

INDIAN START-UPS ARE SHAPING A SUSTAINABLE FUTURE

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Indian start-ups are shaping a sustainable future

Inspiring entrepreneurs are designing innovative solutions for environmental challenges

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By Anu Prabhakar Special to GN Focus

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Vivek Subramanian, co-founder, Fourth Partner Energy

Image Credit: Supplied

Having studied and worked abroad in cities like London and Dubai more than a decade ago, Hyderabad-based Vivek Subramanian knows what clean air feels like. “Even back then, India had some of the most polluted cities in the world,” he recalls. The 49-year old, who was working in finance, itched to test himself as an entrepreneur. So he moved back to India from Dubai in 2005.

India relies very heavily on fossil fuels like coal for its energy needs. And 50 per cent of power, Subramanian says, is consumed by corporates. So he, Saif Dhorajiwala and Vikas Saluguti got together to launch renewable energy company Fourth Partner Energy in 2010 to help corporates make that crucial shift to green energy. They provide solutions to meet their energy needs — one of the many ways they do this is by installing wind and solar projects, like rooftop solar power plants.

Today, they have about 300 clients including Coca Cola, Unilever and Ultratech cement. “The green energy space has transformed completely and my customers are being forced to go down the sustainable route by their customers,” says Subramanian. “They cannot bid for certain projects if they do not have operations that are fuelled by renewable energy.”

He points out that carbon emissions are swanky words which the lay person may not understand. “So, instead, we have quantified that every megawatt of a solar project we build or install is the equivalent of planting 60,000 trees.” And their total estimated impact? “75 million trees!” he says.