

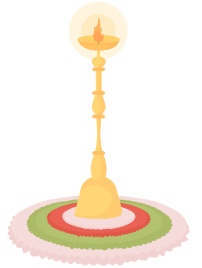
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ESG at a Crossroads: A Pragmatic Roadmap for Business Leaders

-Amit KC Jain, Founder and Managing Partner 

As Environmental, Social, and Governance (ESG) principles gain traction, business leaders face increasing scrutiny. Once a hallmark of responsible business, ESG is now criticized for its perceived lack of impact on climate issues or for straying into political territory. Nonetheless, ESG remains essential for linking financial performance with societal responsibilities.

To address these challenges, leaders should adopt a pragmatic approach centered on two pillars: aligning sustainability with business value and addressing societal impacts.

- **Aligning Sustainability with Business Value**

Companies should focus on environmental and social risks that directly affect profitability, like resource use and labor practices, to drive sustainable growth. This focus enhances financial performance and competitiveness as sustainability becomes increasingly important.

- **Addressing Societal Impacts**

Leaders need to proactively manage their company's effects on communities, ecosystems, and governance structures, building trust with stakeholders and safeguarding their reputation through transparency.

A key challenge is measuring ESG accurately. Simplified metrics can be misleading, so comprehensive and transparent reporting is crucial for informed stakeholder decisions. The bundled nature of ESG also creates ambiguity; leaders can tackle this by clarifying corporate purpose, enhancing transparency, and engaging openly with stakeholders.

A Pragmatic Path Forward

To simplify ESG, leaders should focus on defining purpose, transparent reporting, and stakeholder engagement. Companies prioritizing profitable sustainability and addressing societal impacts will stand out as ESG leaders, positioned as resilient players in a changing world. A balanced, transparent ESG strategy aligns business goals with global responsibility, reinforcing companies as responsible members of the economy.

AKCJ Ventures wishes you a Diwali as bright as your next big idea—may your ventures shine and your startups soar! ✨





AKCJ Ventures at the Acceleration Mixer – Driving the Future of DeepTech



DeepTech Super Mixer
Organised by DS Centre of Entrepreneurship

The recent Acceleration Mixer on deeptech, organized by FITT, IIT Delhi, brought together top minds in the industry. All three partners of AKCJ Ventures attended, connecting with both industry veterans and promising startups.

We shared AKCJ's vision of fostering innovation through investments in deeptech, emphasizing our commitment to supporting startups that are shaping the future. With advancements in AI, robotics, and quantum computing, deeptech holds vast potential for sustainable and impactful innovation.

We believe deeptech is key to solving global challenges, from healthcare to industrial automation, and are eager to partner with founders pushing these boundaries. The event highlighted our open approach to exploring investment opportunities in this transformative sector and the importance of collaborative ecosystems to drive breakthroughs. We are excited to partner with emerging deeptech leaders to turn visionary ideas into reality.

Insightful Mentoring Session – CA Amit Jain

In today's fast-paced startup ecosystem, mentorship plays a crucial role in navigating complex challenges. In a recent mentoring session, our esteemed advisor, Mr. Amit Jain – a seasoned professional in the private equity and venture capital industry – provided invaluable insights on scaling businesses, strategizing vision, and fostering growth. The session highlighted three key areas: Strategy, Execution, and Resilience.

Strategy – It is critical to understand the SWOT of various businesses and sectors, along with our own capabilities and strengths from an investment perspective.

Execution – A deep dive is essential to build a solid understanding of an investment idea and to back it with courage and conviction.

Resilience – Investment decisions evolve as new information emerges. One must be mentally resilient to process all available information and avoid making decisions based on incomplete insights.





ESG-Driven Venture Capital: Investing Responsibly for a Sustainable Future

-Naira Sood, Investment Analyst 

Responsible investing through venture capital with an ESG (Environmental, Social, Governance) focus helps support startups that prioritize sustainability, social responsibility, and good governance. ESG evaluates how companies manage environmental impact, employee relations, and governance practices. Startups, often led by visionary founders, can integrate ESG principles from the beginning.

