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BUSINESS COUNCIL

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Sustainable Development Alliance

March 2025

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Foreword



Achieving Sustainable Development Goals (SDGs) requires a concerted effort, and businesses are critical to this endeavour. They contribute to social, environmental, and economic progress and they can integrate responsible practices into their operations.

India and the United Kingdom have complementary approaches to sustainable development. Both countries consider businesses essential drivers of change. India's corporate social responsibility (CSR) laws require profitable businesses to contribute to societal goals, ensuring that corporate success benefits the wider community.

The UK follows a voluntary model, championing the 'triple bottom line'—people, planet, and profit. This approach encourages businesses to integrate sustainability into their operations through market-driven, context-specific solutions.

The continued growth of the UK-India economic relationship offers tremendous potential for advancing the SDGs. Furthermore, UK businesses have a strong presence and impact in India. The 'Britain Meets India 2024' report notes that 667 UK-owned companies generate more than ₹5,082 billion in revenue and employ 523,000+ people in India ([Grant Thornton, 2024](#)). They are contributing directly to the SDGs through investments and CSR in areas such as renewable energy, healthcare, and infrastructure.

The opportunity for UK businesses to further impact India's SDG agenda is vast. By leveraging their expertise in industries such as green finance, renewable energy, and clean technologies, UK companies can help accelerate India's progress on climate action, affordable energy, industrial innovation, and employment growth. In this report, we delve into the examples of how India and the UK are progressing towards these SDGs and our recommendations to increase the impact of bilateral collaboration.

Richard McCallum, Group CEO, UKIBC



"I congratulate the UK India Business Council on the success of its Sustainable Development Alliance, highlighting the positive contributions of British businesses in advancing India's sustainable development goals.

Prime Minister Starmer and Prime Minister Modi have agreed to take forward an ambitious UK-India Comprehensive Strategic Partnership to take the relationship to new heights: this includes collaboration on climate, technology, trade and investment – all areas where industry and industry bodies like the UKIBC have such an important role to play.

As we look ahead to the future, our business partnerships span multiple sectors including offshore wind, energy storage and green hydrogen. These partnerships are accelerating research and innovation and driving economic growth in both nations."

Lindy Cameron CB OBE
British High Commissioner to the Republic of India

Charting an SDG-led path to Viksit Bharat 2047

India is at a significant juncture — benefitting from a technology-driven transformation, infrastructure development, favourable demographics, a productive workforce, and consistently high economic growth. While economic growth matters, it is more important than ever that 'economies be designed to thrive and not grow' ([Kate Raworth, 2018](#)) to ensure that prosperity is sustainable and, in the long-term, balanced against finite resources and existing ecological boundaries.

Aligned with this philosophy, India's Viksit Bharat — 'Developed India' @2047 centres on interlinking economic growth with good governance, technological development, social welfare, and environmental considerations. India's concerted efforts on sustainable development as part of its developmental planning, both at the national and the state level, are reflected in its continued progress to achieving SDGs. Since the SDG India Index was first released in 2018 by Niti Aayog¹, India has improved its performance across many SDG pillars. As the visualisations below show, in five pillars it has moved to completion from the baseline over the past five years, while other pillars have shown steady progress.

SDG 7 (Affordable and Clean Energy) is the highest-scoring goal at 96, followed closely by SDG 6 (Clean Water and Sanitation) at 89 — both critical to quality of life.

Urban development and sustainability have seen major strides with SDG 11 (Sustainable Cities and Communities) rising from 39 in 2018 to 83 in 2023-24.

Since 2021-22, improvement in Goal 13 (Climate Action) stands out, reflecting India's COP commitments such as achieving net-zero emissions by 2070 and reducing the emissions intensity of GDP by 45% by 2030.

India has bettered its position under SDG 2 (Zero Hunger) in the last two years while SDG 5 (Gender Equality) continues steady progress though remaining in the 'aspirant' category at present.

India's focus to build robust social and public infrastructure, increasing productivity by providing basic amenities, and empowering citizens through entrepreneurship and financial support underscore the country's commitment to fostering inclusive growth and reducing inequality.

India's Top 5 Most Improved SDGs (2018-19 to 2022-23)

Affordable and Clean Energy (SDG 7)

51 → **96**

Sustainable Cities and Communities (SDG 11)

39 → **83**

Clean Water and Sanitation (SDG 6)

63 → **89**

Good Health and Well-being (SDG 3)

52 → **77**

Responsible Consumption and Production (SDG 12)*

55 → **78**

*No data for 2018, data for 2019-20 considered for comparison | Chart: Created by UKIBC • Source: PIB





India's SDG commitments are driven by partnerships between public and the private sectors

India's progress in achieving the SDGs has been influenced by targeted government initiatives and contributions from non-governmental stakeholders such as civil society and businesses. Public-private partnerships, such as those driving renewable energy expansion and supporting India's commitment to net-zero emissions by 2070 ([World Economic Forum](#)), have been pivotal. India's vibrant start-up ecosystem, with over 90,000 enterprises, has contributed in climate-focused sectors like agriculture, energy, and the circular economy ([PIB](#)). Additionally, of the ₹2.9 billion spent through CSR in 2022-23, a significant portion was directed towards SDG-aligned activities such as promoting gender equality and women's empowerment, rural development, environment-related initiatives, and eradicating hunger and poverty ([National CSR Portal](#)). Civil society organisations, including the Voluntary Action Network India, have enhanced grassroots engagement, building capacity to monitor and implement SDGs effectively ([Forus](#)).

Government initiatives driving change

Government programmes promoting financial inclusion have enabled the opening of over 480 million bank accounts for the underserved, facilitating direct benefit transfers worth ₹34 trillion to beneficiaries of government

schemes². Alongside this, food security measures ensured over 800 million individuals received assistance during the pandemic³. 99.7% of individuals who sought employment under rural job guarantee schemes were provided work in 2024 generating livelihoods and lifting people out of poverty⁴.

Access to affordable and clean energy saw remarkable improvement through concerted efforts to bring electricity to nearly every household, driven by initiatives that addressed last-mile connectivity challenges and provided subsidised connections for economically weaker sections⁵.

Similarly, initiatives to reduce dependence on traditional fuels have provided over 100 million LPG connections to rural and deprived households⁶. India's renewable energy capacity has expanded exponentially, with solar power capacity surging from 2.82 GW in 2014 to 73.32 GW in 2023⁷.

