



rapid re.gen
challenge

accelerating soil regeneration for India

₹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

hectares¹

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

0.3%

average SOC²

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

~2.5%

of GDP³

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.*

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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



500-1000 farmers

proof of scalability



5000 hectares



5000-10000 farmers

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

what will you work towards

for soil

Physical, chemical & biological 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/cm³

for farmer



Ease of adoption of regenerative practices



Lower cost of cultivation, improved yields

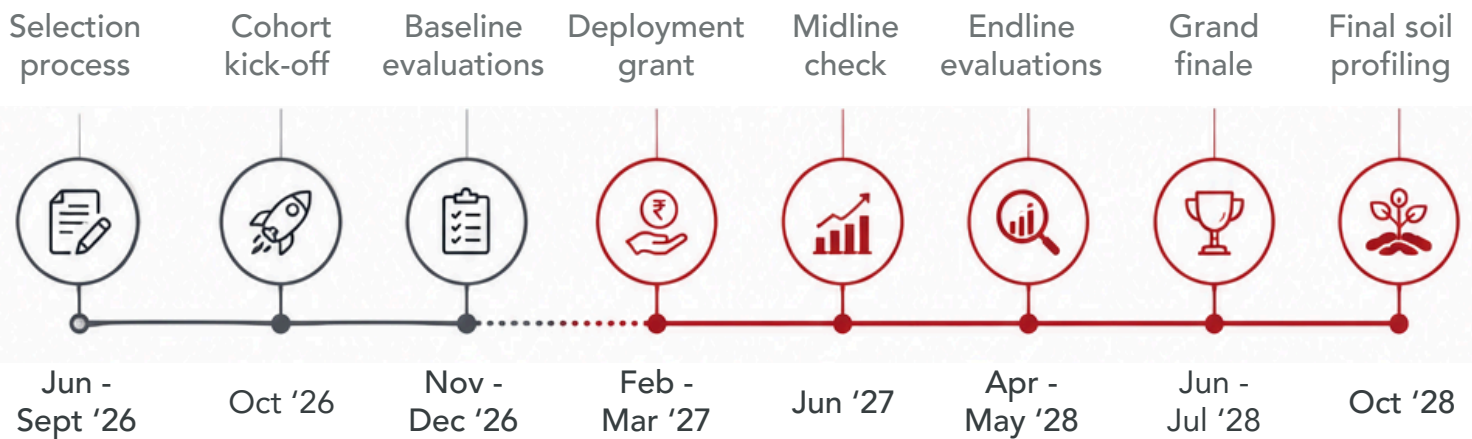


Net income increase of 25%+



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.



Hybrid models welcome: collaborations between for-profit and not-for-profit organisations are encouraged to apply.

Eligibility:
any organisation registered as a Section 8 company holding valid 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 20 July 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.

voices of change



Shri. Amitabh Kant

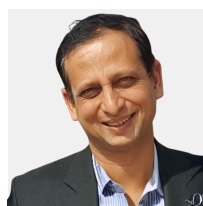
G20 Sherpa
Former CEO, NITI Aayog

advisors to the challenge



Shri. Manoj Ahuja

Former Secretary,
Department of Agriculture &
Farmers' Welfare, GoI



Hemendra Mathur

Founder, ThinkAg ·
Venture Partner, Bharat
Innovation Fund



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 July 24 2026

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