

ReAwakening\_Solos

# Zen Krishi

PRESENTATION

# Pain Points (Problem's)

**01**

## Declining Interest Among Youth

Many young people perceive agriculture as an undesirable profession, often associating it with low income and hard labor. This perception is compounded by urban migration, where youth seek better opportunities in cities. Zen Krishi seeks to change this narrative by showcasing agriculture as a viable and rewarding career path.

**02**

## Financial Barriers to Entry

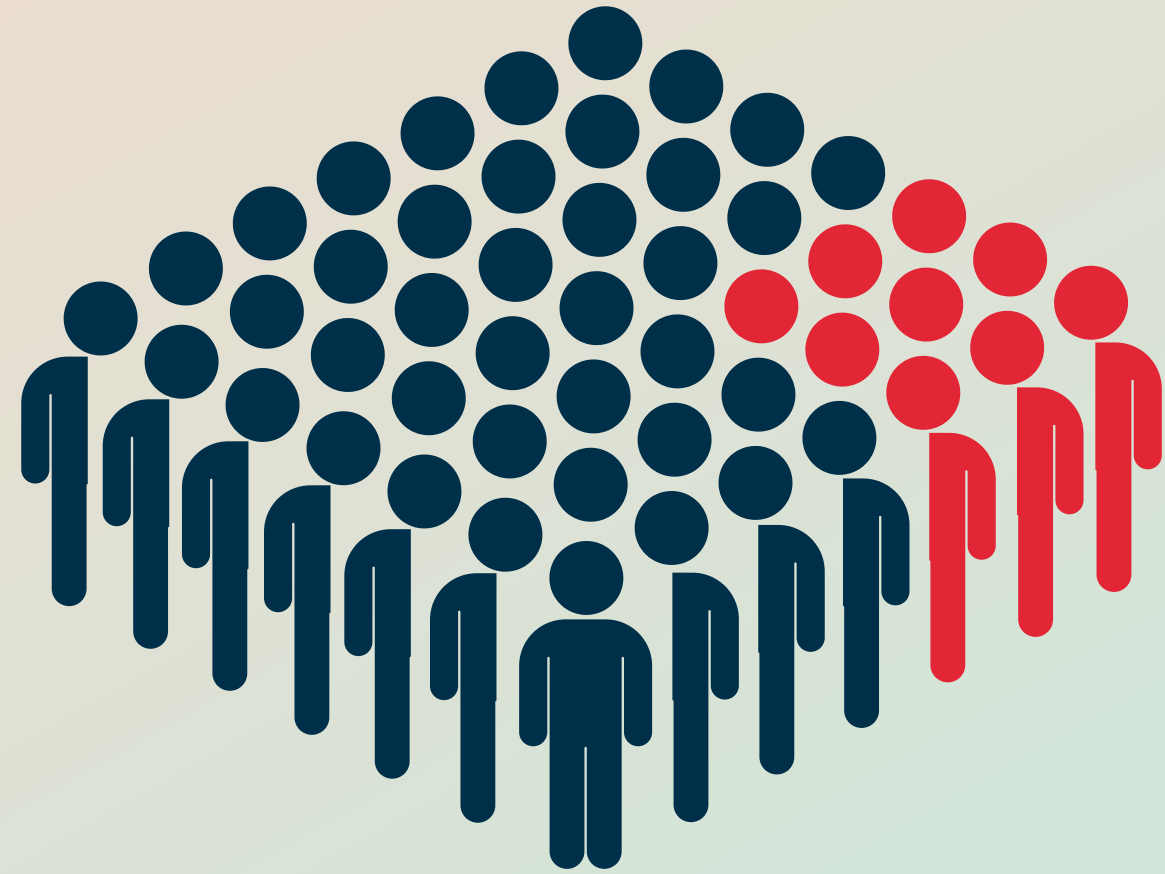
Young aspiring farmers often face challenges in accessing capital for starting their agricultural ventures. This includes high costs for land, equipment, and inputs. Zen Krishi plans to facilitate access to financial resources, such as grants, loans, and subsidies for agricultural tools, making it easier for youth to enter the farming sector.

