

MoHUA Launches Second 'Swachhata Startup Challenge'

The Ministry of Housing and Urban Affairs (MoHUA) has launched the second round of *Swachhata Startup Challenge* themed 'Startup Gateway for Garbage Free Cities'. The collaborative initiative between MoHUA and Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, the initiative aims to encourage startups to leverage India's tech and innovation prowess to address urban challenges. Under the *Swachh Bharat Mission-Urban*, the *Swachhata Startup Challenge*, in its first round, identified 30 promising ideas across thematic areas like Social Inclusion, Zero Dump (Solid Waste Management), Plastic Waste Management, and Transparency (Digital Enablement). These startups, benefiting from a grant of Rs. 20 lakhs, access to infrastructure and mentoring, have made significant strides. The program is now open for the second cohort, inviting applications until December 15, 2023, aiming to identify and support 75 startups with a funding support of Rs. 20 lakhs and a year-long incubation period.