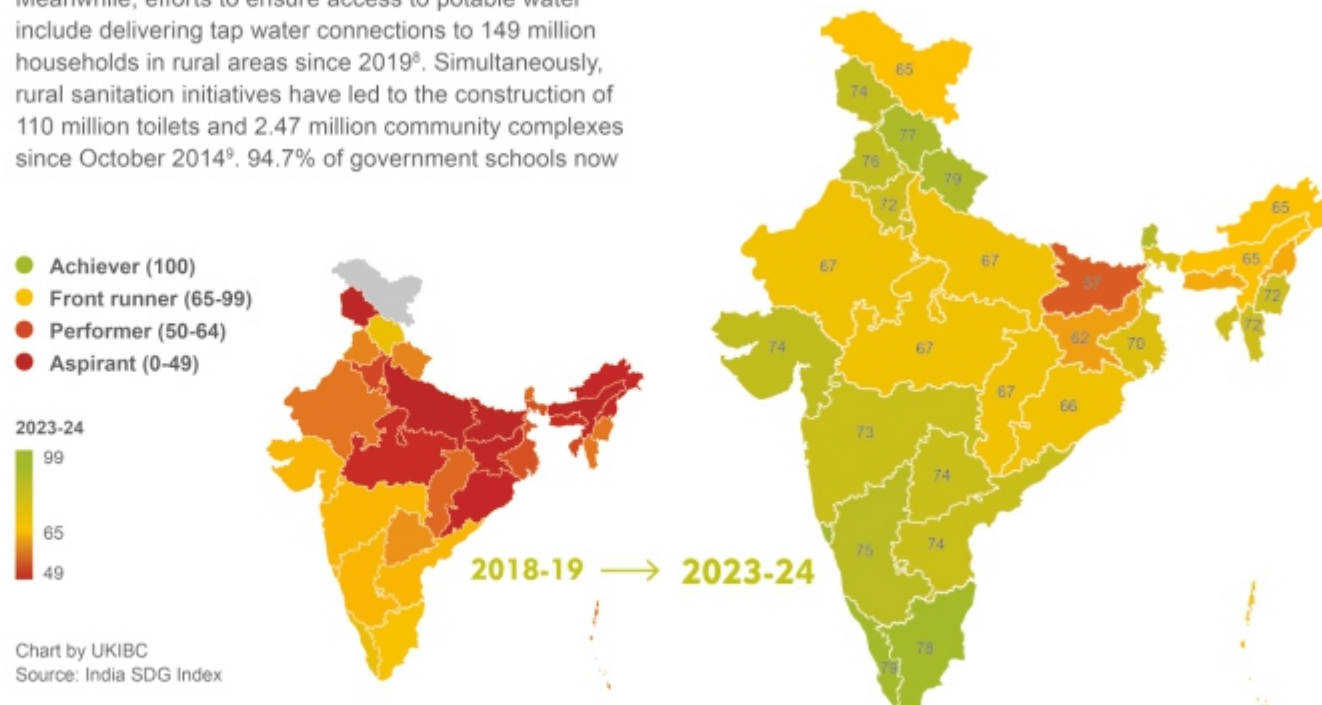
Meanwhile, efforts to ensure access to potable water include delivering tap water connections to 149 million households in rural areas since 2019⁸. Simultaneously, rural sanitation initiatives have led to the construction of 110 million toilets and 2.47 million community complexes since October 2014⁹. 94.7% of government schools now

have functional toilets for girls, supporting better hygiene and girls' participation in schools¹⁰.

SDG 11 (Sustainable Cities and Communities) has been bolstered by affordable housing programmes for low- and moderate-income groups, under which more than 40 million homes have been sanctioned¹¹ and 26.7 million concrete rural houses constructed¹², ensuring secure shelter for millions of families.

India's states and the SDGs

The strategy to localise its SDG agenda by involving states as stakeholders as well as encouraging a whole-of-society approach has led to an improved performance at the state level as well. The 2023-24 SDG India data demonstrates an increase in composite scores across all states from 2018. The transition from predominantly red in the 2018 map to shades of yellow and green in the 2023-24 map vividly illustrates this progress:



Together, the public and private sectors can catalyse a movement that not only achieves India's developmental goals but also positions the nation as a global leader in sustainable and equitable progress.

The period 2023-24 saw 10 states enter the 'front runner' category with Uttar Pradesh as the fastest moving state. Since 2018, Karnataka has consistently performed well, reaching 'achiever' status in one SDG, 'front runner' in 10, and 'performer' in the rest. Maharashtra has advanced significantly, moving from 'aspirant' to 'front runner' in four goals, including education and climate action (RELX). The state is also progressing in solar and wind energy, reducing fossil fuel dependence, and promoting

sustainability (SDG 13). Karnataka, Maharashtra and Telangana scored a perfect 100 on SDG 7 (Affordable and Clean Energy). Telangana also improved notably on SDG 1 (No Poverty), SDG 13 (Climate Action), and carried out 100% institutional deliveries, child immunisation, and expanded health coverage in 2023-24 (SDG India Index).

India's global leadership in advancing SDGs

India's remarkable progress on multiple SDG fronts highlights its potential to become a global leader in sustainable and inclusive development.

India has made advancements on several fronts, including combating climate change, and strengthening the quality of education, specifically in pre-primary participation and literacy.

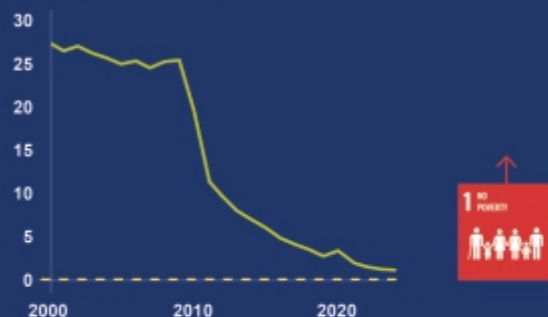
The Spillover Index evaluates how a country's actions affect others. India's has a Spillover score of 95.74 outperforming other BRICS nations such as China (90.32) and Brazil (90.05), as well as Australia and Japan

(Sachs, Lafortune & Fuller, 2024). India's high score reflects relatively low negative international spillovers caused by unsustainable consumption and harmful practices like tax havens or toxic waste exports and/ or positive spillovers, such as supporting multilateralism and providing development assistance.

As India progresses towards its ambitious Viksit Bharat plan, it must sustain its momentum. Achieving developed-nation status would necessitate, for instance, baseline accomplishments such as universal access to quality healthcare, achieving net-zero emissions, doubling per capita income, leading with industrial innovation, and eradicating extreme poverty.

Private companies, with their innovation and resources, will be pivotal in this transformation. Together, the public and private sectors can catalyse a movement that not only achieves India's developmental goals but also positions the nation as a global leader in sustainable and equitable progress.

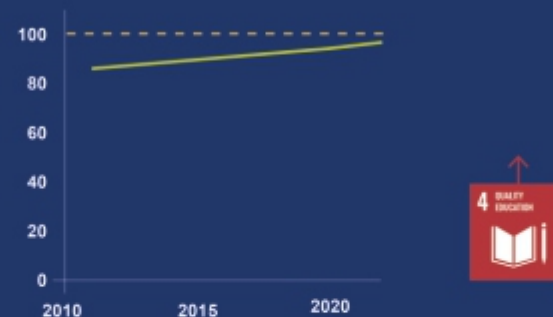
Improvement in poverty headcount ratio at \$2.15/day



- Poverty headcount ratio at \$2.15/day has reached the value of 1.18 in 2024 from 27.39 in 2000
- Poverty headcount ratio at \$3.65/day is at 7.06
- Steady improvement in both the indicators with India closer to the long-term objective of 0%

Source: Sustainable Development Report 2024

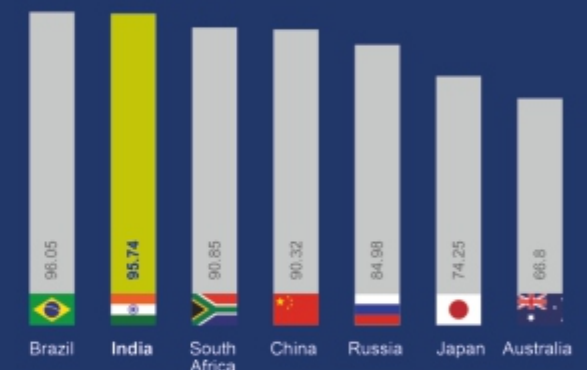
Literacy rate (ages 15-24)



- 96.54% literacy amongst the youth
- Net primary enrolment rate at 98.53%
- Lower secondary completion rate at 87.24%, up from 52.73% two decades back
- India is on track to attaining its targets under SDG 4

Country-wise SDG Spillover score

(The Spillover Index assesses a country's effect on other countries' abilities to achieve SDGs)



A higher score means that a country causes more positive and fewer negative spillover effects.

Chart: Created by UKIBC • Source: Sustainable Development Report 2024

UK-India collaboration on SDGs

The UK ranks ninth in the world on performance against SDG targets, exhibiting particularly strong performance across health, gender equality, carbon intensity of energy production, and industrial innovation. The visualisation on the right shows how the UK has fared overall and highlights the high performance on two specific goals.

