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GOVERNMENT OF INDIA  
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

**LOK SABHA**  
**UNSTARRED QUESTION NO. 3473**  
TO BE ANSWERED ON 11.08.2025

**Funds for Eco-friendly Innovations**

3473. SHRI CHHOTELAL:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) whether the Government is aware that many industries and startups want to do eco-friendly innovations but face lack of financial support and technical resources; and
- (b) if so, the steps taken/proposed to be taken by the Government so far to promote eco-friendly innovations and green technologies?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE  
(SHRI KIRTI VARDHAN SINGH)

- (a) and (b). Ministry of Environment, Forest and Climate Change has notified Ecomark Rules, 2024 on 26<sup>th</sup> September 2024 which have replaced the Ecomark Scheme of 1991 with aim to strengthen the institutional structure and implementation of Ecomark Rules.

The objective of the rules is to encourage the demand for environment-friendly products, promote lower energy consumption, resource efficiency and circular economy. These rules seek to ensure accurate labelling and prevent misleading information on green products.

Ecomark aligns with the Mission 'LiFE' enabling individuals to be environmentally informed and conscious in making purchasing choices promoting recycling, use of environmental friendly products, incentivizing manufacturers to adopt green industry practices, and thus contributing to sustainable living.

Ecomark Rules are voluntary and intend to encourage manufacturers for production of environment friendly products, and promote green industries.

Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry launched the Startup India initiative on 16<sup>th</sup> January 2016, with an intent to

build a strong ecosystem for nurturing innovation, startups and encouraging investments in the startup ecosystem of the country.

Under Startup India initiative, the Government constantly undertakes various efforts for the development and growth of startup ecosystem across industries and sectors. The flagship Schemes namely, Fund of Funds for Startups (FFS), Startup India Seed Fund Scheme (SISFS) and Credit Guarantee Scheme for Startups (CGSS) support startups at various stages of their business cycle. The Government also implements periodic exercises and programs including States' Startup Ranking, National Startup Awards, and Innovation Week which play an important role in the holistic development of the startup ecosystem. Government also encourages and support ecosystem led initiatives as Startup Mahakumbh which serve as a vibrant platform for stakeholders to network and collaborate. Initiatives to improve market access and enable public procurement support startups in growing and scaling up their businesses have also been undertaken.

Digital platforms such as the Startup India portal and BHASKAR enable easy access to resources and startup ecosystem collaboration. These measures are complemented by regulatory reforms and other ecosystem development events and programs.

Sustained efforts by the Government under the Startup India initiative have led to an increase in the number of entities which have been recognised startups by DPIIT to 1,61,150 as on 31<sup>st</sup> January 2025 across multiple industries and sectors. Specifically, 3,362 entities have been recognised as startups in the "Green Technology" industry as on 31<sup>st</sup> January 2025.

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