



Meet Rajesh



Rajesh lives in Kurubarahalli, a suburban area in Bangalore



Rajesh says that everything around him is grey. Everyone is building, building, building...
...they are taking away the green and with the green goes the water...



Rajesh has designed a business...



...which will put green on the top of houses and save water.



Rajesh wants to build urban farms and rainwater harvesting systems



Rajesh has tested his idea



He has set up two small urban farms in his neighbourhood



The idea is a success and customers are happy.



They have regular supply of healthy, organic fruits....



They have organic vegetables
(better quality than available in the market) and they save money.



Rajesh has done his research.
There is no one who runs a similar business in his community...



...he has lined up potential customers, and has a marketing plan to find more.



He has found three people he wants to hire.
They believe in greening Bangalore too!



Rajesh heard about Be! Fund on TV and knew this was the right time for him to start his social business.



Imagine if Bangalore went from grey to green...