate reputation.

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