5 Indian Sustainability Startups Leading the Way on World Earth Day

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Earth Day is no longer just a symbolic reminder. It has become a moment to look at how businesses are responding to the climate challenge in practical ways. In India, a growing number of startups are building solutions that go beyond intent and focus on implementation, whether that means restoring farmland, rethinking waste, decentralising energy, or connecting agriculture with carbon markets. These companies are building sustainability into the way their businesses operate.

Here are five startups in India translating climate action into on-ground impact:

Hosachiguru

Hosachiguru is reimagining how individuals and companies engage with agriculture and land. Through managed farmland and regenerative farming practices, the company is helping restore soil health, encourage biodiversity, and make farming more viable. This becomes even more relevant in the context of rapid urbanisation. Recent studies in Bengaluru suggest there is roughly one tree for every six people, pointing to the growing pressure on urban green cover. At its core, Hosachiguru brings together sustainable agriculture and lifestyle farming, turning degraded or underutilised land into thriving ecosystems.

Phool

Phool.co is addressing one of India's most overlooked waste streams: floral waste from temples. The startup upcycles discarded flowers into eco-friendly products such as incense sticks, biodegradable packaging, and Fleather, a plant-based leather alternative. Its model helps reduce river pollution and creates livelihoods for women in waste collection communities.

Saahas Zero Waste

Saahas Zero Waste works with institutions, corporates, and communities to build end-to-end waste management systems. From segregation to recycling and composting, the company focuses on diverting waste from landfills and bringing it back into the circular economy.

Varaha

Varaha is focused on large-scale carbon removal through regenerative agriculture and ecosystem restoration. The startup works with farmers to adopt climate-positive practices that improve soil health while also generating carbon credits. Its approach connects rural livelihoods with global climate action markets.

Husk Power Systems

Husk Power Systems provides decentralised renewable energy solutions through biomass and solar hybrid mini-grids. By powering rural communities that are off-grid or underserved, Husk is helping bridge the energy access gap while reducing dependence on fossil fuels.

Across these startups, sustainability is embedded into everyday systems, from farms and homes to waste streams and energy access. As India’s climate challenges become more complex, these models reflect a larger shift where sustainability is becoming central to the way businesses are being built and scaled.