

Fostering new growth  
through collaboration



Vikaasa partners



CYIENT



TATA TRUSTS



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XYNTEO  
EXCHANGE/  
INDIA2022  
APRIL  
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Y BAKER  
HUGHES  
a GE company



# About Xynteo

Xynteo works with a community of visionary business leaders, equipping them and their organisations to transform the systems in which they operate. We provide advisory services for strategy, innovation, engagement, learning; and build cross-sector collaborations, including the Xynteo Exchange, Leadership Vanguard, Vikaasa (founded as India2022) and Europe Delivers. Xynteo also produces The Performance Theatre.

# Introduction to Xynteo Vikaasa

Xynteo Vikaasa (founded as India2022), is a purpose-driven business coalition of forward leaning organisations collaborating to accelerate India's progress on the United Nations Sustainable Development Goals by designing, incubating and piloting new growth models, enabling scale and creating material impact.

Launched in 2017 with the support of its founding partners from several leading global and Indian businesses, Vikaasa focuses on four thematic areas (impact tracks), which are supported by cross-cutting

verticals focused on Funding for Impact and Shared Narrative Development.

Coalition partners, across four impact tracks include Hindalco, an Aditya Birla Group company; Cyient; Hindustan Unilever Limited; Shell; State Bank of India; Technip Energies and WPP.

Thus far, 40+ projects have been developed with over 20 operationalised across energy, waste management, sustainable livelihood, and healthcare access.

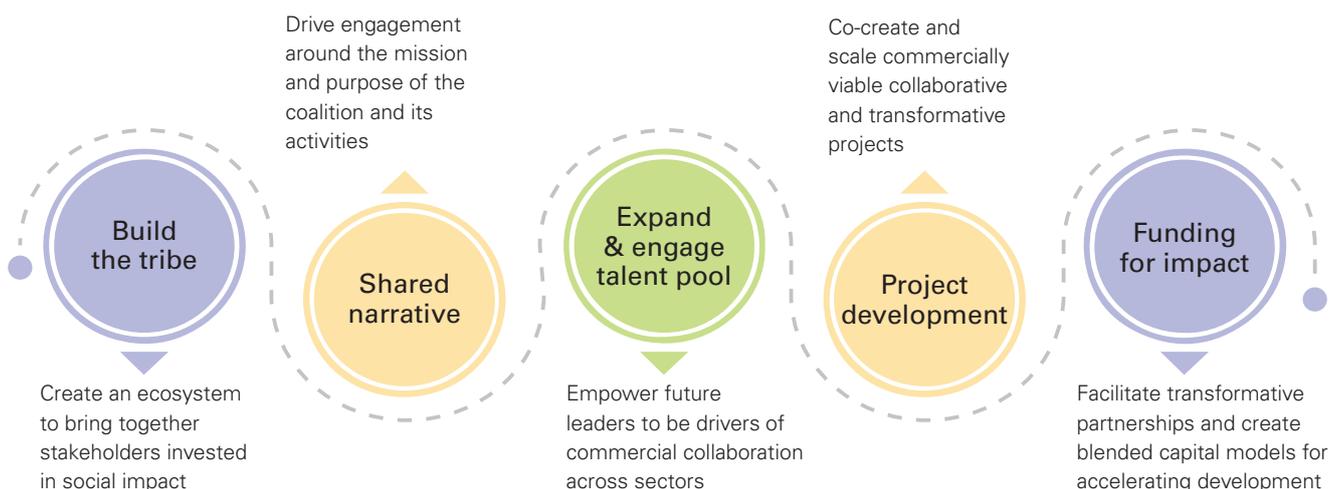
This initiative was conceived by Xynteo, an Oslo based sustainability advisory specialising in leadership and transformation services, particularly creating collaborations for impact. The coalition is governed by an Executive Committee, chaired by Mr Sanjiv Mehta and is supported by an Advisory Board, led by Mrs Rajashree Birla.



Vikaasa Executive Committee and Advisory Board at the first annual Xynteo Exchange/Vikaasa 2018

## Our Theory of Change

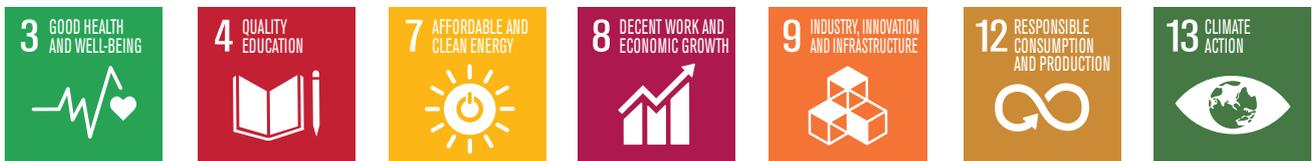
Vikaasa embarked upon five core activities at the onset, which defines the 'Theory of Change'. It is both seamless and inter-connected, in that the outputs of one activity become input into another.



