



# KRISHI SPOTLIGHT

— A Quarterly Publication of BASIX Krishi Samruddhi Ltd. (BKSL) —  
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BASIX Krishi Samruddhi Ltd. CE-103, Sector-1, Salt Lake City | Kolkata-700064 | West Bengal | Tel: +91-33-46018459

## About BKSL

BASIX Krishi Samruddhi Ltd. (BKSL) / BASIX Krishi is one of BASIX Group entity, incorporated under the Companies Act 1956. BASIX Krishi is engaged in providing know-how on quality agri-inputs, along with extension services, credit facilitation and output market linkages to crop and livestock farmers in India since 2010. One of the pioneer entities in the promotion of FPOs, BKSL has been selected as Cluster Based Business Organisation (CBBO) by SFAC, NAFED, NABARD and NDCD to implement the Central Sector Scheme (CSS), for the promotion of 10,000 FPOs in India. It has initiated its effort under the CSS, to promote FPOs in the states of Uttar Pradesh, Odisha, Bihar and Tripura. National Fisheries Development Board (NFDB) has empaneled BKSL as one of the Consulting Firm, to undertake various training programs, production, marketing, value-addition related steps in the field of fresh water aquaculture. BKSL is supporting FPOs on developing Value Chain Development Services in potato, banana, fisheries and spices.

## Major area of interest

- Advisory Services:** Advisory and technical know-how is shared with the target clients on project basis.
- Input Linkages:** Production / Procurement and supply of different Seeds, Sapling, different fish seeds and feed.
- Output Marketing:** The agri-produce of the FPCs are being transported inter-state with close coordination with traders and dealers. Besides that, famous local products like Jackfruits and lemon from Tripura are already being exported to countries like United Kingdom, UAE and Germany.
- Value addition of agricultural produce:** BKSL has been at the forefront in exploring productive ways to add value to the agricultural produce and has already putting its effort in the value addition of Turmeric, Mentha and lemongrass.
- Promotion of Bio-products:** Bio fertilizers are being produced by BKSL and distributed to farmers through FPOs network
- Banana Partnership Farming Model:** A farming model where Farmer, FPO and BKSL invest in a profit-sharing model.

## Our Clients & Partners



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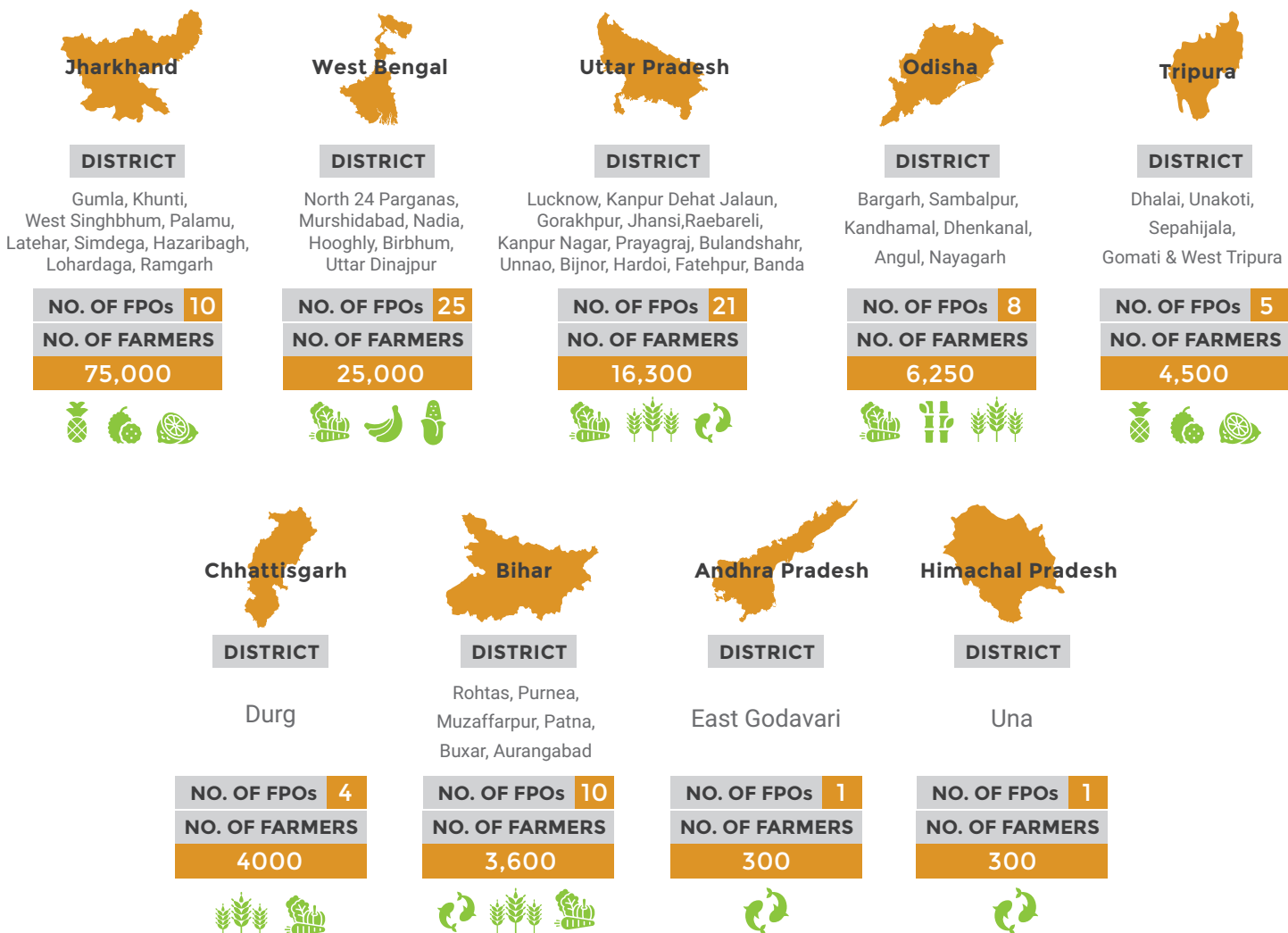
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## Presence in 9 States