The UK achieved its target under SDG 9 (Industry, Innovation, and Infrastructure) and remains a standout performer here. About 95.34% of the population have access to the Internet, and broadband subscriptions exceed 115 per 100 people. The widespread connectivity fosters a vibrant environment for innovation, entrepreneurship, and education. Between 2013 and 2021, expenditure on research and development surged from 1.62% to 2.92% of GDP, highlighting the nation's commitment to innovation and industrial growth (Sachs, Lafortune & Fuller, 2024).

The UK is improving its performance in SDG 3 (Good Health and Well-Being), banking on its robust healthcare system and effective public health policies. Significant progress in life expectancy, universal healthcare access, and advancements in medical research showcase its commitment to citizen well-being. The achievements reflect the UK's multifaceted approach to sustainable development.

India and the UK have consistently collaborated on areas such as climate action, healthcare, industrial sustainability, and technological innovation among others. By aligning their resources and expertise, both nations can set a precedent for international cooperation in addressing global challenges.

Under climate action, both nations remain committed to achieving their nationally determined contributions and net-zero targets. In September 2023, the UK pledged

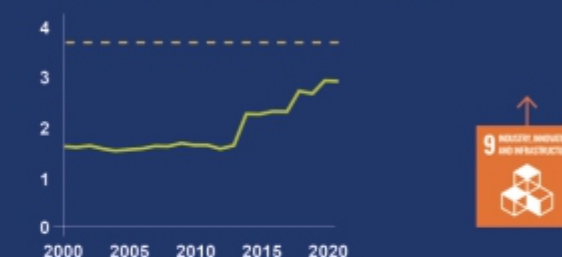
a World Bank guarantee to unlock \$1 billion in green financing for India (PIB) for clean energy and sustainable infrastructure projects including green hydrogen. Additionally, green finance can help generate jobs and promote balanced regional development by supporting projects in rural and peri-urban areas.

The 'India-UK Collaborative R&D for Industrial Sustainability' Fund was rolled out in 2024 to promote business-led projects centred on net-zero technologies (Department of Science & Technology) with the potential to drive economic growth in both countries. Projects include zero-emission steam solutions for textiles and sustainable recycling of e-waste. By fostering innovation in sustainable industrial practices, the Fund will contribute to the greening of supply chains and enhanced private sector collaboration, help develop scalable solutions to global problems and, by extension, support SDG 9 (Industry, Innovation, and Infrastructure).

Furthermore, UK Research and Innovation and the Government of India have announced a co-funded £19.4 million initiative to address global challenges like tackling farmed animal disease and geohazards; and innovating sustainable solutions within foundation industries such as cements, metals, and polymers.

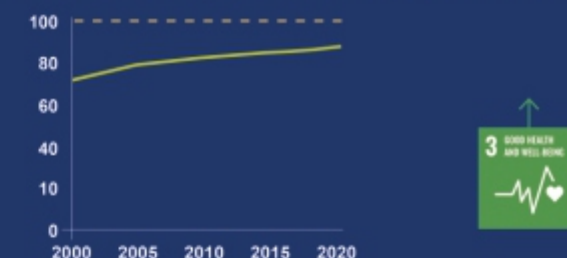
The sectors encompassed within the UK-India Technology Security Initiative (TSI) exhibit the futuristic outlook of the countries. The partnership aims to drive economic growth, create jobs, stimulate investments in emerging technologies with the potential to drive SDG 8 (Decent Work and Economic Growth), and engender the creation of resilient supply chains, and boost innovation.

Expenditure on R&D as a % of GDP



- R & D expenditure surged from 1.62% to 2.92% of GDP from 2013 to 2022
- Average score of the top three universities is at 97.03 far exceeding the SDG target value of 50
- 95.34% of the population using internet

Service coverage under Universal healthcare



- Value of 88 for essential services covered under universal healthcare, target value of 100
- Neo-natal mortality rate and child mortality rate on track
- SDG targets have been attained w.r.t reducing incidents of traffic deaths

Visualisation by UKIBC. Source: Sustainable Development Report 2024



9

SDG Index rank out of 166 countries

82.16

SDG Index score out of 100

Mapping business contributions

Pioneering green finance for India's sustainable future

India, as one of the world's fastest-growing economies, faces a dual challenge of sustaining development while addressing significant environmental concerns.

India requires \$2.5 trillion by 2030—roughly \$170 billion annually—to meet its Nationally Determined Contributions (NDCs) ([UNFCCC](#), [Government of India](#)).

However, estimates suggest the latest tracked green finance for mitigation covers only 30% of the needed funding. To bridge this gap, both domestic and international investments need to scale up rapidly. International finance has shown an increasing trend, rising to 17% (\$ 8.3 billion) of India's total finance for mitigation in 2021-22, up from around 15% in 2019-20 ([Chakravarty et al., 2024](#)).

The UK and India have committed to harnessing green finance, fostering investments that align with India's NDCs under the Paris Agreement, and generating socio-economic benefits. The collaboration between the UK and India has been instrumental in this context.

For instance, banking major HSBC India is partnering with clients for the net-zero transition as a core part of its strategy. A specific example includes its partnership with ReNew Power to refinance a 300 MW operational solar project in Rajasthan through a Green Loan facility and helping the company raise \$400 million in the bond markets (HSBC). HSBC has also facilitated the first Sustainability Linked Bond in India for Ultratech Cement and extended Sustainability Linked Loan facilities to clients including Lakeshore India and Afcons Infra.

Meanwhile, British International Investment (BII) has been a long-term and committed development partner to India since 1987, investing to create jobs, remove market constraints in energy and infrastructure and improve access to essential goods and services. Under

its 2022-2026 strategy, at least 30% of BII investments will be in climate finance. In India, this means helping the country achieve its plans to meet 50% of its electricity requirements from renewable energy sources by 2030 and reach net-zero by 2070.

Standard Chartered has provided GreenCell Mobility with a \$15.2 million term-loan to drive India's shift towards cleaner mobility by enabling GreenCell to deploy 150 electric buses in Surat. This will eliminate 100,000 tonnes of CO2 emissions, setting gold standards for sustainable urban transportation in India. The bank used its in-house sustainability benchmarks and rigorous evaluation processes to ascertain risks and ensure the viability of the project, offering both financial and technical expertise.

Such investments not only accelerate India's carbon reduction efforts but also serve as blueprints for further investments in clean technologies.

Embedding SDGs in business practices, products and designs through green consulting

Adopting appropriate Environmental, Social and Governance (ESG) practices offers many advantages to companies such as improved financial performance, operational cost savings, enhanced brand loyalty, and better talent acquisition ([India Briefing, 2024](#)). Furthermore, ESG compliance strengthens regulatory alignment and fortifies long-term resilience.

India is making strides here through initiatives such as SEBI's Business Responsibility and Sustainability Reporting guidelines, and the India ESG Framework. The promotion of green bonds for sustainable projects, underline this commitment. According to 'India ESG Preparedness Survey', while 88% of organisations believed sustainability regulations will directly impact their businesses, only 27% of businesses were prepared to meet those requirements ([Deloitte, 2023](#)).

Institutions such as the British Standards Institution are leading the efforts to develop new standards in

sustainable infrastructure, net-zero, resource security among others helping embed sustainability best practice across businesses including in India. Read more about their impact in the detailed case study in the final segment of the report.

EY's Climate Change and Sustainability Services practice, formed in 1999, consults policymakers to craft comprehensive climate action plans, establish forward-thinking policies, and implement regulations, while ensuring environmental & social safeguards are integrated into the core of national sustainable development strategies.

The UK and India have committed to harnessing green finance, fostering investments that align with India's NDCs under the Paris Agreement, and generating socio-economic benefits.



