



Seeds of Change

Youth Agri-Entrepreneurship Program – Kabirdham, Chhattisgarh

Why invest in Youth Agri - Entrepreneurship Program

In rural Kabirdham, youth are leaving the land — not because they want to, but because they see no future in it. With farming viewed as low-income, low-dignity, and low-innovation:

Youth unemployment
is rising

Migration to cities for
insecure jobs is
becoming the norm

Traditional knowledge
and rural resilience
are eroding fast

Meanwhile, there's untapped opportunity in value-added farming, Agri-processing, bio-enterprises, and rural tech — but no support ecosystem to help youth tap into it.

What Are We Proposing?

We propose the Youth Agri-Entrepreneurship Program — a year-round, village-based support system that helps rural youth build, test, and grow businesses within their own communities.

Key Components:

Village-Level Bootcamps & Idea Labs

- Mobilize and screen youth (18–30) interested in farming and enterprise
- Use participatory methods to identify business ideas rooted in local resources

Mentorship Hubs

- Build district-level training modules on:
 1. Enterprise planning
 2. Marketing & pricing
 3. Financial literacy
 4. Digital tools (QR codes, WhatsApp biz, Kisan apps)
- Pair youth with mentors (local entrepreneurs, FPO leaders, NGOs)

Seed Grants & Starter Kits

- Support ~10 youth with small capital grants, raw materials, or basic infrastructure
- Examples: nursery kits, mushroom units, bio-input starter packs, drying/storage tools

Market Linkage & Branding Support

- Help these entrepreneurs access FPOs, SHGs, haats, or online platforms

Digital Showcasing & Peer Learning

- Document each entrepreneur's journey
- Create a local "Role Model Network" to inspire others

Why Kabirdham?

- 60% of Kabirdham's population is under 30 — most stuck in low-paying agriculture or outmigration cycles
- Traditional knowledge exists but innovation and capital are missing
- Under the ongoing program, the district now has skilled youth, established laboratories, FPOs, and a strong volunteer base — creating the perfect foundation to anchor youth into agri-entrepreneurship.

Why Support this Initiative?

Employment Generation

Skill Development

Rural Development

Innovation in Agriculture

How can we create a tangible impact?

100+

Rural Youth
Screened

10

Entrepreneurs
supported

10

New rural
enterprises
launched



Why Partner With CAS?

- **18 years of expertise** in rural development and institution building.
- Deep-rooted **community trust** with strong convergence with government departments.
- Strategic partnership with **Commonland Foundation** for landscape restoration in
- Active member of the **CHiRP coalition** network and working alongside **UNICEF** and other partner organizations.
- Technical support from institutions such as **NIPHM** (National Institute of Plant Health Management) and **IGKV** (Indira Gandhi Krishi Vishwavidyalaya).



Your Investment

Your investment fuels the entire cycle of change—from building capacity to creating lasting impact. It supports hands-on training and mentorship for youth, backed by seed grants and dedicated field staff to turn ideas into action. Practical toolkits and resources equip communities to adopt new practices, while marketing and visibility efforts help their initiatives find sustainable markets. Every step is carefully documented through stories and evidence, ensuring that your investment not only drives transformation on the ground but also inspires wider change.

Call to Action

We invite funders, CSR partners, and development agencies to co-invest in the Youth Agri-Entrepreneurship Program – Kabirdham, Chhattisgarh

Let's Keep Rural Youth on the Land.
Not as labourers. But as entrepreneurs.

Contact

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