## Success Stories (Institution Building & Output Marketing): In the challenging times of COVID-19

### Bhuban Farmers Producer Co. Ltd., Odisha



Bhuban Farmers Producer Co. Ltd., is one of the FPOs promoted by BKSL in April/May 2021 under the Central Sector Scheme (CSS) with SFAC. During the course of the time, with the insurmountable impact of the State lockdown measures, the farmers were facing incremental hurdles to sell watermelon, their major cultivated crop. They used to get in touch with some of the agents for the sale of their produce, however due to the movement restrictions, they couldn't get hold of the agents – thereby incurring huge monetary losses. Soon after the formation of FPO and knowledge-sharing by BKSL, they segregated the duties among the FPO functionaries. With the close coordination from BKSL, the FPO functionaries took lead in organising the production, safe-keeping, dealer negotiation and final selling of watermelon. While doing so, they managed to sale about 9.3 tons of watermelon for INR 1,20,000, that pegged them a profit of INR 25,000. Additionally, they were able to sale of pumpkin, ginger and garlic in the new arrangement and which was thoroughly enjoyed by the FPO members. They could easily realize the value of doing a collective work.





## Jirania Farmers Producer Company Limited, Tripura



The farmers from the block are widely known for their specific variety of agricultural produce, namely – the “queen” variety of pineapple (is particularly famous not only in India but abroad as well), jackfruit, scented lemon, local “sabri” banana and different vegetables. They were dealing with the entire process of cultivation, procuring inputs and marketing on their individual capacity, and in some places local exporters help them with their selling. The COVID scenario have adversely affected their business, with exporters not coming to the picture –

owing to lockdowns and movement restrictions. BKSL, while understanding the prevailing situation, reached out to the farmers through their Tripura state coordination team. After organising rounds of consultative meetings with the local aspiring farmers, BKSL was able to promote Jirania FPC in early June 2021, with a member base of 387 farmers. While wasting no time BKSL team and the FPO sat together to devise strategies so that the rich fruit varieties are sold at a favorable price. The traditional farming methods and no use of pesticide/fertilizer make the case of Jirania fruits a unique proposition for traders, exporters and consumers. Government of India’s new intervention to kickstart a train service came as a blessing in disguise at the right time. The special train service was arranged to aid farmers for transporting agri-produce in a quick time to the national capital and other cities. Team BKSL and Jirania FPC toiled hard to seize the opportunity and organized themselves to coordinate and send the first set of consignment containing 4 tons of pineapple to New Delhi. This particular effort helped them to garner INR 1.58 lakhs in one go, out of that the FPC made a profit of INR 15,000 after meeting all the expenses. The FPC have learned multiple things out of their association, technical support from BKSL and how collective effort can bring in joy in midst of a crisis.



## Kanti Kisan Producer Co. Ltd., Muzaffarpur, Bihar



Kanti Kisan FPC was formed with the hand-holding support from BKSL in February 2021 under the Central Sector Scheme. The PC has 300 farmers as its members and shareholders, and is named after the Kanti block of Muzaffarpur district in Bihar. Farmers predominantly cultivate paddy and wheat in the district as well as in the block, therefore the focus was to take up aromatic rice and black wheat production and marketing in a collective manner. As one of their initial effort under the FPC, they took up the task of procuring and selling paddy seed of 3 varieties. They made a margin of INR 5,000 by selling 800kg of paddy seeds to nearby farmers. The farmers of the FPC have strategic plans to go for mass production of aromatic rice and further engage with BKSL for the processing, packaging and marketing of the same. Apart from that the members will employ themselves in the cultivation of black wheat in the Rabi season.