**03**

## Insufficient Support Networks

The absence of mentorship and community support can discourage young people from pursuing agriculture. Zen Krishi aims to establish mentorship programs that connect youth with experienced farmers and agribusiness professionals who can provide guidance, share best practices, and foster a sense of community among young farmers.

# Market Size



01

## Growth In Intrigue

The market for freelance farming is poised for growth, particularly among urban youth who are increasingly interested in sustainable practices and organic produce

02

## The Big Potential

600 million people aged 15-29 in India, tapping into this demographic could lead to a substantial market size

03

## Awareness In Public

The organic food market alone is expected to grow significantly, driven by rising health consciousness and environmental awareness.

# The Solution and Scalability

Zen Krishi aims to create a digital platform that connects urban youth with local farmers. This platform will facilitate.



**1**

**Commission Fees:** A percentage of earnings from freelance work facilitated through the platform.

**2**

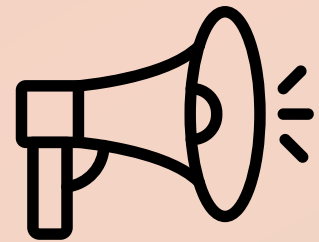
**Subscription Services:** Offering premium content such as advanced training modules or exclusive workshops.

**3**

**Partnerships:** Collaborating with agricultural businesses for sponsored content or products.

# Earnings Model





**Awareness and Adoption**

**Logistical Challenges**



# Innovation and Entry Barriers

Innovation lies in creating a user-friendly digital platform that appeals to tech-savvy youth while providing real-world agricultural experiences

# Competition



## Reason 1

While there are initiatives focused on organic farming and youth engagement, few specifically target freelance farming. Competitors may include agricultural NGOs or platforms promoting rural employment. However, Zen Krishi's unique focus on flexible, part-time engagement sets it apart.

## Reason 2

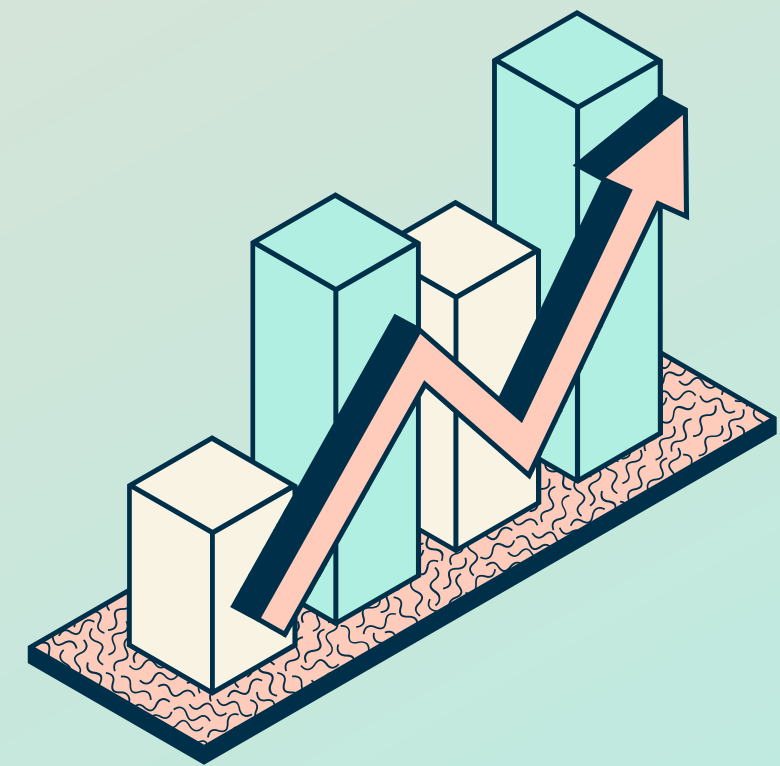
Integration of Technology for Enhanced Flexibility and Accessibility



Initial traction can be measured through pilot programs in urban areas where youth are encouraged to participate in local farms

Metrics such as user sign-ups, completed freelance tasks, and feedback from both farmers and participants will help gauge success.