# Transformation through collaboration

The coalition is pursuing three ambitions and three goals that address seven of the United Nations Sustainable Development Goals.

**7** United Nations Sustainable Development Goals | **3** Ambitions | **3** Goals | **8** Sub-goals



## Ambition



**1**  
Enable clean energy and waste management solutions



**2**  
Accelerate innovative business models for the SDGs



**3**  
Promote human potential development

## Goals

### Develop ten innovative and scalable opportunities

- Produce 500,000 tonnes of alternate fuels to replace traditional fuels.
- 75 MW renewable infrastructure established for industrial and rural customers.
- 2 million tonnes plastics waste diverted from landfills.

### Enable commercialisation of 30 sustainable technologies

- Incubate or accelerate over 100 technologies focused on healthcare access, lowering per capita material footprint.
- Support 30 partnerships for catalytic impact, ecosystem building, and scaling.

### Reach 100 million people

- Increase awareness about responsible waste management, health and hygiene, and livelihood opportunities for 90 million people.
- Access to affordable healthcare solutions for 10 million people.
- Employment enabled for 500,000 people directly and indirectly



“I believe that businesses have a significant role to play in achieving a new, more sustainable and inclusive growth model for the future.”

**SANJIV MEHTA** Chairman and Managing Director, Hindustan Unilever Limited; President, Unilever, South Asia; Chair, India2022 Executive Committee.

# Our four Impact Tracks

Vikaasa focuses on four thematic areas (impact tracks), which are supported by cross-cutting verticals focused on Funding for Impact and Shared Narrative Development.



## Waste to Value (WTV)

Led by Hindustan Unilever

The Waste to Value impact track aims to transform the way Indian businesses think about packaging waste by establishing sustainable end-to-end waste management models focusing on circularity.

## Waste No More end-to-end waste management model

Brought together by Hindustan Unilever, SBI Foundation, Dalmia Polypro and Municipal Corporation of Greater Mumbai, the end-to-end waste management model has strengthened waste management infrastructure in Mumbai's D-ward creating positive impact across 300+ housing societies and 100+ Safai Saathis. Our model aims at building an inclusive ecosystem and incentivizes every participant to build a sustainable and scalable solution in a Public Private Partnership. Through intensive awareness creation activities, decentralised and replicable material recovery facilities and inclusion of informal waste pickers in the business model, we have addressed challenges throughout the value chain. Furthermore, by augmenting the municipal corporation's collection infrastructure on-ground, we have now expanded the routing and increased the frequency of direct collection services offered to housing societies and bulk generators in the ward.

## Waste No More interactive Digital curriculum: Engaging future change makers

Conceptualised in November 2018, in partnership with Hindustan Unilever and the Municipal Corporation of Greater Mumbai, Waste No More is an innovative digital curriculum focused on changing students' behaviour towards waste disposal. The curriculum offers in-class activities, and easy-to-do take home games to encourage children and their families to be responsible consumers. Waste No More has completed two pilot Programs in Nashik and Kolhapur and engaged over 80,000 students and 1,500 teachers. The Digital curriculum has been rolled out through the national education application (Diksha) and Maharashtra State Government's education channel with a potential to reach more than 10 million households.



“We need a new kind of leadership to achieve new growth in India and turn the country into a landscape of opportunities.”

**RAJASHREE BIRLA** Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development; Chair, India2022 Advisory Board.



## Healthcare

Led by Cyient

The healthcare impact track aims to democratising access to diagnostic healthcare by leveraging the power of technology to ensure high-quality healthcare solutions that reach people across India.

### Project Tej is a business-led alliance designed to accelerate market-ready healthcare innovation

Launched in 2020, by the Minister of IT, Government of Telangana, Shri KT Rama Rao, Project Tej is an alliance of stakeholders across the health innovation value chain – governments, industry, hospitals, foundations, multilateral and innovation enablers to support acceleration of late stage medtech innovations and enable them to reach the underserved population. The alliance supports startups in clinical validation at scale,



industry collaborations and market access and enables partner institutions to have easier access to market-ready solutions. Thus far, a network of 10+ testbed sites for real world evidence generation has been created and five startups have received support and validation and access. Telangana is the first state partner with two more state partnerships under development.



## Sustainable Mining

Led by Hindalco, an Aditya Birla Group Company

The Sustainable Mining track focuses on building a future-ready business model that finds a balance between social and environmental factors and sound social, economic consideration in mining areas.