## Exporting Jackfruits to London by Krishisanyoga Agro Producer Co. Ltd., Tripura



This has given a lot of momentum to the ongoing output marketing activity taken up by BKSL through its promoted FPCs. The case of Krishisanyoga, an FPC promoted under the Mission for Integrated Development of Horticulture (MIDH) under SFAC, is unique in its own way as they were able to send the local sweet jackfruits to overseas, that to even one of premier cities in the Europe – London. During this whole journey many stakeholders have remarkably supported the enthusiasm of the FPC and BKSL to export the giant, sweet and fleshy fruit to United Kingdom, through a Guwahati based exporter – Kiega Exims Pvt. Ltd. Directorate of Horticulture, BKSL, the FPC and the Exporter after having





successful rounds of brainstorming discussions, all of them agreed to terms and finalized that the FPC will get INR 40 per piece out of the whole exercise. About 1200 Kgs (376 no.s of Jackfruits) were carefully chosen, inspected and packaged in the 1st consignment, there will be many such international exports in the near future with the commitment of the FPC, BKSL team and support from the Govt. Departments. The FPC generated business of INR 15,040 from the 1st consignment, which is about 71%

incremental income in comparison to the local prevailing rate (per piece) at farm gate. The FPC members are elated, their effort was all over the news in print and electronic media and they were all determined to multiply their effort to produce more such instances of exporting the local fruit flavors not only London but to different other cities crossing the international border.

Beside London (where the Jackfruits of Tripura has been exported twice), the sweet fruit has been sent across the international border to Germany and Dubai as well. Along with Jackfruit, scented lemon was exported to Germany on a trial basis.



## Media Coverage: Tripura's Jackfruit Exported to Dubai, London & Germany

**Outlook**  
14 July 2021, Last Updated at 10:29 pm  
In A First, Tripura To Export Jackfruit To Germany After London And Dubai  
The first consignment of one metric tonne of fresh jackfruits was flagged off from Agartala Wednesday.  
PINAKI DAS  
Jackfruits in Tripura

**THE TIMES OF INDIA**  
Shipment of 1.2 metric tonne of fresh jackfruit exported from Tripura to London  
Tripura jackfruit makes way to UK  
Biswendu Bhattacharjee / TNN / May 31, 2021, 11:33 IST  
The virtual event to send the jackfruit shipment to London was attended by officials including Dr M Angamuthu, Chairman, APEEDA and CK Jarmatia, Secretary, Agriculture, Government of Tripura and other senior officials.

**THE FINANCIAL EXPRESS**  
1.2 tonne jackfruit from Tripura exported to London  
FE Bureau 21-05-2021  
Tripura jackfruit makes way to UK  
Biswendu Bhattacharjee / TNN / May 31, 2021, 11:33 IST  
Tripura is the largest producer of jackfruits in the country and the best quality jackfruits are available only for a month from the middle of May to the middle of June  
© Provided by The Financial Express  
If this export is successful, the exporter may purchase five tonne of jackfruit from Tripura every week, Jarmatia said.  
Nearly 1.2 tonne of fresh jackfruit from Tripura was for the first time exported to London on Friday, in a move that could potentially boost exports of agricultural and processed food products from the northeast.

**Ministry of Commerce & Industry**  
Jackfruits from Tripura exported to London  
Posted On: 21 MAY 2021 6:43PM by PIB Delhi  
In a major step towards harnessing exports potential of agricultural and processed food products from north-eastern region, a shipment of 1.2 metric tonne (MT) of fresh jackfruit was today exported from Tripura to London.  
Jackfruits were sourced from the Tripura based Krishi Sanyoga Agro Producer Company Ltd. The consignment was packed at APEEDA assisted pack-house facility of Salt Range Supply Chain Solution Ltd and exported by Kiega EXIM Pvt Ltd.  
This was the first APEEDA assisted pack house for exports to European Union, which was approved in May 2021. APEEDA regularly carries out promotional activities to bring the North- Eastern states on the export map of India.

## Odisha Integrated Irrigation Project for Climate Resilient Agriculture (OIIP CRA)



In the World Bank supported project, BKSL has been chosen as a Support Organisation (SO) for Zone – I, Ganjam district by the Department of Water Resources, Government of Odisha, to carry out project objectives. Basically, the project will support smallholder farmers in Odisha in strengthening the resilience of their production systems & diversification, and improve upon the marketing channels of their produce for an increased income. BKSL has started the project work in Ganjam district of Odisha while meeting prospective farmers and explaining them about the inherent objective of the important program.

The initial baseline survey is going on covering 145 Minor Irrigation Projects (MIPs). The team is working with the project cluster target communities to gather details on active and inactive Pani Panchayat, accordingly strategies will be made on revival of existing Pani Panchayats and forming new Pani Panchayats. BKSL has so far planned 5 types of trainings for the identified clients, which are on:



**Preparation of Green Manure**



**Integrated Fish Farming**



**Millets Cultivation**



**Mushroom Cultivation**



**Capacity Building Training of Pani Panchayat Members**

