



RAVI GAJRAJ

IIM KASHIPUR (2018)

MY MOTIVATION

I always wanted to be an entrepreneur rather than an employee, I always stood up for the less fortunate and that is what is motivating me

PROBLEM

- 75% of all crop genetic diversity has been lost since the previous century
- No market for native produce, leading to lack of incentive to conserve diversity.

SOLUTION

- Conservation of over 300 native species of paddy, millets and vegetables
- Market linkages for native produce

MY EFFORTS (FY 2019)

- 8 varieties of indigenous rice is currently sold under the brand 'The Farming Monk'
- Regular availability of products in farmers market, Pune
- Sale of INR 0.112 million in the first quarter of its launch
- 10-15% additional price to farmers



HELP FROM BUDDHA FELLOWSHIP

- Financial Support
- Exposure to various development initiatives, which helped me choose the right path
- Association with BAIF, a platform with all the necessary resources, resulting in faster outcome
- Social entrepreneurship guidance from Professor Ankur Sarin, IIM Ahmedabad
- Buddha Entrepreneurs Network (BEN)

