

2024 Frost & Sullivan Institute Visionary Leadership Best Practices Recognition



FROST & SULLIVAN
BEST PRACTICES
AWARDS

Parmita Sarma & Mazin Mukhtar

Education- APAC



Congratulations!

Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Parmita Sarma and Mazin Mukhtar with the Visionary Leadership Best Practices Recognition, 2024. This prestigious recognition honors individuals who have demonstrated exceptional foresight and innovative solutions to global challenges, advancing a secure, equitable, and prosperous future for all.

As the world grapples with interconnected challenges like climate change, technological disruptions, and growing inequality, it is crucial to recognize and amplify the efforts of those at the forefront of addressing these issues. The Visionary Leadership Best Practices Recognition celebrates those who proactively seize emerging opportunities and tackle global challenges head-on, fostering transformative change for the betterment of society. Frost & Sullivan's global team identifies leaders who drive progress and implement solutions that benefit a wide array of stakeholders. These individuals are not only leading in their respective fields, but they are also committed to building ecosystems of change—creating sustainable impact for all those involved. Their ability to envision a better future and translate that vision into actionable, scalable solutions is what sets them apart.

This recognition highlights the importance of accelerating the implementation of visionary ideas to inspire widespread action. Through innovation, these leaders are contributing to a future where no one is left behind, advancing sustainable development, and securing long-term growth while addressing urgent global priorities.

Unlike traditional awards given to companies, the Visionary Leadership Best Practices Recognition uniquely honors individuals—those who have taken personal initiative to lead and inspire, contributing in meaningful ways toward solutions that the world urgently needs. These visionary leaders understand that solving global challenges requires not just bold ideas, but a deep commitment to putting these ideas into practice.

Once again, congratulations to Parmita Sarma and Mazin Mukhtar on your remarkable accomplishments. We look forward to seeing how your vision continues to inspire change, and we wish you continued success in your journey to build a better future for all.

Sincerely,

David Frigstad

Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute



Best Practices Criteria for Visionary Leadership

Frost & Sullivan Institute leverages Frost & Sullivan's rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recipients. The process involves a detailed evaluation of best practices criteria for each nominated individual.



Strategic Imperative

The Frost & Sullivan Institute's Visionary Leadership Best Practices Recognition is a significant accolade, spotlighting individuals who excel at strategically aligning their innovations with sustainable development. In today's challenging landscape, this alignment with global priorities is a key driver for societal upliftment.

In an era of rapid technological advancement and artificial intelligence, providing education has become increasingly complex and crucial. The intersection of quality education with changing technology presents new challenges, while traditional threats from lack of access to education, and discrimination persist. Upholding education in this digital age is essential for promoting social stability and ensuring that technological progress serves rather than diminishes human dignity.

Visionary Leadership

Parmita Sarma and Mazin Mukhtar's work transforming education in India stands as a beacon of hope, aligning with the Frost & Sullivan Institute's commitment to Innovating Education for a Better Future. The Frost & Sullivan Institute is proud to present the Visionary Leadership Award, 2024 to Parmita Sarma and Mazin Mukhtar for their innovative and impactful contributions to the field of education at Akshar Foundation India. Together, they have pioneered a model that empowers underprivileged children while creating a deep sense of responsibility towards the planet.



Their innovative initiative at Akshar Foundation involves a unique exchange where students pay their school fees not with money but with plastic waste. By using discarded plastic as currency, Parmita and Mazin are tackling two critical issues at once, providing quality education to children in marginalized communities and promoting environmental sustainability. Their model is an inspiring example of how education can be harnessed as a tool for both social and environmental change.

Impact

In a country where access to quality education is still a significant challenge for many, particularly in underprivileged areas, Parmita and Mazin's work has been exemplary. By using plastic waste as a means to access education, they've provided a pathway to learning for children who might otherwise have been excluded from the formal education system due to financial constraints. Currently, the school has around 150 students enrolled. This approach not only makes education accessible but also empowers young minds with a strong sense of environmental responsibility. Students are actively involved in tackling the plastic pollution crisis, learning the value of recycling and sustainable practices while gaining an education that equips them to thrive in a rapidly changing world.

They are currently working to implement their model in over 60 government schools across three states in India, Assam, Mumbai and Madhya Pradesh, each of which will be equipped with solar powered smart classes and tablet classes, plastic recycling workshop, organic farming, older students offering daily free private lessons to younger students, and vocational training in nursing, carpentry, electronics repair, and more. They are currently training over 1,000 public school teachers to implement their model, with daily full-time on-site support from dedicated teams. They have also been working with government officials to scale their model to thousands of schools.