Their ESG consulting has helped companies decarbonise and transition some of the most hard-to-abate sectors in the country like oil and gas, mining, and cement. Their work with Indian companies has also yielded positive impacts on crucial SDG issues like water scarcity, waste management, resource recovery and efficiency, assessing climate risk exposures and strengthening the resilience of supply chains.

Building sustainable and resilient cities

With rapid urbanisation, India is faced with the dual challenge of creating liveable cities and adequate infrastructure for all, while mitigating the environmental impact of such development. The 100 Smart Cities Mission, with a focus on sustainability and improved liveability is geared towards this. Additionally, the government is promoting the development of green buildings. In 2023, India maintained its position as the third-ranked country on the U.S. Green Building Council's top 10 countries ([GBCI, 2024](#)).

The importance of energy-efficient and climate-resilient buildings go beyond environmental benefits. They contribute to operational cost savings, creating long-term value for urban environments ([Olabi et al., 2025](#)). India's rapidly growing real estate sector is gradually embracing these principles, but significant challenges remain, especially in terms of scaling up sustainable practices across the country's diverse urban landscape.

British firm Arup is at the forefront of driving innovations in energy efficiency and decarbonisation globally. For example, providing an advisory service for 30 GW of renewable energy assets across both public and private sectors. With its expertise in green hydrogen, onshore and offshore wind, solar energy, and energy storage, Arup can partake in India's hydrogen economy. Additionally, Arup's work around sustainable infrastructure in transport, railways, water, and energy conservation, and experience in decarbonising hard-to-abate sectors through carbon capture, utilisation, and storage and smart energy solutions can be leveraged.

Forging alliances to advance India's SDG ambition

Achieving the SDGs requires collective action, with partnerships and collaborations playing a central role in driving socio-economic and environmental progress. By leveraging the unique strengths of diverse stakeholders—corporations, academic institutions, and non-profits—these alliances enable innovative solutions that address complex challenges. With private sector gross fixed capital formation at 23.8% of GDP for 2022-23 ([Union Budget 2023-24](#)), businesses are more empowered than ever to drive sustainable growth. Cross-border collaborations facilitated by academic institutions hold unique potential. These partnerships not only create localised impact but also present success stories or templates to solve problems that can be emulated in similar settings across the globe.

The Transforming India's Green Revolution by Research and Empowerment for Sustainable food Supplies (TIGR²ESS) project involving the University of East Anglia (UEA) illustrates the value of UK-India collaborations in advancing SDGs. Funded by the UK's Global Challenges Research Fund, the initiative addressed hunger and responsible production by promoting sustainable agricultural practices across six Indian states. The project's six flagship initiatives tackled critical issues such as food security, water management, and climate resilience. The programme also prioritised social inclusion, promoting female entrepreneurship and supporting Farmer Producer Organisations.

An illustration of leveraging contextual knowledge was the project's two-way exchange between India's indigenous agricultural systems and integration with modern technologies like targeted irrigation and crop improvement techniques. Through this multi-pronged initiative, one can see how cross-disciplinary research and collaboration drive meaningful progress toward SDGs fostering resilience and sustainability.

With more than 40,000 higher education institutions across the country and more than 37 million students enrolled in 2021-22 (AISHE, 2021-22), the potential for academia to impact sustainable development in India is vast. These institutions are uniquely positioned to shape the next generation of leaders, innovators, and policymakers, embedding SDG-related goals within research and curricula, and empowering students to apply their knowledge to real-world challenges.

In line with this thinking, the UK India Business Council, UEA and the University of Hyderabad developed the [University Social Responsibility Guidebook](#) in 2020, a resource promoting socially responsible practices in higher education. This initiative is a good example to exhibit the critical role of universities in advancing sustainable development, fostering community



engagement, and aligning education with global sustainability standards. Under community engagement, for instance, students can be encouraged to take up field-based projects and internships with municipalities, panchayats, or other local bodies.

It also explores how civil society, businesses, and educational institutions can work together to further the SDGs. By advocating for active and responsible citizenship, the guidebook envisions pathways for integrating social responsibility into academic, corporate, and public sectors, addressing pressing challenges such as sustainability, inclusivity, and knowledge co-creation. This initiative sets a blueprint for leveraging education as a catalyst for socio-economic participation and sustainable progress ([UKIBC](#)).

Businesses are also working with governments to drive impact. Deloitte is supporting the government in Haryana with a [Crop Residue Management programme](#) that was scaled up 111x in 2023 and expanded to include a pilot in Punjab in 2024. The impact translates into 7,500 lives saved, a 54% reduction in stubble burning and an additional \$10 million in farmers' income.

Under SDG 17 (Partnership For The Goals), the RSC's Yusuf Hamied Inspirational Chemistry Programme has already trained 50,000+ teachers and inspired over 2,265 students across 17 states to pursue chemical sciences. In collaboration with Tata Technologies, Tata Trusts, British Council India and DST, RSC co-sponsors the [Inspiring India in Research, Innovation and STEM Education](#) (iRISE) programme to build the next generation of responsible educators and skilled scientists.

In conclusion, the India-UK collaboration on SDGs has already demonstrated significant progress across multiple sectors, from green finance and sustainable infrastructure to technological innovation and capacity-building. In the following section, we present insights into how industries perceive their role in India's SDG journey and their future commitments.

Consultations with businesses on their SDG priorities

Through a targeted survey of UK firms, we have gathered insights into their contributions and evolving priorities in advancing India's SDGs. Views are represented from a curated group of 26 firms spanning diverse sectors like professional and financial services, fintech, higher education, advanced engineering, construction, defence, and aerospace, among others. A range of company sizes with 54% classified as very large enterprises (500+ employees) as well as several medium enterprises (13%) and small enterprises (17%) were consulted. The members span across a majority of states and UTs with a predominant presence in Maharashtra, Karnataka, Delhi, Haryana and Tamil Nadu.

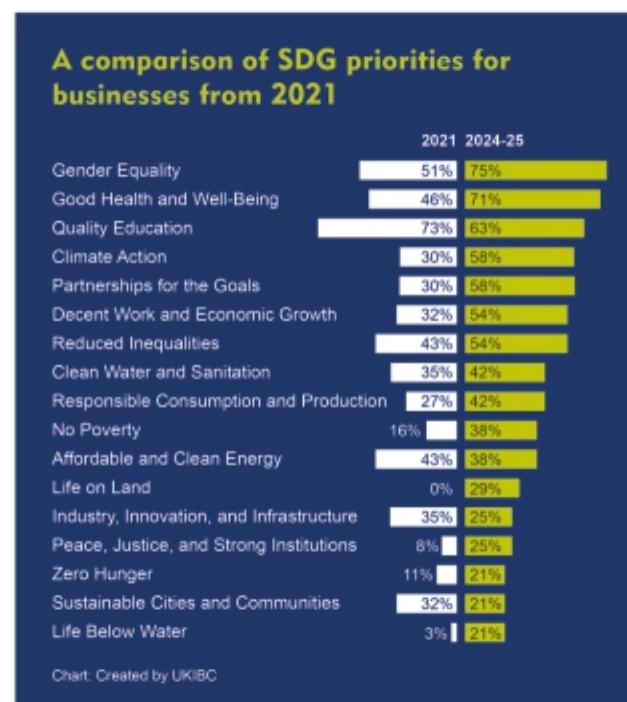
Survey Results

1. Mainstreaming SDGs

23 out of the 26 consulted businesses are going beyond traditional CSR activities to integrate to integrate SDGs into their core business, in the following areas:



A comparative analysis with UKIBC's 2021 consultation on SDG priorities is illustrated in the graph below:



2. Motivation for pursuing SDGs by businesses

The motivations for pursuing SDGs are varied:



3. Challenges and expectations

Businesses identified **limited NGO collaboration** as the **main challenge** in implementing SDG initiatives, followed by **policy clarity** and **lack of incentives**.

