



Swachhata Start-Up Challenge

Why in News

Recently, the **Ministry of Housing & Urban Affairs (MoHUA)**, in partnership with the Department of Promotion of Industry and Internal Trade (DPIIT) and Agence Française de Développement (AFD) launched the **Swachhata Start-Up Challenge under [Swachh Bharat Mission-Urban 2.0](#)**.

Swachh Bharat Mission-Urban 2.0

- SBM-U 2.0 was launched on 1st October 2021 to achieve the vision of **'Garbage Free Cities'** over the next five years.
- It focuses on source segregation of garbage, reduction in single-use plastic and air pollution, by effectively managing waste from construction and demolition activities and [bioremediation of all legacy dump sites](#).
- Under this mission, **all wastewater will be treated properly before it is discharged into water bodies**, and the government is trying to make maximum reuse a priority.

Key Points

▪ About:

- It has been launched **to provide an impetus to innovative start-ups to come forward and drive catalytic transformation in the sanitation and waste management sector.**
 - The Challenge **invites solutions across four thematic areas** viz. (i) social inclusion, (ii) zero dump (solid waste management), (iii) plastic waste management and (iv) transparency through digital enablement.
- It seeks **to promote an enabling environment for enterprise development under SBM-U 2.0.**
- The **French Development Agency (AFD) will provide seed funding** to the tune of 25 lakh rupees and one year of customised support to each of the 10 selected start-ups.
- With the appetite for risk and spirit of innovation at its core, the start-up space **holds immense potential to revolutionise India's waste management sector.**
 - It is **in line with [Atmanirbhar Bharat](#) and [Make in India](#).**

▪ Objectives:

- It aims to capitalise on the start-up movement by providing opportunities for entrepreneurship to young innovators to create socially impactful and market ready business solutions.

▪ Significance:

- This initiative comes at a time when France and the [EU \(European Union\)](#) are looking to work closely with India on the international stage **to negotiate a global treaty on**

plastic pollution.

- It is also significant because today, the start-up space is evolving rapidly with India leading the world with over 70 unicorns (crossing the valuation of USD 1 billion).

Initiatives to Tackle Plastic Pollution

- On [World Environment Day \(5th June\), 2018](#) the world leaders vowed to “**Beat Plastic Pollution**” & eliminate its use completely.
- The [Group of 20 \(G20\)](#) environment ministers, agreed to adopt a **new implementation framework** for actions to tackle the issue of [marine plastic waste](#) on a global scale.
- India’s [Plastic Waste Management Rules, 2016](#) state that every local body has to be responsible for setting up infrastructure for [segregation](#), collection, processing, and disposal of plastic waste.
 - **Plastic Waste Management (Amendment) Rules 2018** introduced the concept of Extended Producer Responsibility (EPR).
 - **A new national framework on plastic waste management** is in the works, which will introduce third-party audits as part of the monitoring mechanism.
- [India Plastics Pact](#), the first in Asia, was launched in September 2021 in [collaboration with Confederation of Indian Industries \(CII\) and World Wide Fund for Nature \(WWF\)](#) to set time-bound commitments to reduce plastics from their value chains.

[Source: PIB](#)

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