

Atal Innovation Mission, NITI Aayog and HUL Partner to Accelerate Transition to Circular Economy

Landmark corporate & government partnership to drive innovation in plastic circularity

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NITI Aayog's Atal Innovation Mission (AIM) and Hindustan Unilever Limited (HUL) have joined forces to launch a nationwide start-up acceleration programme aimed at advancing India's transition to a circular economy.

This initiative, under HUL's flagship Project Circular Bharat, will identify and support 50 high-potential circular economy start-ups over the next three years. The programme will prioritise start-ups innovating in plastics circularity with solutions for plastic recycling, reuse & refill models and next-generation packaging materials. Beyond plastics, the programme will also support start-ups tackling material recovery in other post-consumer waste streams such as textiles, e-waste.

Start-ups selected under the programme will gain access to curated mentorship from business leaders, policy experts, and investors. Selected start-ups may also get grant funding, coupled with pilot opportunities for market validation. The partnership brings together AIM and NITI Aayog's policy and innovation nurturing expertise, HUL's extensive industry network, and Xynteo's strategic expertise to accelerate breakthrough solutions that drive India's shift toward a circular economy.

BP Biddappa, Executive Director and Chief People, Transformation and Sustainability Officer, HUL added,

'This partnership between NITI Aayog and HUL is a significant step in building India's circular economy for plastics. It reflects our firm belief that what is good for India is good for HUL. By combining the strengths of government, industry expertise and entrepreneurial energy, we aim to empower next-generation sustainability startups and scale practical solutions at speed.'

Dr. Deepak Bagla - Mission Director, AIM, NITI Aayog, said

'This collaboration builds on the ethos and vision articulated by the Hon'ble Prime Minister, who has affirmed that "For us, sustainable development is not just a slogan; it is a commitment."

By empowering start-ups that are redefining how India uses and values its resources, we are unlocking solutions that can cut waste, reimagine recycling, and build the green industries of tomorrow.'



About Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is one of India's largest Fast-Moving Consumer Goods company with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.

About Atal Innovation Mission, NITI Aayog

Atal Innovation Mission (AIM), NITI Aayog is Government of India's flagship initiative to promote a culture of innovation and entrepreneurship in the country. It fosters innovation through its national programs like ATL, AIC, and ACIC and others.

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