### Reviving traditional Kosa silk artform through sustainable local economic development

To realise the full potential of Kosa Silk in domestic and international market we launched an indigenous brand for Kosa Silk products. From India's heartland, Kosala aims to revive and boost the dying art tradition and make Kosa silk products a mainstay in the global marketplace. The brand is housed in an emerging social



enterprise, owned and operated by the local community. The project aims to create sustainable livelihood opportunities by developing the value chain from product design to market design.



# Energise

Led by Shell and Technip Energies

The Energise impact track focuses on making business-led, large-scale, systemic changes that accelerate the availability and utilisation of sustainable, innovative sources of energy and energy efficient solutions to support the Government of India's goals for the country's energy transition.

## Integrated Solutions for Rural Communities: Partnership for scaling clean energy access in rural India

The rural collaboration project aims to bring holistic multi-sectoral development of rural communities in India,

by improving the viability of market-driven interventions through (a) informed decisions based on socio-economic parameters; (b) enabling partnerships across various stakeholder groups; and (c) solutions addressing community needs. Launched in November 2020, the approach is supported by a Stages of Development (SOD) Framework- a data-driven tool developed to support public and private sector players drive synergistic action, increase participation in rural areas and accelerate impact. Led by Shell and supported by Tata Trusts, the SOD framework offers a structured approach to improving the viability of market-driven interventions through informed decisions based on socio-economic parameters, enabling partnerships across various stakeholder groups, and solutions addressing community needs.



“We need to grow as leaders, transforming our organisations and the systems in which we live and work. We are changing the conversation.”

**DR OSVALD M BJELLAND** Founder & President, Xynteo

# Xynteo Exchange/India

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The Xynteo Exchange/India is the annual forum for showcasing Vikaasa's progress and future activity by bringing together Indian and global leaders to leverage the power of collaboration, promote talent development and unlock future-fit growth in India. It is a full-day immersive experience. Two editions of the Exchange have been held thus far with participation from over 800+ top business leaders and deep discussions across eight studios, which support the incubation and acceleration of commercial solutions to some of the big issues facing India today



**800+**

Top global leaders  
attended

**75**

Inspiring  
speakers

**60**

Innovative  
Marketplace solutions



Coverage across social, print and broadcast media; over 10 million Twitter impressions

We aim to scale up the Xynteo Exchange/India to be the foremost platform for those invested in India's growth and development and have deeper conversations to build innovative solutions for the biggest challenges facing India.



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*Vikaasa aims to unlock the power of collaboration to develop new growth models that are sustainable, future-fit and delivers transformative impact.*

**VIPUL KUMAR** Director India, Xynteo

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# People

Vikaasa is governed by an Executive Committee and supported by an Advisory Board

## EXECUTIVE COMMITTEE



**Sanjiv Mehta** (Chair)

Chairman & Managing Director, Hindustan Unilever Limited; President, Unilever, South Asia



**Harry Brekelmans**

Projects & Technology Director  
Royal Dutch Shell



**Dinesh Kumar Khara**

Chairman  
State Bank of India



**Satish Pai**

Managing Director  
Hindalco Industries Limited



**Arnaud Pieton**

President and CEO-Elect  
Technip Energies



**Nitin Prasad**

Chairman  
Shell Companies in India



**Krishna Bodanapu**

Managing Director &  
Chief Executive Officer  
Cyient



**Samir Agarwal**

Business Review Council  
Chairman's Office  
Aditya Birla Group



**Davendra Kumar**

Managing Director  
Technip Energies India



**Osvold Bjelland**

Founder & President  
Xynteo



**N J Joseph**

Senior Vice President,  
Corporate & Marketing  
Cyient



**CVL Srinivas**

Country Manager  
WPP



**Srinath Narasimhan**

Chief Executive Officer  
Tata Trusts

## ADVISORY BOARD



**Rajashree Birla** (Chair)

Chairperson  
Aditya Birla Center for  
Community  
Initiatives & Rural  
Development



**Ajay Mathur**

Director General,  
TERI – The Energy and  
Resources Institute



**Chetna Sinha**

Founder and Chair  
Mann Deshi Foundation



**Kuldip Kaura**

Senior Director  
Everstone Capital  
Advisors



**Murali Sastry**

CEO, IITB Monash  
Research Academy



**Naina Lal Kidwai**

Chair, India Sanitation  
Coalition | Chairman,  
Max Financial Services |  
Senior Advisor, Advent  
Private Equity



**Nasser Munjee**

Chairman of Board of  
Directors, DCB Bank  
Chairman, Aga Khan  
Rural Support Programme



