



MoHUA & IIT Kanpur Launch Second Cohort of 32 Clean-Tech Startups for Swachh Bharat

20 Startups onboarded by under Cohort 1 by IIT – Kanpur with valuation of ₹ 500 crore and creating employment for more 2000 professionals

Posted On: 27 NOV 2025 3:59PM by PIB Delhi

Ranked third globally, India has emerged as a powerhouse for over 100 unicorns, fuelled by a strong culture of technology and innovation spreading from metros to tier-2 and tier-3 cities. Building on this momentum, the Ministry of Housing and Urban Affairs (MoHUA), in partnership with the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, launched the second cohort of startups in the sanitation and waste-management sector at the Swachhata Startup Conclave on 24th November 2025 in New Delhi. The Minister of State, MoHUA, Shri Tokhan Sahu launched the 2nd Cohort of the Startups for Swachhata.

Highlighting the initiatives by the Ministry under the Swachh Bharat Mission-Urban, Shri Tokhan Sahu, MoS, MoHUA, said, “Over the past decade, Swachh Bharat Mission–Urban has transformed waste management from conventional practices to cutting-edge, tech-driven solutions. Our engagement with startups is empowering young innovators to build a cleaner, greener, and more self-reliant India - creating jobs, generating revenue, and driving real change on the ground.” Speaking on the Ministry’s vision on startups in swachhata he said, “We are building a national exchange platform that brings together startups, urban local bodies, investors, and key stakeholders - making it easier to identify challenges and deploy homegrown solutions at scale. Through supportive policies and stronger market access, we aim to accelerate innovation, strengthen the startup ecosystem, and advance the vision of a truly Aatma Nirbhar Bharat in waste management.”



Rapid urbanisation is driving demand for smarter service delivery, and startups across fintech, e-commerce, ed-tech, health-tech and mobility are transforming how urban local bodies function. Major hubs like Bengaluru, Hyderabad, Mumbai and Delhi-NCR lead this growth, with smaller cities rapidly rising. Fuelling a shift from job-seekers to job-creators, over 5,000 waste-management startups have been onboarded by Department of Promotion of Industry and Internal Trade (DPIIT), strengthening urban sustainability and service delivery nationwide.

Launched in 2014 with the clarion call by Hon'ble Prime Minister, Shri Narendra Modi, Swachh Bharat Mission–Urban has reshaped India's urban sanitation ecosystem. From eliminating open defecation to advancing scientific waste management, it has made cleanliness a nationwide people's movement. In its second phase, SBM-U is accelerating the shift to garbage-free cities through waste segregation, recycling, circular economy solutions, and innovation, while keeping the safety and dignity of sanitation workers at the core.



Over the past decade, Swachh Bharat Mission–Urban has shifted from conventional waste management to cutting-edge, tech-driven solutions. By engaging startups across the waste value chain, the Mission is accelerating innovation - from mechanized manhole cleaning by Arc Robotics and smarter waste tracking via ReCircle to circular-economy enterprises like EcoKaari, Padcare, Uneako and Muddle Art, and new business models like Kabbadiwala. Together, they are transforming India's waste ecosystem and driving a cleaner, greener urban future.

SBM-Urban 2.0 fosters the adoption of locally developed, cost-effective innovations and business models in sanitation and solid waste management. By supporting small enterprises and startups through R&D investments and technology challenges, the Mission pushes for 'Vocal for Local' & 'Make in India'.



To strengthen India's rapidly expanding waste-management startup ecosystem and elevate the efforts under the Mission, the Swachhata Startup Challenge was conducted in 2022. This dynamic platform - bringing together startups, investors, financial institutions, and urban local bodies. In Cohort 1, nearly 230 + applications were received. After rigorous evaluation, 30 Startups, providing variety of innovative services across the waste management value chain, were selected for techno-financial handholding. This intervention resulted in scaling up revenue generated by 11 folds and funding support by 6 – folds. Nearly 20 % of the women – led solution providers have been engaged. The application process of onboarding of the start- ups under Cohort -2 was done in 2024. 400 + Applications were received and after scrutiny, 32 startups are being onboarded to make the difference in the sector through their innovative technologies. This partnership with Startup Incubation and Innovation Center (SIIC), IIT – Kanpur promotes innovation in the waste management sector by providing state of art infrastructure, R&D facilities, mentorship, investor connects, bootcamps, knowledge sessions and much more to the strengthen the incubated startups.

Startups under Cohort 1 are not only generating revenue but also driving jobs and measurable outcomes on the ground. With mentorship and financial support, 30 startups have delivered impressive results, treating 300+ lakh liters of wastewater, managing 63,000+ MT of waste, clearing 15,000 MT of street garbage, and processing 200 MT of biodegradable waste. Together, they have a valuation of over ₹500 crore in revenue and created more than 2,000 employment opportunities, fuelling both innovation and impact.

With 32 startups joining Cohort 2, the initiative is fast-tracking cleaner, tech-driven urban solutions. Led by youth and women innovators, these ventures span circular waste management, segregation, desludging, and waste-to-energy. Supported with mentorship, infrastructure, and market access through IIT Kanpur and ULB partnerships, they will trial and scale impactful sanitation solutions nationwide. With SIIC, IIT Kanpur anchoring the innovation and incubation efforts, the MoHUA IIT – Kanpur initiative is set to become one of the India’s impactful national platforms for waste- tech deployment.

The Ministry aims to strengthen the waste management startup ecosystem by building a unified platform for solution exchange. Urban local bodies can flag challenges, while onboarded startups offer tailored innovations. This access gateway will connect startups, investors, ULBs and key stakeholders, supported by enabling policies that promote ease of doing business and faster adoption of clean technologies.

SK

(Release ID: 2195343) Visitor Counter : 564

Read this release in: Urdu , हिन्दी