# Traction





# Valuation



## **Funding Proposal**

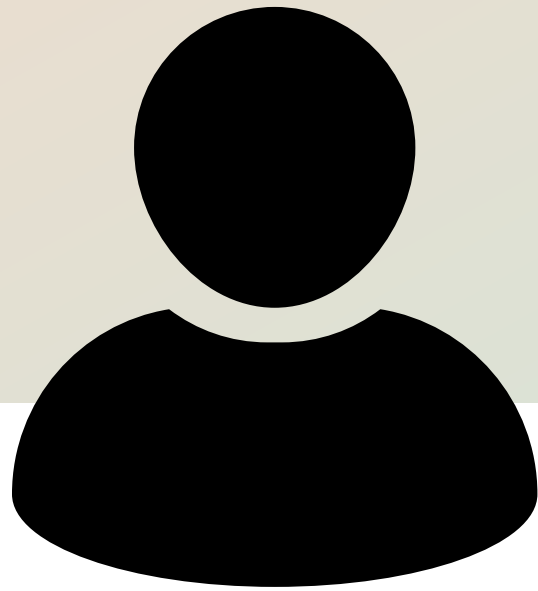
Zen Krishi seeks for funding from venture capitalists interested in agritech or social entrepreneurship



## **Valuation Metrics**

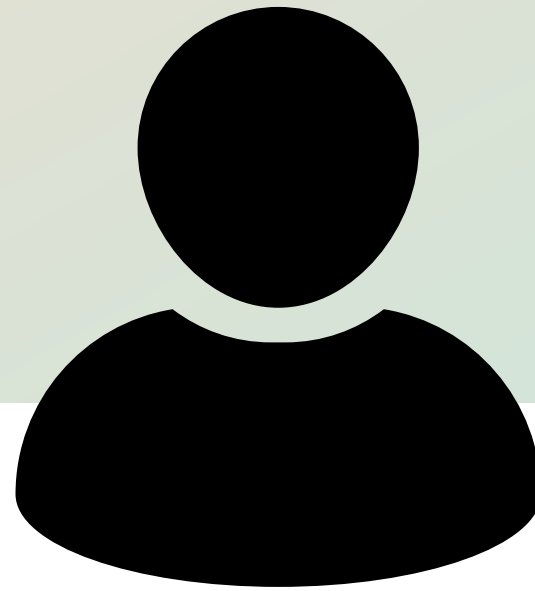
The valuation could be based on projected user growth rates, potential revenue streams from commissions, subscriptions, and partnerships over the next five years.

# Meet the Team



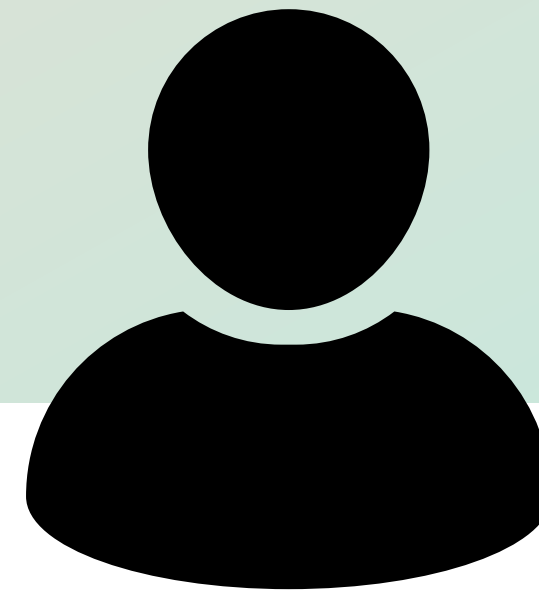
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