**Per Hegggenes**

CEO  
IKEA Foundation



**Renana Jhabvala**

National Coordinator,  
Self-Employed Women's  
Association (SEWA)  
Chairperson, SEWA Bharat



**Ritu Kumar**

Senior Director  
TPG



**Sairee Chahal**

Founder and CEO,  
SHEROES  
Board member,  
Paytm Payments Bank



**Sam Pitroda**

Telecom inventor,  
entrepreneur,  
development thinker  
and policy maker



**Aditya Tripathi**

Chief Executive Officer  
Cold Love Ice Cream

## MENTORS



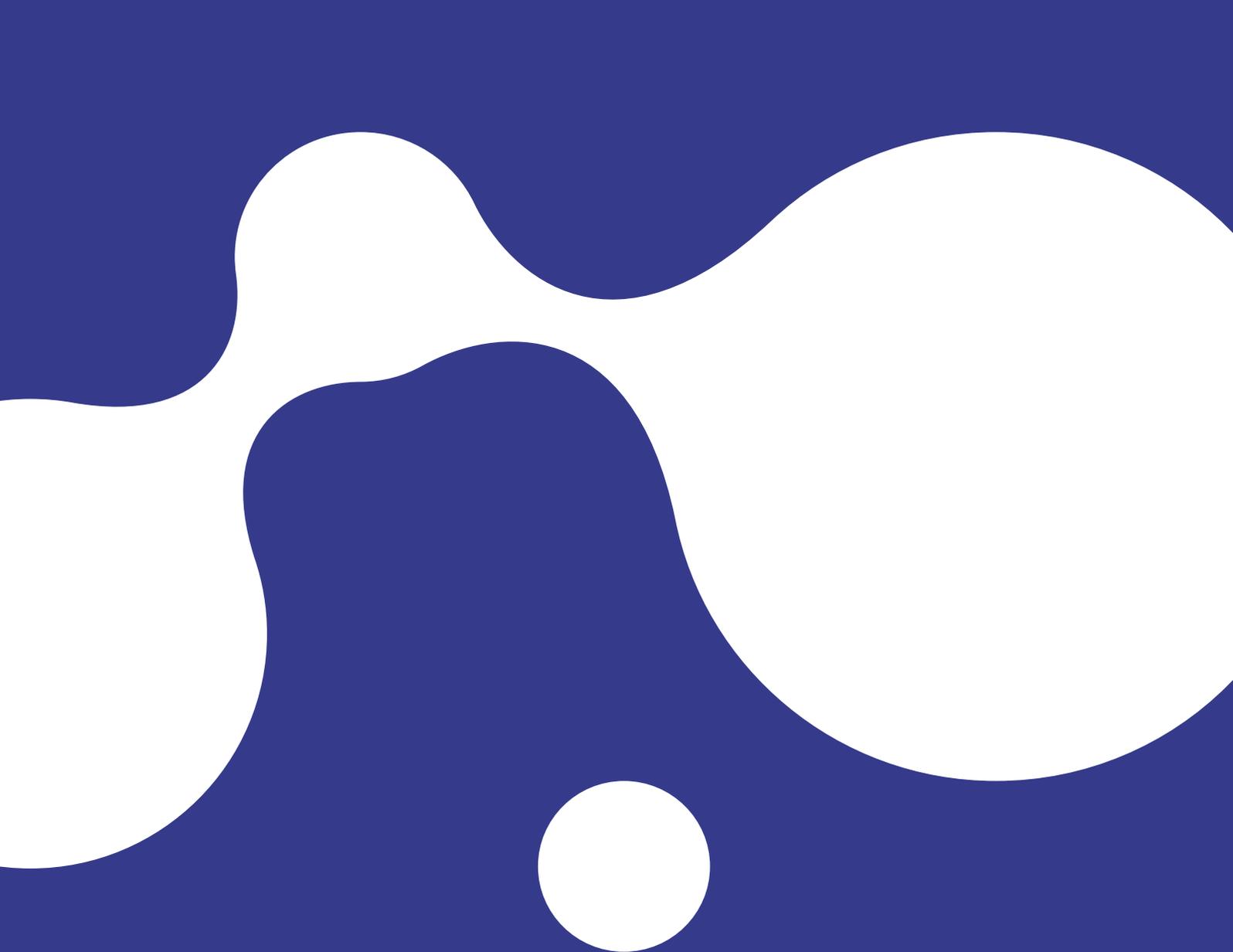
**BVR Mohan Reddy**

Founder and Executive  
Chairman, Cyient  
Chairman, NASSCOM



**Askaran Agarwala**

Head - Birla Group Trusts and  
Special Community Project  
Aditya Birla Group



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