Suggested solutions included the **need for government incentives** like tax exemptions (83%), an **empanelled list of NGOs (50%)**, and **state/local collaboration** support (44%) to expand CSR efforts beyond companies' immediate operational zones. Some businesses believe that India is ahead of the curve in encouraging companies to adopt SDG strategies.

4. Measuring Impact

Although most firms pursue SDG initiatives beyond CSR commitments, the difficulty in quantifying its financial impact restricts reporting to the mandatory 2% CSR allocation.

Of the businesses consulted, roughly 60% **measure or monitor their SDG impact**, with most relying on internal metrics and reporting systems followed by a few relying on third-party assessments and compliance with global standards.

When it comes to communicating their impact, majority of businesses indicated they report through channels like annual reports but not all of them make this information publicly available.

5. Future priorities

Businesses' top SDG priorities for the next five years include creating a **future-ready workforce (61%)**, followed by **green initiatives** and **partnerships** for shared development goals (55.56% each).



Think Ahead

Accounting for a better world

At ACCA, we are at the forefront of advocating for a better world through accountancy, demonstrating the profession's ability to lead in addressing the world's most pressing issues. We lead the accountancy profession in taking action on climate change including sharing best practice; creating knowledge hubs; working with partners across the globe; building world-leading education and learning opportunities and providing guidance and toolkits on sustainability reporting.

Our commitment: UN sustainable development

In 2020, ACCA responded to the United Nations call for a decade of action to deliver the Sustainable Development Goals (SDGs) by setting out a number of specific commitments. We recognise the importance of all 17 interconnected SDGs.

We are leveraging the power of our community to contribute to the global goals. By uniting around our commitments, we ensure that we play our part in delivering a thriving, sustainable future for the profession and for the world, and we report our shared progress each year in ACCA's integrated report.

In addition, our contribution to the UN SDGs has recently been recognised by Support the Goals and we are proud to hold a five stars award for the actions we're taking to become a more sustainable ACCA.



Championing sustainability through ACCA qualifications

From reporting on CO2 emissions to measuring social impact, the skills, judgement and all-round, data-informed view of business possessed by professional accountants have a vital role in this effort.

ACCA was the first professional body globally to introduce integrated reporting into our core qualification. We were also first to assess social and environmental reporting as part of our syllabus. Sustainability is fully integrated in the ACCA Qualification, preparing future generations of accountants to recognise the challenges and address the impact in organisations.

We continue to set the global standard for sustainability in finance with the launch in September of the pioneering ACCA Professional Diploma in Sustainability. It has been developed in response to the demand for skills and training in this fast-developing area and is designed for finance professionals at all levels who are looking to gain a comprehensive understanding of sustainability and accreditation to prove it.

Businesses often lack the essential skills to support the move to more sustainable business models and urgently need the skills to consider non-financial as well as financial business drivers, according to our research.

The professional diploma brings together high-quality learning support and assessment, aligning with the increasing demand from employers, as well as individuals, wishing to pursue the widening career opportunities related to sustainability, and emerging regulatory requirements around the world.

Sustainability research and insights

Accountancy, business and finance professionals have a central role in creating sustainable value for organisations. To help them fulfil this role, ACCA has developed a hub of high-quality sustainability related reports, videos, articles and webinars.

Through our *Accounting for a better world* initiative, this year we have focused our research on three pivotal areas: sustainability, artificial intelligence and talent.

Artificial intelligence: AI will transform a wide range of financial and business areas, from planning and audit, through to compliance, data analytics and sustainability. But AI also brings risks, including poor transparency, bias, discrimination and inaccuracy, which professional accountants have a crucial role in managing. It's vital that AI is adopted in a responsible and ethical way, and accountants are at the heart of driving this.

Research and insights reports: Digital horizons, Building the foundations for trusted artificial intelligence, Ethics for sustainable AI adoption: connecting AI and ESG

Sustainability: Accountants must create and use connected sustainability and financial information, for example integrating it into strategy, planning, operations and reporting. Accountants are central to carbon reduction, net zero strategies and achieving commitments to the UN SDGs. They also play a role in the growing area of sustainability assurance, and in the consideration of sustainability factors in mergers and acquisitions.

Research and insights reports: Ethical dilemmas in an era of sustainability reporting, green finance skills: The guide, Sustainability reporting: the guide to preparation, The role of the CFO and finance function in the climate transition, and more.

Talent: Employers need the strategic business and financial expertise of accountants to achieve and balance all their ambitions and obligations, covering people, planet and profits. Many are facing recruitment and retention challenges which require the development of new and innovative career pathways. A commitment to diversity and inclusion is increasingly important, fostering inclusive workplaces that attract and retain diverse accounting talent.

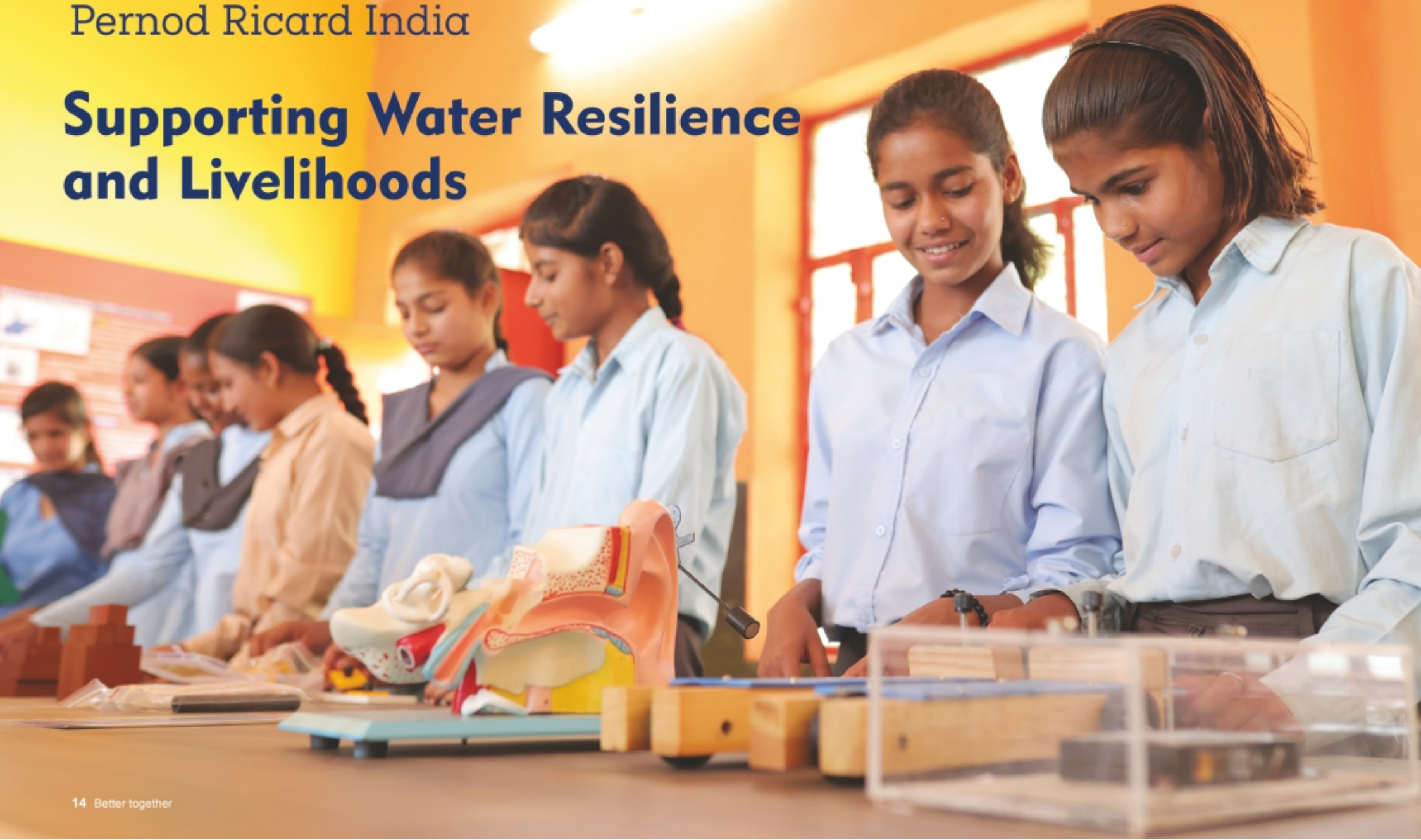
Research and insights reports: Global Talent Trends 2024, Neurodiversity in accountancy, EdTech: supercharging careers in accountancy, developing the skills of the sustainable business and finance professional.

