



# KRISHI SPOTLIGHT

-- A Quarterly Publication of BASIX Krishi Samruddhi Ltd. (BKSL) --  
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## 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 Farmer Producer Organizations (FPOs), BKSL has been selected as Cluster Based Business Organization (CBBO) by SFAC, NAFED, NABARD, NFDB and NCDC to implement the Central Sector Scheme (CSS), for the promotion of 10,000 FPOs and FFPOs in India. It has initiated its effort under the CSS, to promote FPOs in the states of Uttar Pradesh, Odisha, Bihar, West Bengal 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, Aromatic Rice, Aromatic Oil and Spices.

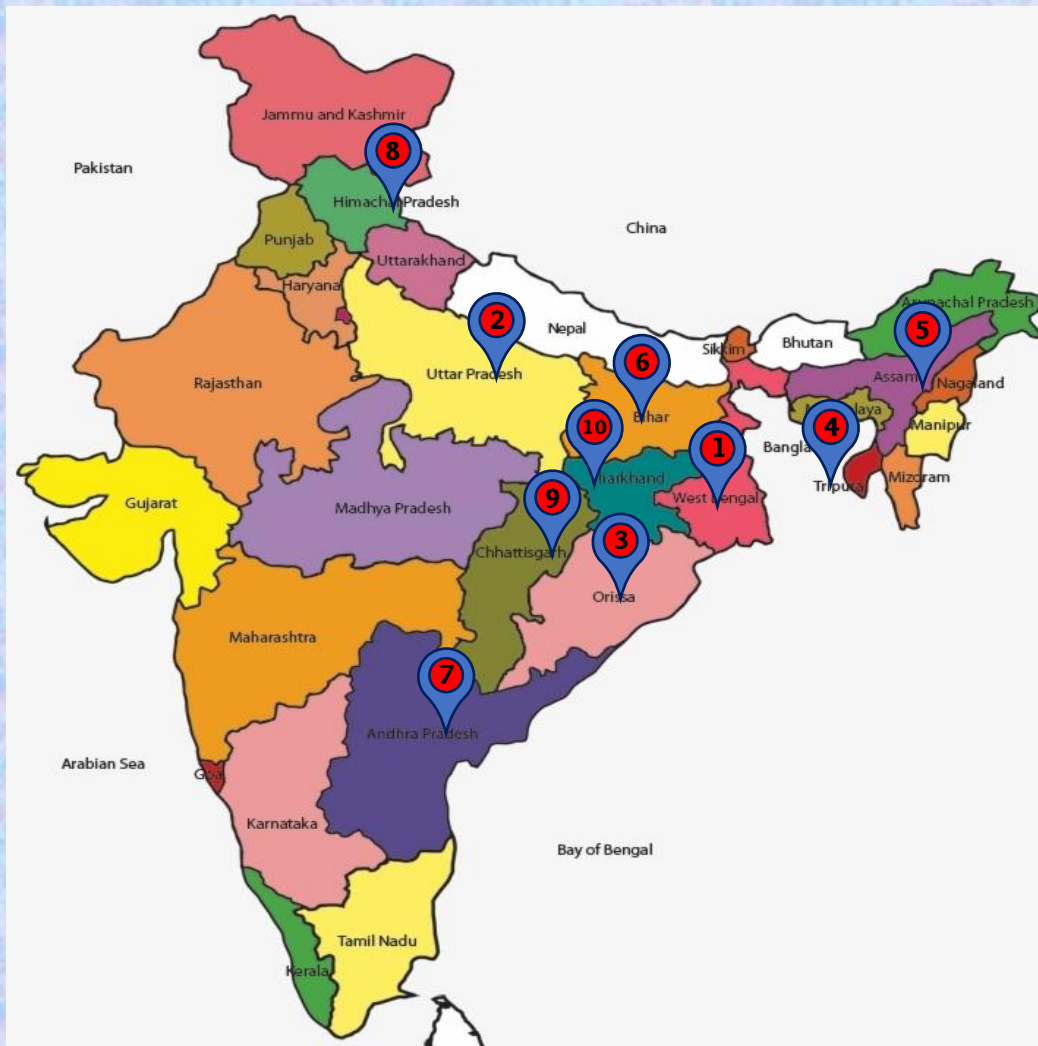
## Our products and Services

-  **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 is 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-Product:** Bio Fertilizers are being produced by BKSL and distributed to farmers through FPOs Network.
-  **Potato Partnership Farming Model:** A farming model where Farmer, FPO and BKSL invest in a profit-sharing model.

