



SHITIJ 2026:



STARTUP INCUBATION PROGRAM

STARTUP NAME: KHET SETHU

KhetSetu - Bridging India's Farmers and Building the Future

India's farmers are the backbone of our nation, yet they often face fragmented markets, limited resources, and uncertain incomes. KhetSetu is a digital lifeline connecting farmers directly with markets, labour, and vital resources. Our mission is simple: bridge the gaps, boost incomes, and build sustainable rural livelihoods. Together, we're planting the seeds for a stronger, more connected agricultural future. This presentation highlights the challenges, our solution, and the exciting opportunities to transform Indian agriculture.



Problem Statement



Lack of localized resource sharing, market intelligence, and labor access prevents small farmers from scaling productivity and income, weakening India's agricultural supply chain from its very foundation.



Name of Technology : html ,css(for front end) , next.js,python(for back end)

Tech Brief:

Add Company website URL here

Founded In

2023

Location

New Delhi

Focus Area



KhetSetu focuses on rebuilding agriculture as a shared economy, not a solitary struggle. Its purpose is to convert isolation into collaboration by allowing farmers to share tools, labor, knowledge, and markets at the village level. By bringing real time mandi intelligence, organized hiring, and peer-to-peer resource access into one offline ready platform, KhetSetu removes the silent barriers that drain farmer income and dignity. It is designed for the field, not the city working where networks fail, literacy varies, and trust matters most. KhetSetu does not aim to digitize farming alone; it aims to restore control, confidence, and fairness to those who grow the nation's food, transforming agriculture from survival driven to future ready.



Unique Selling Proposition

1. One Platform, Multiple Rural Lifelines

Resource sharing, worker hiring, market intelligence, education, and commerce coexist in one trusted ecosystem—reducing dependency on fragmented solutions.

2. Trust Designed Into Every Transaction

Verification, ratings, and community based credibility transform rural commerce from risk-based to relationship-based.

3. Built for Farmers, Not for Internet Coverage

KhetSetu works where connectivity fails through offline first design, SMS access, and assisted village level support ensuring no farmer is excluded due to digital limitations.

4. Hyperlocal First, Scalable Everywhere

Designed around villages, crops, and regions allowing deep local relevance while remaining scalable across states and ecosystems.

5. Agriculture as a Shared Economy

Unlike ownership-heavy models, KhetSetu enables farmers to rent, lend, and share equipment, labor, and inputs turning idle resources into income and scarcity into collaboration.

6. From Mandi Floors to Mobile Screens Without Breaking the System

KhetSetu digitizes Dhan Mandi price discovery while respecting traditional rules and stakeholders, creating transparency without disruption or resistance.



Products Pictures



- KhetSetu**
- Dashboard
 - Recommendations
 - Diagnostics
 - Marketplace
 - Equipment
 - Inventory
 - Community
 - Experts

Expert Connect

Get personalized advice from agricultural specialists.

Dr. Evelyn Reed
Soil Science & Crop Nutrition

[Connect](#)

Samuel Jones
Pest Management & Entomology

[Connect](#)

Dr. Anika Sharma
Sustainable Agriculture & Organics

[Connect](#)

Ben Carter
Irrigation & Water Management

[Connect](#)

My Inventory

Manage your equipment and supplies.

My Listed Items (0) Lent/Sold by Me Rented/Bought by Me

You haven't listed any items yet.

List your equipment or supplies on the marketplace to get started.

[+ List an Item](#)

Community Forum

Connect, share, and learn with fellow farmers.

[Start New Discussion](#)

Gehu ki fasal mein peela ratua rog? (Yellow rust in wheat crop?)
Posted by Rajesh Kumar • 2 hours ago

My wheat crop in Punjab is showing signs of yellow rust. I've tried spraying propiconazole, but it's spreading. What other fungicides are effective? Any traditional remedies that work?

18 Likes 5 Comments

Jaivik kheti ke liye sujhaav (Suggestions for organic farming)
Posted by Sunita Devi • 1 day ago

I want to switch my small farm in Haryana to fully organic. I'm looking for advice on making jeevamrut and compost at a large scale. Also, where can I find good quality organic seeds for vegetables?