How to account for a better world is the number one challenge for the accountancy profession. But we believe we can work with finance professionals across the globe to make the real difference that business and the world needs.



Pernod Ricard India

Supporting Water Resilience and Livelihoods



In the agricultural heartland of Punjab, Derabassi, programme Srijal has been working towards creating water resilience in communities surrounding the operating unit of Pernod Ricard India. The programme aimed to create year-round access to water, promote regenerative agricultural practices, and foster community development and empowerment, especially for rural women.

The programme has been awarded as 'Best Water Preservation Initiative of the Year – 2024' at the **Indian CSR Awards** and has been identified as 'Noteworthy Project in Water Management' in 'beyond the fence' category by the Confederation of Indian Industry.

WAL (Water, Agriculture and Livelihoods) a flagship CSR programme of Pernod Ricard India, with the aim to safeguarding year-round access to water for communities, promoting best community practices for improved production, drought resilience, resource optimisation & creating local value chains and regenerative & restorative approaches for sustainable resource use in agri-allied livelihoods. We also aim for greater participation and ownership by women in rural development.

Impact:

1. Created water recharge and storage potential of 4,484 million litres of water through 2,355 water storage & recharge structures
2. 17 water user committees formed to manage, conserve, and distribute water resources efficiently and equitably.
3. 261 members trained on sustainable water management practices

Sustainable and regenerative agricultural practices:

1. 5,244 farmers benefitted from improved agriculture practices
2. 1,659 demo plots to demonstrate improved package of practices
3. 757 farmers adopted direct seeding of rice to reduce paddy's water footprint

4. 677 farmers adopted system of wheat intensification
5. 76 Vermi-composting units set up for small farms

Livelihood development and community empowerment

1. 8 FPOs across 5 states (Rajasthan, Punjab, Uttar Pradesh, Maharashtra & Madhya Pradesh) for promoting sustainable production and value chains.
2. Women-led value chains : 5 micro-enterprises with the objective is to motivate the women to go beyond four walls and instil a sense of confidence, economic independence and create employment opportunities
3. 215 women engaged across 28 villages across India
4. Krishi Sansadhan Kendras or custom hiring centres established for promoting modern agri-practices, engaging 4,250 small and marginal farmers across 82 villages in 4 states.

Catalyst in India's SDGs story

Our eight core transformation areas contributing to India's SDG Roadmap, and the Global 2030 agenda. All programmes are designed to target goals individually and also interrelatedly with each other. Mapping the interconnectedness is pivotal to evaluate the fulfilment, of the targets. When we create and set up programmes with SDG localisation mapped to address both plant and state needs against national and global SDG index to demonstrate evidence-based social impact.



Key Pernod Ricard voices on SDGs

"As India strides towards becoming a global powerhouse, it faces significant developmental challenges that need urgent attention. Despite economic advancements, social and climate changes are creating new vulnerabilities for individuals and communities. Addressing these challenges requires bringing ecosystem stakeholders together to strengthen community resilience through collaborative action.

At Pernod Ricard India, we are committed to bridging the gaps between community needs and sustainable impact. Our CSR initiatives aim to act as a catalyst, fostering connections between government, business, foundations, and communities. Our vision is to build a transformed, resilient nation where every individual can thrive, and no one is left behind. Through our concerted efforts, we strive to accelerate local development and drive meaningful change in the communities we serve."

Gagandeep Singh Sethi

Senior Vice President

Integrated operations and Sustainability & Responsibility

"Water stewardship is a key focus of Pernod Ricard India's sustainability agenda, supporting SDG 6 (Clean Water and Sanitation). Through our W.A.L. programmes, we promote circular water use and strengthen community resilience in water-stressed areas. Our approach includes improving water efficiency, replenishing local water sources, and restoring degraded watersheds. By working with key stakeholders (local communities, government, etc.), we implement effective, localised solutions to address groundwater depletion and water quality challenges, ensuring a sustainable future for communities and ecosystems."

Anantika Singh

Head CSR PRIPL

DIAGEO

India



Hina Nagarajan
MD & CEO

The business of better

In an era marked by escalating climate challenges and a growing demand for social responsibility, sustainability is no longer a buzzword—it's a defining factor for business success. At Diageo, we view this challenge as an opportunity to transform our business into a force for good. Through our Spirit of Progress ESG action plan, we're proving that profitability and purpose can coexist.

Diageo is laser-focused on areas where we can drive the greatest change at scale: pioneering grain-to-glass sustainability, championing inclusion and diversity, and promoting positive drinking. These priorities, underpinned by our commitment to doing business the right way, form the cornerstone of our efforts.

Purpose fuels progress

Diageo's ESG vision is: Do what's right, not just for our business, but for people and the planet. Sustainability is a mindset, a differentiator, and the fuel for our growth. Our brands echo our vision, for instance, 'Godawan', our award-winning single malt, is testament to the fact that luxury can be eco-conscious. Crafted using sustainable practices and working to conserve the endangered Great Indian Bustard, this whisky uses drought-resistant six-row barley sourced from local farms, demonstrating a commitment to sustainable agriculture. Our other brand 'Signature' supports mangrove regeneration in Odisha and demonstrates how powerful brands with purpose can help us drive progress.

Driving grain-to-glass sustainability

Diageo drives 'grain-to-glass sustainability', eliminating coal use in distilleries and increasing the use of renewable energy.

Diageo reduced its greenhouse gas emissions by 87% and transitioned to 98.6% renewable energy in direct operations since 2020. We've prioritised responsible water usage and waste reduction, improving our water use efficiency in distillation by 48% and in packaging by 31% from the base year 2020. We have also replenished over 1 million cubic meters of water, exceeding our targets by 25%, three years ahead of our goals. We've light-weighted our packaging and eliminated mono-cartons from 95% of our portfolio. 100% of the plastic waste we've generated has been collected, as part of our extended producer responsibility initiative.

We work closely with suppliers to address our Scope 3 emissions, encouraging switching to low-carbon alternatives, while adopting newer technologies and best practices in the supply chain.

We ensure our sustainability goals are tracked, monitored, and reviewed, akin to our business goals. Our sustainability ratings are CPG industry leading. Additionally, our distillery in Alwar, Rajasthan is the only distillery in Asia to have the Alliance for Water Stewardship (AWS) certification.

Making inclusion a business imperative

Diageo fosters an environment where every individual feels valued. Guided by our Spirit of Progress targets, we are committed to increasing gender representation to 33% within the organisation—a commitment reflected in our leadership, where 50% of our Executive Committee comprises women, setting a benchmark for gender equality.

We have also established employee resource groups for women and the LGBTQIA+ community, focusing on advocacy, awareness, and development while building strong support networks. These efforts have cemented Diageo India's position as a leader in diversity and inclusion, earning us recognition as a Gold Employer for LGBT+ Inclusion by the India Workplace Equality Index (and ranking 16th in Equileap's Gender Equality Report for Emerging Markets).

