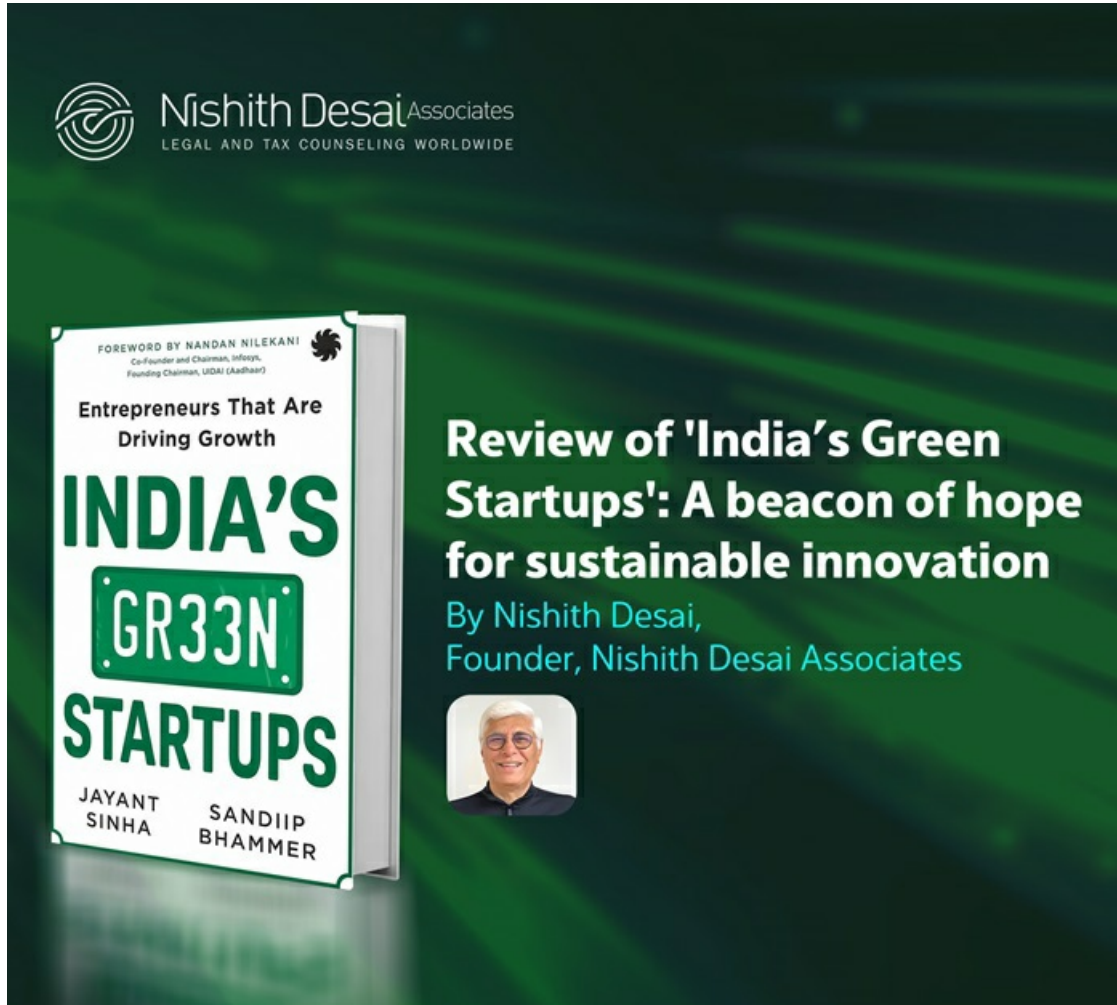


## Press Release

February 04, 2025

### REVIEW OF 'INDIA'S GREEN STARTUPS' BY NISHITH DESAI, FOUNDER OF NISHITH DESAI ASSOCIATES



## Review of 'India's Green Startups': A beacon of hope for sustainable innovation

By Nishith Desai,  
Founder, Nishith Desai Associates



Jayant Sinha and Sandeep Bhammer's **'India's Green Startups: Entrepreneurs That Are Driving Growth'** effectively conveys how sustainability and innovation can coexist in India. This book is more than just a collection of entrepreneurial success stories—it is a meaningful exploration of bold ideas that significantly address climate change and redefine corporate success.

The foreword by Nandan Nilekani (Infosys Co-Founder and Founding Chairman, UIDAI Aadhaar) sets the stage beautifully. Nandan, a visionary in his own right, highlights the critical role of startups in India's green transformation. Prominent figures like Amitabh Kant, Vinod Khosla, Mahendra Singh Dhoni, and Rajat Gupta have endorsed this book, emphasizing how important this narrative is. Each endorsement reflects the ecosystem's shared belief in the power of sustainable entrepreneurship.

One of the book's strengths is its ability to contextualize these stories within broader global regulations and trends while keeping a national relevance. India has emerged as the third-largest startup ecosystem globally, following the United States and China, with over 1.59 lakh startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) as of January 15, 2025. Even though the startup ecosystem in India faces unique challenges like regulatory intricacies, talent recruitment, scalability issues, and market access limitations, these double as opportunities for fostering entrepreneurship.

It is also worth reflecting on India's supportive policy environment, in line with global sustainability goals, to promote innovation, transparency, and incentives for fueling green growth. This includes regulatory frameworks on renewable energy, storage and grid capacity, electric mobility, production-linked incentive schemes, sustainable finance, and disclosure requirements, among many others. Each chapter of the book provides insights into how these startups are tackling pressing issues around carbon emissions, via solutions focused on areas such as electric mobility, real estate emissions tracking, plastics substitution, or alternative proteins, and aligning with India's broader commitments under global agreements such as the Paris Agreement. This enables even readers new to the topic to meaningfully understand the big picture within which these startups operate.

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Another delightful feature of the book is its readability. Despite tackling complex subjects like ClimateTech and sustainability, the writers preserve a conversational tone that engages readers. This book is easy to read but thought-provoking because the lessons, insights, and anecdotes all flow together flawlessly.

A notable highlight is the book's focus on collaboration. Climate change is a problem of the commons, transcending national borders, and leaving all stakeholders with a moral imperative to balance economic growth with environmental responsibility. Even though businesses are often in a better position to adapt to the growing demands of climate change, the authors stress how creating a sustainable future is not the responsibility of entrepreneurs alone but requires active participation from policymakers, investors, and society at large. This theme of collective action resonates deeply, particularly in a nation as dynamic and diverse as India.

The book's concluding sections provide a roadmap for aspiring entrepreneurs and stakeholders in the ecosystem. This practical guidance ensures that the book is not just inspirational but also actionable—a rare combination.

To sum up, 'India's Green Startups' is a must-read for anyone invested in the future of our planet. Whether you are an entrepreneur, an investor, or simply a curious reader, this book offers a wealth of knowledge. The path forward demands collaboration, creativity, and courage—qualities that this book can inspire within you. Let's harness these insights and actively contribute towards building a sustainable tomorrow!

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