42 Likes 15 Comments

Which drip irrigation system is best for cotton in Gujarat?
Posted by Anand Patel • 3 days ago

Pest & Disease Diagnosis

Upload a photo of a plant to identify potential issues using AI.

Upload Plant Image

Drag & drop an image here, or click to select a file

[Diagnose Plant](#)

Diagnosis Result

Your diagnosis will appear here after uploading an image.

Here's your farm's overview for today.

Local Weather

25°C
Sunny Saturday, January 17

Tue	Wed	Thu	Fri	Sat
24°	21°	26°	27°	25°

[Equipment Rental](#)

Rent or lend farming equipment in the community.

[Browse Equipment](#)

Crop Recommendations

Get AI-powered suggestions for your next planting season.

[Find Crops](#)

Pest & Disease Diagnosis

Upload an image to identify issues with your crops.

[Diagnose Plant](#)

Community Forum

Connect with other farmers and share your knowledge.

[Join Discussion](#)

Digital Marketplace

Sell your produce directly to buyers and ahatiyas.

[Explore Market](#)



Features of our innovate solution

Digital Marketplace

Buy and sell crops directly from farmers across the region.

Crop Listings

Crop	Grade	Quantity	Price	Action
Wheat (HD-2967)	A	50 Quintal	₹2275.00 /Quintal	Contact Seller
Paddy (Basmati) (Pusa Basmati 1509)	A	120 Quintal	₹3800.00 /Quintal	Contact Seller
Soybean (JS-335)	A	100 Quintal	₹4300.00 /Quintal	Contact Seller
Mustard (Pusa Bold)	B	20 Quintal	₹5450.00 /Quintal	Contact Seller

Equipment & Supplies

Browse, rent, or buy equipment and supplies.

Browse Marketplace

Item	Type	Location	Price	Action
IFFCO Urea (46% N)	Fertilizer	Kanpur, Uttar Pradesh	₹266.50 /kg	Buy Now
Captain Cultivator	Cultivator	Jaipur, Rajasthan	₹800.00 /day	Rent Now
Syngenta Ampligo Insecticide	Pesticide	Guntur, Andhra Pradesh	₹850.00 /litre	Buy Now
Mitra Tractor-mounted Sprayer	Sprayer	Nashik, Maharashtra	₹1000.00 /day	Rent Now

1. Peer-to-Peer Marketplace

Connect farmers directly to rent equipment, exchange resources, and trade produce seamlessly.

2. Digital Dhan Mandi Access

Access real-time market prices and sell produce directly with transparency and fairness.

3. Labor Hiring & Education

Online platform to hire skilled agricultural workers with ratings, plus educational videos and community support.

4. Offline Availability

SMS and Call options available for farmers who don't have smartphones, along with offline centers at Panchayats



How KhetSetu Works for Farmers

Search & Book

Farmers can list or search for equipment, seeds, labour, and produce at fair prices using geolocation.

The platform supports easy booking and flexible rental durations to suit farming schedules.

Farmers receive notifications and confirmations to streamline their transactions efficiently.

Real-Time Market Insight

Directly view mandi prices and sell produce without middlemen, ensuring better earnings.

Access historical price trends to make informed decisions on the best time to sell.

Receive alerts on market demand and price fluctuations to maximize profitability.

Community & Learning

Engage in community groups, access tutorial videos, and get peer support to upskill and solve farm challenges.

Participate in expert Q&A sessions and live webinars for ongoing agricultural education.

Share success stories and practical tips within a supportive farming network.

Offline availability

Farmers interact in their native language, reducing dependency on literacy and technology familiarity

No Internet, No Problem ,The Market Still Moves
Price alerts, labor availability, and booking confirmations reach farmers offline, preventing lost opportunities.



Field trials and Market studies conducted



1. Ground-Level Farmer Interactions Across Villages

Direct conversations with small and marginal farmers were conducted to understand real challenges around equipment availability, labor shortages, and distress selling—ensuring the solution is shaped by lived experience, not assumptions.

2. Language & Usability Feedback Loops

Early feedback emphasized the importance of local language support, simple interfaces, and minimal technical complexity shaping KhetSetu's farmer-friendly design.

3.