Through our flagship Learning for Life programme, we have enhanced employment opportunities for underrepresented communities, training 2,060 students for the hospitality sector, with over 50% being women. In 2023, we expanded this initiative in partnership with the Skill Council for Persons with Disabilities training 200 persons with disabilities) for roles in the business and hospitality sectors.

Diageo subsidiaries are also dedicated to inclusion, including Royal Challengers Sports Private Limited, which owns the Women's Premier League team for Bengaluru. The team's 2024 championship victory was not just a sporting milestone but a celebration of inclusion, diversity, and our enduring purpose of bringing people together.

Promoting positive drinking

As one of the leading players in the 'alcobev' industry, we recognise our responsibility to promote responsible consumption. We want to change the way people drink for the better, by engaging, educating, and empowering consumers to make informed choices about drinking. And this is reflected in our strategy to premium-ise offerings across the board, placing due emphasis on quality and innovation. Education is also central to this mission. Initiatives like Act Smart India and Wrong Side of the Road tackle critical issues such as underage drinking and drink-driving. Additionally, our DRINKiQ platform provides world-class information, empowering consumers to make informed choices.

Collaborating to win

Sustainability is a shared journey, and collaboration is core to everything we do. Whether it's partnering with industry, academia, and local governments to improve water access, or working with suppliers to reduce emissions, our collective efforts amplify our impact.

Looking ahead, our vision remains clear: to build a legacy where our success is measured not just by financial performance but also by the positive impact we create. Through our 'Spirit of Progress' ESG action plan, we are proving that sustainable growth is not a lofty ideal but a tangible reality—one that benefits people, the planet, and our business.

This is the business of better. And we are proud to lead the way.





Thirst for change – Advancing sustainable water management



Sustainability lies at the heart of BSI's strategy and vision. Upholding our Royal Charter, BSI has always been dedicated to creating a positive impact on people and the planet. We believe that addressing water sustainability is critical to achieving enduring and long-term resilience. Through our Thirst for Change campaign, conducted in partnership with Waterwise, BSI provides a global process and standards-setting framework to support organisations as they navigate water-related challenges and strive to meet the United Nations' Sustainable Development Goals.

In India, water-related challenges are particularly acute, with the country facing severe water scarcity, pollution, and over-extraction. Our campaign has focused on providing solutions tailored to India's unique needs, helping organisations adopt sustainable water management practices.

The “Thirst for Change” campaign focuses on empowering organisations to:

1. Understand water risks: Educate stakeholders about water scarcity, pollution, and the regulatory landscape.
2. Adopt best practices: Facilitate the adoption of standards such as ISO 14046 (Water Footprint) and ISO 14001 (Environmental Management Systems).
3. Drive innovation: Encourage the implementation of innovative technologies and methodologies to optimise water usage and minimise waste.
4. Foster collaboration: Build partnerships across industries to tackle shared water challenges and promote collective action.

Key initiatives under the campaign

1. Raising awareness through knowledge sharing

BSI hosted various engagements with experts to disseminate insights on water sustainability. The sessions highlighted practical guidance on, assessing water risks and opportunities, implementing water stewardship frameworks, and aligning water strategies with broader sustainability goals.

In India, these efforts reached more than 3,000 professionals across sectors, equipping them with actionable insights to address critical water challenges.

2. Supporting compliance and certification

- Through its comprehensive suite of certification services, BSI supported organisations with: Measuring water footprint using ISO 14046.
- Enhancing environmental performance with ISO 14001, demonstrating their commitment to sustainable practices, thereby building trust with stakeholders.

In India, notable partnerships included collaborations with leading manufacturers and IT companies, enabling them to reduce water consumption and achieve compliance with stringent environmental regulations.

3. Industry-specific solutions

Recognising that water challenges vary by sector, BSI tailored its approach to meet industry-specific needs

- **Manufacturing:** Reducing water consumption through process optimisation.
- **Food and Beverage:** Ensuring water quality and compliance in production.
- **ICT and Data Centres:** Managing water use for cooling systems efficiently.
- **Healthcare:** Maintaining high water standards for sanitation and patient care.

In India, the ICT sector benefited significantly from these solutions, with data centres reporting up to 30% improvement in water use efficiency through BSI's guidance.

4. Showcasing real-world impact

The campaign spotlighted success stories that had achieved measurable results through BSI's guidance. For example:

- A beverage manufacturer in India reduced water usage by 25% within two years by implementing ISO 14046.
- A healthcare facility enhanced water recycling rates, cutting operational costs, and meeting regulatory requirements.

Challenges addressed

The Thirst for Change campaign tackled several critical issues, including:

- **Water scarcity:** Educating organisations on minimising water usage without compromising productivity.
- **Pollution:** Guiding industries to prevent contamination and ensure compliance with environmental regulations.
- **Stakeholder engagement:** Empowering organisations to communicate their sustainability initiatives effectively to customers, investors, and communities.

In India, these challenges were addressed by fostering community awareness and helping industries align their practices with national water policies.

Outcomes and impact

Since its inception, BSI's campaign has achieved significant milestones:

1. **Enhanced awareness:** Thousands of professionals gained actionable insights through webinars and knowledge sessions.
2. **Increased certification uptake:** Many organisations pursued certifications like ISO 14046, driving industry-wide improvements.
3. **Tangible results:** Participating organisations reported improved water efficiency, cost savings, and stronger stakeholder relationships.
4. **Regional impact:** In India, it has directly contributed to significant water savings across industries and improved regulatory compliance.

5. **Global recognition:** It underscored BSI as a thought leader in in [sustainability](#).

Looking ahead

BSI remains dedicated to advancing water sustainability by:

- Expanding the Thirst for Change campaign to new regions and sectors.
- Developing cutting-edge tools and frameworks to address emerging water challenges.
- Strengthening partnerships to drive collective action on a global scale.

Water sustainability is a shared responsibility, and the Thirst for Change campaign highlights how organisations can rise to this challenge with the right tools, knowledge, and guidance. In India, BSI aims to deepen its engagement by collaborating with public and private sector stakeholders, addressing water scarcity and pollution at a systemic level, and promoting large-scale adoption of sustainable practices.

For more information on the campaign, visit: [Thirst for Change Campaign](#).



Recommendations

India and the UK have a unique opportunity to collaborate on innovative solutions. By drawing on their respective strengths—India's vast scale domestically and entrepreneurial growth, and the UK's advanced technology ecosystem—both nations can drive progress toward achieving the SDGs. The following three overarching recommendations, we believe, will help accelerate progress.

- 1. The UK and Indian governments become partners of choice in achieving their net-zero targets.** This would entail:
 - a. Catalysing R&D partnerships that co-create IP or transfer IP created in the UK into India where it can be shared and scaled, for India and for the rest of the world
 - b. Co-developing a UK-India sustainability taxonomy that includes capacity-building initiatives to enable businesses to effectively understand, adopt and implement green standards whilst addressing greenwashing concerns
 - c. India expanding its priority sector lending norms to allow UK banks to increase their support to Indian businesses for instance, in electric vehicles and related infrastructure.
- 2. Both countries co-develop solutions for SDG challenges such as food security, healthcare, and poverty alleviation:**
 - a. Leverage the UK-India TSI to drive inclusive growth
 - b. Re-establish the UK-India CEO Forum and the Joint Economic Trade Committee JETCO working groups, and using these business-to-government fora to catalyse collaborations on global challenges
 - c. Sustain and grow funding for UK-India R&D projects, catalysing crowdsourcing to draw in funds from the private sector, philanthropists, and international organisations and incentivise collaboration between UK and Indian education organisations to design sector-specific skill development programmes.
- 3. A consistent and predictable environment for companies to contribute to SDGs in India through the right policies and regulatory guidelines.** This could involve:
 - a. Incentives for states that adopt and implement the national SDG framework and promoting inter-state collaboration on sharing best practices
 - b. Strengthening the interlinked monitoring framework for SDGs at national, state, and district levels by ensuring the availability of reliable, disaggregated data that is accessible to policymakers
 - c. Integrating monitoring frameworks with policy formulation and resource allocation processes at the sub-national level for better accountability.

