ReAwakening_Solos

Zen Krishi

PRESENTATION

Pain Points (Problem's)

01

Declining Interest Among Youth

Many young people see agriculture as unappealing, linking it to low income and hard work. This view grows stronger as they move to cities for better opportunities. Zen Krishi aims to change this by showing that agriculture can be a rewarding and successful career.

02

Financial Barriers to Entry

Many young people see agriculture as hard and low-paying, so they move to cities for better jobs. Zen Krishi wants to change this by showing agriculture can be rewarding.

03

Insufficient Support Networks

Young people often avoid agriculture due to a lack of mentors and support. Zen Krishi plans to set up programs where experienced farmers guide and support young farmers, sharing tips and building a strong community.

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.

Step 3

Freelance
Farming
Opportunities



Step 2

Training and Workshops



Community Engagement 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.





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

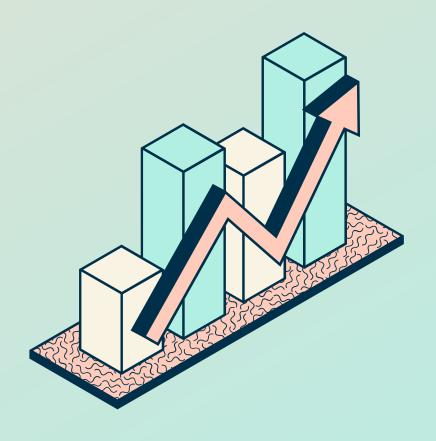
While there are initiatives focused on organic farming and youth engagement, few specifically target freelance farming. Competitors may include agricultural NGOs or platforms promoting rural employment. However, Zen Krishi's unique focus on flexible, part-time engagement sets it apart.

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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