To invest responsibly, research the startup's ESG practices, engage with founders on their sustainability and governance efforts, and assess their long-term impact. Prioritizing diverse teams and transparent governance is key.

ESG investing not only offers strong financial returns, as companies with good practices tend to outperform, but also contributes to solving critical global issues like climate change and inequality.

[Click here to read more](#)



India's Electric Vehicle (EV) Market: A Path to Sustainable Growth and ESG Integration

-Neha Lakhwara, Founding Partner 

India's electric vehicle (EV) market is projected to grow from USD 34.8 billion in 2024 to over USD 120 billion by 2030, driven by government initiatives like FAME II and private sector efforts. This rapid expansion supports India's ambitious sustainability goals, including 80 million EVs on the road by 2030. Electrifying 30% of private cars, 70% of commercial vehicles, and 80% of two- and three-wheelers will significantly reduce emissions and fossil fuel reliance, while also creating jobs.

EVs play a vital role in India's ESG framework, contributing to environmental sustainability, inclusive growth, and governance excellence through initiatives like the Production-Linked Incentive (PLI) scheme.

At AKCJ Ventures, we prioritize ESG principles, focusing on clean mobility solutions that drive both financial returns and positive social impact. Our investments in the EV sector align with our vision of fostering innovation and sustainability, helping build a future where economic growth and environmental responsibility go hand in hand.

[Click here to read more](#)



A humble homage to Sir Ratan Tata; the global visionary of sustainability

–Anjeet Khandelwal, Founding Partner 

Sustainability has emerged as a critical driver of success for startups and Venture Capital firms alike. India lost a very powerful leader this month with the passing of Mr. Ratan Tata. What is to note here is that when one aims to create impact, the sky is the limit. Sir Ratan Tata literally touched the sky and beyond by creating a legacy in many initiatives he championed, from education and healthcare to rural development and environmental sustainability.

The Tata Group's Sustainability Policy commits to creating long-term stakeholder value by integrating economic, environmental, and social factors into its operations. For instance, Tata Motors has incorporated electric vehicles (EVs) in its product line, contributing to reduced carbon emissions and supporting clean energy initiatives. The policy also ensures that sustainability principles are embedded in all key decisions and processes, helping to manage risks and capitalize on opportunities, such as Tata Steel's focus on reducing water consumption in its manufacturing processes.



You left a light

The policy emphasizes product stewardship by improving the health, safety, and environmental impact of products throughout their lifecycles. For example, Tata Chemicals has implemented sustainable sourcing practices, minimizing the environmental footprint of raw materials. Tata Power's significant investment in renewable energy projects demonstrates global sustainability leadership within their sectors.

Each Tata company has a governance structure that oversees sustainability efforts. An example is the Tata group's efforts in renewable energy and waste management, where specific targets for reducing greenhouse gas emissions and enhancing resource efficiency have been set across their businesses. Tata Communications' 3C sustainability strategy committing to net-zero by 2035 aims to drive sustainable development by focusing on three key areas: carbon, circularity, and culture.

All these above initiatives have been undertaken with Mr. Ratan Tata at helm of the organization. At AKCJ Ventures, we are also much charged and enthusiastic about following sustainability norms. We strive to embed them in our vision, philosophy, work culture, work methods, processes, and cross team functionalities too. AKCJ Ventures recognizes that it is not just strategic but imperatively essential to both maximize risk-adjusted returns and to solve the increasingly complex challenges society faces today. Truly inspired by Mr. Ratan Tata, AKCJ Ventures also embraces sustainability as a core value to equip itself better to identify emerging market trends, enhance operational efficiency, improve workforce productivity, remain ahead of regulatory mandates, and engage stakeholders effectively.

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612, Kailash Building, 26, Kasturba Gandhi Marg, Connaught Place, New Delhi -110001
Phone: +91 11 47047455, Email: info@akcjventures.com, www.akcjventures.com

  
@akcjventures