Navigating the future: Expert opinions

1. India's SDG-focused journey towards a \$10 trillion economy

Dr. Badri Narayanan Gopalakrishnan (Fellow, NITI Aayog) and Krishna Balashanmugam (Research Associate, Infinite Sum Modelling LLC, USA)

India's pursuit of becoming a \$10 trillion economy by 2035 is deeply connected to its commitment to the SDGs. This ambitious goal calls for more than just economic growth; it requires a focus on social inclusion, environmental responsibility, and innovative solutions. International partnerships, particularly with UK companies and organisations, have played a key role in supporting India's journey for sustainable development.

India has made remarkable progress in its efforts to align with the 2030 Agenda for Sustainable Development. The SDG India Index for 2023-24 shows steady improvement in areas such as poverty reduction, clean energy, and gender equality. For example, the Swachh Bharat Mission has significantly improved sanitation infrastructure across the country, while the Pradhan Mantri Ujjwala Yojana has provided clean cooking fuel to millions of households, addressing both health and environmental concerns.

One of the most notable achievements has been in renewable energy. India's installed capacity for clean energy now exceeds 200 GW, and the government has set ambitious targets to reach 500 GW by 2030. The International Solar Alliance has strengthened India's leadership in this sector, fostering collaborations that promote sustainable energy solutions globally.

However, challenges remain. Rapid urbanisation, limited access to clean water, and over-reliance on coal continue to pose significant obstacles. Climate-related risks,

including unpredictable weather patterns and diminishing natural resources, further complicate India's development goals, requiring a balanced approach between growth and sustainability.

India's manufacturing sector often faces complex and cumbersome regulatory frameworks can discourage industries from adopting sustainable practices.

Moreover, the technological divide is stark. While, large corporations have the necessary resources, SMEs struggle to keep pace, which risks undermining the sector's overall progress.

Energy and water shortages exacerbated by climate change threaten industrial growth. Balancing industry's demands with the need to conserve resources is a delicate but critical challenge.

Financing is another persistent barrier. Due to the heavy upfront costs of green tech, industries hesitate to embrace sustainability.

The partnership between the UK and India has been instrumental in advancing sustainable development. UK businesses have contributed significantly by aligning their operations and social initiatives with India's SDG priorities.

For instance, the SUNRISE Project, a collaboration between Swansea University and Indian researchers, has brought affordable solar technologies to rural communities, and reduced fossil fuel dependence. Tata Steel and Imperial College London are focused on reducing emissions in steel production, addressing the need for cleaner industrial processes.

Several practical steps are needed to enhance the India-UK partnership and further align with the SDGs. One of

the most pressing areas is sustainable finance. Increasing access to green bonds and ESG-focused investments can provide the necessary resources for industries transitioning toward sustainable practices. Establishing joint funds to support small and medium-sized enterprises can also help bridge financial gaps. Technology sharing is another area with immense potential. Agreements that facilitate the transfer of renewable energy technologies, advanced healthcare systems, and smart infrastructure solutions can accelerate progress. Establishing innovation hubs where start-ups from both countries collaborate could further amplify the impact of such efforts.

Inclusivity is equally important. Expanding vocational training programmes for women and rural communities can ensure that economic growth benefits all segments of society. UK expertise in social entrepreneurship could be used to design projects that address local challenges in a sustainable manner.

Policy alignment is critical to creating a supportive environment for these collaborations. Forums for bilateral dialogue on sustainability policies can ensure that both nations work cohesively toward shared goals. Simplifying regulations would also encourage greater participation from the private sector.

Finally, expanding research collaborations in areas such as climate resilience, water conservation, and renewable energy would provide solutions that are both innovative and practical. Academic partnerships could bridge the gap between research and its real-world applications, ensuring that progress is not confined to theory.

By focusing on inclusive development, fostering innovation, and strengthening international cooperation, both nations can create a future that not only meets their economic goals but also upholds their commitment to global sustainability.

2. Bridging manufacturing, technology, and SDGs: The UK-India collaboration

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Manufacturing has long been a cornerstone of economic development and industrial progress. However, with increasing global focus on sustainability, the sector must innovate to address challenges such as waste reduction, energy efficiency, and alignment with the UN SDGs. The partnership between the University of Glasgow (UofG) and Apollo Tyres exemplifies how collaboration between academia and industry can drive transformative change in sustainable manufacturing.

Vision for sustainable collaboration:

The partnership was established to address critical challenges in tyre manufacturing, particularly the reduction of waste and energy consumption. This collaboration stems from a shared vision of leveraging advances in research and technology to create more efficient, sustainable industrial processes. By combining interdisciplinary expertise in areas such as materials science/engineering, manufacturing engineering, and artificial intelligence (AI), this initiative seeks to drive innovation while fostering socioeconomic and environmental progress.

Advancing sustainable manufacturing:

At the heart of this collaboration is a project designed to minimise waste and optimise operations in Apollo Tyres' manufacturing processes. The project's overarching goal is to develop AI-driven solutions, including machine learning (ML) models and digital twins, to enhance decision-making and improve operational efficiency of the plant.

The Sustainable Multifunctional Materials & Additive Manufacturing (SM2AM) group at UofG plays a central role. Collaborating with industry experts, the SM2AM group aims to tackle challenges in smart manufacturing by combining its deep understanding of materials engineering with cutting-edge AI capabilities.

Targeting key challenges in tyre manufacturing:

One of the primary challenges faced in most tyre manufacturing industries is the generation of non-conforming materials (rework or scrap) during production. According to Piotrowska et al. (2019), the manufacturing of a single tyre necessitates an average consumption of 6 MJ of electricity, 45 L of water, and 0.02 kg of dissolvent. Inefficiencies during manufacturing disrupt operations, contribute to increased carbon emissions, and resource wastage. To address these, two research projects jointly supervised by UofG and Apollo teams are underway:

- **Extrusion process modelling:** By leveraging historical and real-time data, ML models that serve as surrogates for the manufacturing processes were developed and tested virtually, successfully demonstrating their potential to reduce variability and energy consumption. The next phase involves integrating these models into live production environments for real-time adaptability.
- **Developing digital twins:** Utilising physics-based simulations, ML-based digital twins are being developed to optimise process parameters and products. Such twins are promising in the timely assessment and maintenance of manufacturing utilities, thereby enabling informed operational decisions.

Future research will delve deeper into understanding material properties and integrating advanced AI techniques to achieve long-term sustainability goals. The partnership aims to create a future-ready framework for implementing these solutions on a larger scale, ensuring continued progress towards sustainable manufacturing.

This collaborative effort is firmly rooted in advancing several SDGs, particularly SDG 9 (Industry, Innovation, and Infrastructure), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).

By fostering sustainable manufacturing practices, the project supports India's industrial growth while addressing socioeconomic and ecological challenges.

The collaboration provides multi-fold benefits to Apollo Tyres by enhancing operational efficiency and reducing environmental impact. These advancements position Apollo Tyres as a pioneer in sustainable manufacturing, strengthening its competitiveness in both domestic and global markets. Moreover, the partnership contributes to India's industrial landscape by promoting innovation, reducing waste, and creating high-quality employment opportunities.

These efforts not only support Apollo Tyre's sustainability goals but also catalyse a broader transformation within India's industrial sector. The project also contributes to global sustainability initiatives, including the UK's ambitious net-zero targets and UofG's strategic research agenda. The partnership demonstrates the role of academia-industry collaborations in addressing complex global challenges and advancing shared sustainability objectives.

The views expressed in this article are the authors' own and do not necessarily reflect those of the UKIBC

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