



Meet Radhakrishna



Radhakrishna lives in Nagamangala village in Kolar district.



Most people in his village are farmers.



Radhakrishna knows that the biggest problem for the farmers in his village is taking their produce to the market.



The village has no market. The nearest market is 15 km away. There are big markets beyond this, but transport is expensive and erratic.



Because there is no transport, farmers often sell their produce to middlemen. Middlemen pay the lowest price, so they can make the highest profit.



Farmers who choose to take the produce to market directly, have to go through multiple chains of transport resulting in quality loss and reduced value.



Farmers often leave their produce to rot.
Without a good price, they can't afford to pay labourers to pick the produce.



Radhakrishna has a plan.



Radhakrishna wants to run a low-cost and on-time transportation service that allows farmers to get to new markets.



Radhakrishna has already asked farmers what they think...



...they think it is a good idea...



...and want to pay for his service.



Radhakrishna will employ two employees from low income groups in his village.



Radhakrishna heard about the Be! Fund
on TV and decided to call us



Radhakrishna passed three rounds of interviews.



Radhakrishna wants to stay in his village.
He wants to inspire other young people to come home and start enterprises.



Radhakrishna's family is with him.
They hope this business will allow him to stay home.



Radhakrishna wants you to invest in rural India.