Digital Accessibility & Connectivity Assessment

Trials across low connectivity areas confirmed the necessity of offline first features, SMS access, and assisted onboarding for true rural inclusion.

4.

Mandi Process & Price Discovery Study

Informal interactions with Dhan Mandi participants highlighted gaps in price transparency, quality-based valuation, and farmer awareness—guiding the digital mandi integration approach without disrupting existing systems.

5.

Labor Availability & Hiring Pattern Analysis

Seasonal labor demand and informal hiring practices were studied to design a dignified, trust-based rural employment listing system.



Special feature of khetsetu (still developing)

1. Live Voice-to-Voice Translation Across Indian Languages

KhetSetu eliminates language barriers by enabling real-time AI translation during farmer-to-farmer calls—allowing conversations in native languages without confusion or hesitation.

2. Market-Driven Crop Collaboration

When price shifts occur such as rising paddy prices or falling wheat demand farmers across regions can directly exchange insights, strategies, and cultivation practices in real time.

3. Catalyst for Agricultural Tourism & Knowledge Exchange

This feature enables farmers to confidently travel, collaborate, and cultivate across states strengthening agricultural tourism and inter state cooperation.

4. From Isolation to National Unity

KhetSetu doesn't just translate words it translates experience, wisdom, and opportunity across India.

5. A Step Toward One Agricultural India

This feature turns KhetSetu into more than a platform it becomes a linguistic bridge uniting India's farmers as one community.





Marketing Strategy & Initial Focus



1

Target Regions

Starting with UP, Punjab, Haryana, and Maharashtra - states with large farming communities.

2

On-ground Partnerships

Collaborate with Krishi Vigyan Kendras and farmer organizations to build trust and adoption.

3

Deploy Ambassadors

Village-level ambassadors assist in grassroots onboarding and community engagement.

4

Real-Time Data Integration

Link with Dhan Mandis for accurate market price feeds and vendor partnerships.

5.

KhetSetu's financial model is designed for long-term resilience, not short-term profit maximization. Revenue grows in parallel with farmer prosperity, ensuring alignment between impact and sustainability.

6.

Our projections are built not on aggressive monetization, but on trust, scale, and the simple belief that farmer prosperity is the strongest business model."





Competitors and Market Capture

Future Roadmap & Strategic Partnerships

- 1 MVP launch focusing on equipment sharing and worker hiring modules.
- 2 Integrate mandi pricing and expand vendor partnerships.
- 3 Introduce drone rentals and smart farming tools.
- 4 Implement AI-based yield prediction and precision farming support, enhance offline service centres.

There are no direct competitors to our khetsetu , there are many other platforms which lacks in atleast one feature of our khetsetu ,They are also not that much effective.AgroStar,Krishify,BharatAgri are some of the examples of it

Our strong partnerships with government schemes like PM-Kisan, NABARD, leading AgriTech companies, financial institutions, and NGOs ensure robust ecosystem support for scalable growth and farmer empowerment.





Current Financial status and Financial Projections



Months 0–6: Foundation & Validation Phase

The first six months focus on adoption, trust, and unit economics, not aggressive revenue extraction. KhetSetu prioritizes farmer onboarding across pilot villages, supported by offline access, assisted listings, and community driven growth.

1. Primary Revenue Streams:

Modest transaction fees from equipment rentals, labor hiring, and resource sharing; early commissions from local service providers.

2. Cost Structure:

Lean technology development, field outreach, village ambassadors, and minimal operational overhead.

3. Financial Outcome:

Controlled burn with early recurring revenue signals, validating willingness to pay and platform sustainability.

Months 6–12: Growth & Monetization Phase

With trust established, KhetSetu transitions into structured monetization and expansion.

1. Revenue Expansion:

Increased transaction volumes, premium verified listings, mandi price access tools, and vendor partnerships (fertilizers, rentals, agri-inputs)

2. Operational Efficiency:

Improved margins through digital workflows, repeat users, and community-led onboarding.

3. Financial Outcome:

Clear upward revenue trajectory with improving unit economics and declining cost per user.



Team



Raghavendra Ulli
Founder passionate about
empowering farmers with
technology solutions.



Kanishk Nagar
Co-Founder driving innovation
and market integration for
agriculture.



Contact Us

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Thank you Khetsetu for saving us

