



**rapid re.gen**  
challenge

*accelerating soil regeneration for India's farmers*

**₹6.5Cr** prize fund\*

## the problem

### India's soil is in severe crisis

In a single lifetime, we have depleted soil that took thousands of years to develop, with one-third of India's land now degraded. Soil Organic Carbon (SOC) has decreased from 1% to 0.3% in 70 years, harming fertility and productivity. India's dry, rainfed areas, which make up 85% of degraded land, still contribute significantly to food production: 44% of food grains, 80% of pulses, and 73% of oilseeds.

**147M**

hectares<sup>1</sup>

Degraded farm land in India (~35% of total land)

**0.3%**

average SOC<sup>2</sup>

Soil organic carbon today, down from 1% in 70 years

**~2.5%**

of GDP<sup>3</sup>

Lost annually to land degradation

### why now?

More input, same or lower output that is the signature of a soil crisis, and 90%+ of farmers remain locked in it. Not for lack of will, but because the system makes the right thing the risky thing:



#### Yield risk

In the first 2–3 years of transition

#### Labour management

More labour, more management, exactly when returns are lowest

#### Knowledge gaps

Extension rarely reaches smallholders

#### Financial risk

Weak financial & market incentives to make the switch

Yet India's most degraded soils respond fastest to regeneration, gaining 0.2%–0.3% of organic carbon within two years when regenerative practices combine with novel biologicals. The pathways are proven. What's missing is speed and scale.

the challenge

# double soil organic carbon within 24 months and increase smallholder farmers' net incomes by at least 25%

through tech-enabled, replicable transition models for regenerative agriculture, reaching 5,000–10,000 farmers across at least 5,000 hectares within a cluster.\*\*

## ₹6.5Cr prize fund\*

### what it takes to win?

Challengers will compete across a two-phase pathway from proof of viability to proof of scalability. To win, organisations must demonstrate measurable results and show that their model can scale within a cluster.

#### proof of viability



500 hectares



500-1,000 farmers

#### proof of scalability



5,000 hectares



5,000-10,000 farmers

\*Subject to T&C available on the website

\*\*Solutions must demonstrate impact within a defined cluster spanning 2–5 contiguous blocks within a district.

## what will you work towards

### for soil

Biological, chemical & physical health improvement



#### biological health

- Microbial activity +20%
- Earthworm density 2–3x
- Non-toxic inputs
- Residue-free and safe produce

#### chemical health

- SOC  $\geq +0.3$  pp
- N:P:K ~4:2:1
- Adequate micronutrients
- pH 6.0–7.5
- ECe  $< 2$  dS/m

#### physical health

Bulk density:

- Sandy  $< 1.60$
- Silty  $< 1.40$
- Clayey  $< 1.10$  g/cm<sup>3</sup>

### for farmer



Ease of adoption of regenerative practices



Lower cost of cultivation, improved yields

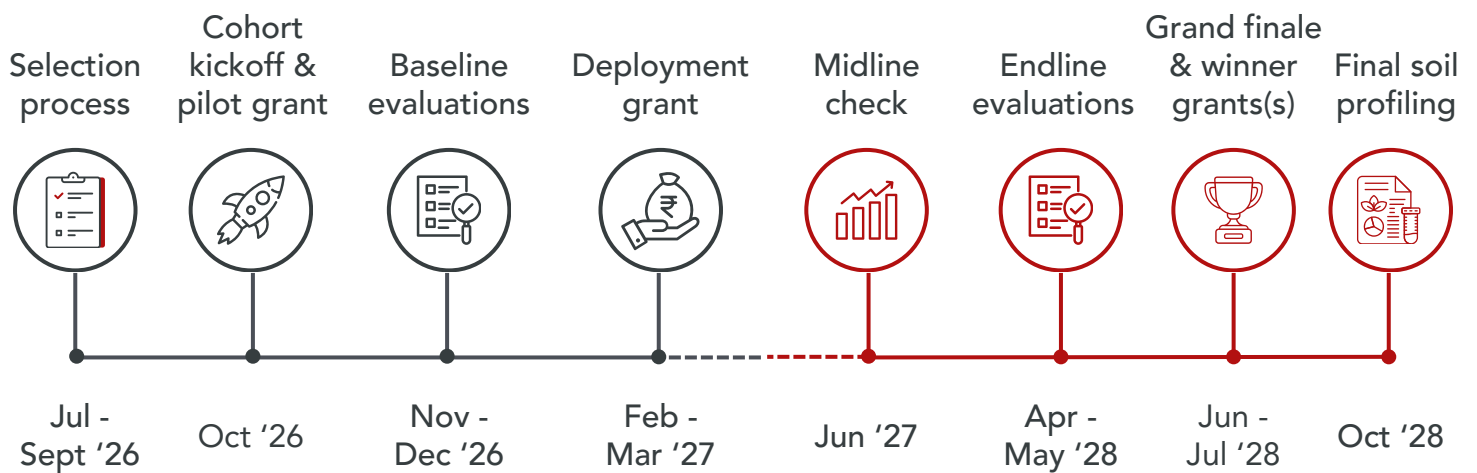


Net income increase of 25%+



Reduction of chemical use by 70%

## challenge timeline



Phase 1: Proof of viability  
500 hectares | 500 - 1,000 farmers



Phase 2: Proof of scalability  
5000 hectares | 5,000 - 10,000 farmers

## challenge criteria

we're looking for organisations already in the field with farmers, running real, field-tested models.

**Non-profits and CSOs** working across or beyond market linkages, input optimisation, capacity building & advisory, natural resource management, agroforestry, and more.



Partnership models are welcome — the applicant must be an eligible non-profit.

**Eligibility:**  
organisation registered as non-profits, CSOs and Section 8 company holding valid CSR-1, 12A and 80G certificates.

## how to apply

Challengers receive pilot, deployment and outcome-linked scale-up grants, plus mentors across tech, markets, impact & research.

### submit your application

step 1

Tell us about your organisation, your transition model, by 02 Aug 2026.

### jury rounds

step 2

An expert jury across government, academia, CSOs & technical institutions selects the final cohort.

### evaluations & field visits

step 3

Shortlisted models are assessed on the ground, your team, your farmers, your evidence.

### cohort kick-off

step 4

A cohort of 5-8 challengers is selected and announced.

## voice of change



**Shri. Amitabh Kant**

G20 Sherpa  
Former CEO, NITI Aayog

## advisors to the challenge



**Shri. Manoj Ahuja**  
Former Secretary,  
Department of Agriculture &  
Farmers' Welfare, GoI



**Hemendra Mathur**  
Founder, ThinkAg ·  
Agritech Expert



**Dr. Ramanjaneyulu Gv**  
Executive Director,  
Centre for Sustainable  
Agriculture

# rapid re.gen challenge

If you have a model that can transition thousands of farmers from chemical to regenerative practices, without putting their incomes at risk, this is for you.

**₹6.5Cr** prize fund\*

**apply now** »

Application deadline Aug 02 2026

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