Key Accomplishments

Through their efforts, Parmita and Mazin have successfully established the Akshar Foundation, where many children have received a high-quality education. The impact of their initiative extends beyond the classroom, as it has sparked a broader movement toward sustainability within the community. Children bring in plastic waste as "fees" which is then recycled, creating an ongoing cycle of environmental awareness and action. Akshar Forum is their model school for the underprivileged where children pay fees only in the form of plastic waste. Their innovative education model, including a unique policy of "Plastic School Fees", has been lauded by the Prime Minister of India, the World Economic Forum and the United Nations Environment Program, and awarded by the Earth Day Network and the University of Oxford. They developed a transformative program, called "Learning and Earning", employing former child labourers as tutors and in community development works, like organic farming, first-aid, plastic recycling and more.

Their work has garnered significant recognition, including being featured in the Sony BBC Earth's Earth Champions initiative. These acknowledgments highlight the global importance of their efforts, as it demonstrates how education and environmental sustainability can intersect in transformative ways. Their work has addressed the Frost & Sullivan Institute's Socratic questions relevant to the intersection of



environment and education, providing actionable insights into key challenges such as environment conservation, access to education, and opportunity gaps.

Through their work at the Akshar Foundation, Parmita and Mazin address the question of ‘How can education institutions integrate environmental sustainability principles into curriculum development and campus operations, inspiring future generations to become stewards of the planet?’ by collecting education fees in the form of plastic waste from students.

Additionally, the Akshar Foundation’s model has become a beacon for others in the education sector, showcasing the potential for innovative solutions that address multiple social issues simultaneously. Parmita and Mazin’s vision has inspired other organizations and individuals to think outside the box, demonstrating that systemic change is possible even with limited resources.

Criteria

The Frost & Sullivan Institute recognizes Parmita Sarma and Mazin Mukhtar for their pioneering approach to education, which goes beyond traditional learning paradigms. Their work embodies the belief that education should not just be about acquiring knowledge but also about fostering values such as social responsibility and environmental stewardship.

Their innovative model of using plastic waste as a form of tuition has not only made education more accessible to the underprivileged but also sparked a broader movement of environmental awareness. This dual-focus approach aligns with the Institute’s mission to recognize leaders who make a significant impact in both their sectors and the world at large.

Conclusion

Parmita Sarma and Mazin Mukhtar have set a new standard for how education can drive social change and environmental sustainability. Their visionary leadership at the Akshar Foundation is a powerful example of how innovative thinking can solve multiple challenges at once. By making education more accessible and promoting environmental responsibility, they have created a model that is both transformative and scalable.

The Frost & Sullivan Institute is proud to award Parmita Sarma and Mazin Mukhtar with the 2024 Visionary Leadership Best Practices Recognition. Their work highlights the importance of education and shows how individuals can drive meaningful change, inspiring future generations to act with purpose and creativity.



What You Need to Know about the Visionary Leadership Recognition

Frost & Sullivan Institute's Visionary Leadership Best Practices Recognition identifies the individuals who address the global priorities as identified by the Institute and demonstrate sustainable development of society.

Best Practices Recognition Analysis

For the Visionary Leadership Best Practices Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

'Innovating to Zero' on Global Priorities: The individual demonstrates proactivity in 'Innovating to Zero' in terms of one of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

- i) **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.
- ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.
- iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.
- iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.
- v) **Security:** Human security can refer to transnational governance, human security, food security, or others.
- vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.
- vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

Innovation: The Visionary Leader has taken an innovative approach to identifying solutions to tackle one or more of the global challenges. Their innovative approach and unique ideas that challenge conventions and fuel advancement are what distinguishes them as Visionary Leaders.

Impact: The Visionary Leader's impact should be felt on a local, national, or international level, demonstrating a tangible and profound change in the lives of individuals and communities. Their ideas should have resulted in meaningful changes that improved people's lives, promoting progress, empowerment, and well-being.

Implementation: Visionary Leaders make their vision a reality through effective and strategic actions. This may include a list of the steps that were taken, the problems that were solved, and the results obtained through their efforts.

About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit <https://www.frostandullivaninstitute.org/>.

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™



Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.



Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership

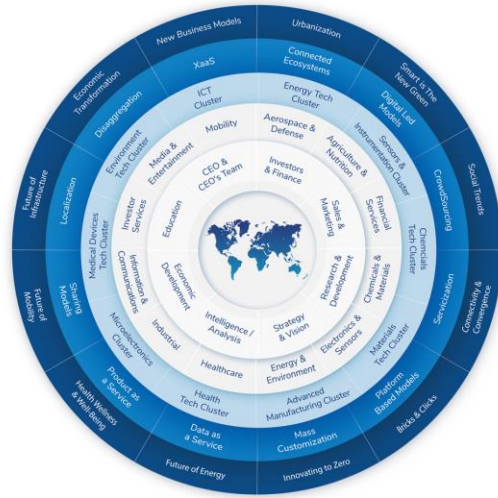


The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)





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