

PILOT Trialled

FARM-TO-MARKET ROADS

All-weather village access plus a circular agri-plastic loop, with solar lights, youth jobs and village upkeep.



The road between the field and the market

THE PROBLEM

₹1.53 lakh Cr

of farm produce lost after harvest every year

NABCONS study for MoFPI, 2022

Nearly half of India's workforce is in farming, where poor access and wasted harvests cost the most.

WHAT WE DO



All-weather village roads. Built fast with GridMats and local youth.



A loop for farm plastic. Mulch film, drip pipe and sack waste become the mats the village road is built from.



Solar lights, safer journeys. Tractor and two-wheeler visibility, school routes and solar lights.



Youth jobs and upkeep. Local youth build the road, and the village keeps it up.

OUTCOMES WE TRACK



All-weather access

from farm gate to market, all year



Plastic recycled

farm plastic made into the road's mats



Youth jobs

local youth build and keep up roads



Lights and upkeep

solar lights on, road kept up

WAYS TO PARTNER

- 1 Bring a village cluster.** Near your operations: be the first site.
- 2 Co-design a village pilot.** With your CSR and ESG teams, in an innovation sprint.
- 3 Join as a research partner.** For agri universities and KVKs.

AT A GLANCE

INDICATIVE BUDGET

About ₹5 Cr

MINIMUM SCALE

1 village cluster

CSR FIT

Schedule VII (x) · SDG 2 and 8, with 9 and 12 supporting

Confirm CSR eligibility per project with your CSR advisor.

FIRST SITE NEEDED

BRING A VILLAGE CLUSTER NEAR YOUR OPERATIONS

REQUEST A CO-DESIGN SESSION →

45-minute session · you secure permissions; we bring designs, data and documents