## Our Clients & Partners



## Outreach in 10 States



| Google Pin-Point No | State            | Districts   | No of Farmers Institution | No of Farmers |
|---------------------|------------------|---|---------------------------|---------------|
| 1                   | West Bengal      | North 24 Parganas, Murshidabad, Nadia, Hooghly, Birbhum & Uttar Dinajpur  | 33                        | 27,500        |
| 2                   | Uttar Pradesh    | Lucknow, Kanpur Dehat, Jalaun, Gourakhpur, Jhansi, Raebareli, Kanpur Nagar, Prayagraj, Bulandshahr, Unnao, Bijnor, Hardoi, Fatehpur & Banda | 25                        | 17,500        |
| 3                   | Odisha           | Bargarh, Sambalpur, Kandhamal, Dhenkanal, Angul & Nayagarh  | 18                        | 9,250         |
| 4                   | Tripura          | Dhalai, Unakoti, Sepahijala, Gomati & West Tripura  | 5                         | 4,500         |
| 5                   | Nagaland         | Peren   | 2                         | 600           |
| 6                   | Bihar            | Rohtas, Punea, Muzaffarpur, Patna, Buxar & Aurangabad   | 13                        | 4,500         |
| 7                   | Andhra Pradesh   | East Godavari   | 1                         | 300           |
| 8                   | Himachal Pradesh | Una   | 1                         | 300           |
| 9                   | Chhattisgarh     | Durg  | 4                         | 4,000         |
| 10                  | Jharkhand        | Gumla, Khunti, West Singhbhum, Palamu, Latehar, Simdega, Hazaribagh, Lohardaga & Ramgarh  | 10                        | 74,000        |





**BASIX Krishi Samruddhi Limited (BKSL) is an organization that has received widespread acclaim for its remarkable efforts in uplifting rural communities by unwavering dedication and innovative approach towards rural development have garnered immense praise from various stakeholders. Through their multifaceted programs and initiatives, BKSL has successfully empowered rural individuals, providing them with access to livelihood opportunities, and essential resources. Their comprehensive approach, coupled with their unwavering commitment to sustainable development, has transformed countless lives, creating a ripple effect of positive change in rural areas. BKSL's exceptional vision, compassion, and transformative impact have earned them accolades and recognition as a pioneering organization working tirelessly for the betterment of rural communities.**



**BKSL is presently organizing Farmer Producer Organization (FPO) which is a collective of farmers who come together with the objective of improving their agricultural practices, increasing their income, and enhancing their overall socio-economic well-being. Few such successful FPOs under the BKSL have become a beacon of hope and progress for farmers in its region. These FPOs are established with the aim of addressing the challenges faced by individual farmers, such as limited access to markets, lack of bargaining power, and inadequate knowledge of modern farming techniques. This organization brought together farmers from various villages in eight different states of our country, fostering a spirit of unity and cooperation.**

**Through collective action, FPOs under BKSL has been able to achieve remarkable success. The FPO provides its members with crucial resources like high-quality seeds at affordable rates, enabling farmers to improve their agricultural productivity and yield. By leveraging their collective strength, the FPO negotiates better prices for the produce, eliminating the need for middlemen and ensuring fair returns for the farmers.**

**As a Board member I had the opportunity to visit the activities of few such groups in Ganjam district of Odisha and found farmwomen and farmers equipped with the skills and knowledge necessary to adapt to changing market demands. They also emphasize capacity building and knowledge sharing among its members.**

**Dr. Dipankar Saha  
DIRECTOR, BKSL**





## Proud Moments:

### Interaction of FPOs promoted by BASIX Krishi with NPCI, RBI & Fintech Firms

BASIX Krishi and its 10 FPOs in Odisha promoted by SFAC participated in "Odisha Fintech Festival 2023" on 15th April 2023 at Odisha State Convention Centre, Lok Seva Bhawan, Bhubaneswar, Odisha. Our FPOs had good exposure to various methods of Digital Payment System. Ms. Praveena Rai, Chief Operating Officer, National Payments Corporation of India (NPCI) interacted with our FPOs regarding how they are using digital payment system for daily business activities. Mr. Suwendu Pati, Chief General Manager, RBI-FinTech had a discussion with our FPOs to understand the activities of FPOs and importance of digital payment system for FPOs. Mr. Mitesh Thakker, Founder & CEO, Miss call pay demonstrated how without using internet; just using a feature phone, payment can be transferred with a miss call. This is the first Fintech festival organized by Government of Odisha supported by NPCI.



### BASIX Krishi is recognized for its contribution for onboarding FPOs onto Digital Marketing Network "ONDC"

## FARM TO FORK, VIA ONDC

ONDC isn't just posing a challenge to food ordering apps, it's also trying to bring the fringe to the centre by giving the farm value chain access to a wider market than ever before. Suraksha P discovers how the local is going national

**The Daringbadi Farmers Producer Company Ltd (FPO) has received 50 orders for organic turmeric from eight states whereas previously they were only able to market in Odisha. "We've sold organic turmeric in nine cities including in major cities like Mumbai, Nagpur, Delhi, Gurugram, Kolkata, Ahmedabad, and Pune," said Susanta Nayak, marketing expert at Odisha's Basix Krishi Samruddhi Ltd. "Previously, we sold only in exhibitions in Bhubaneswar or Cuttack by liaising with dealers and setting up stalls. We had very thin margins. Basix Krishi offers fee based, Agri-extension services and end-to-end value chain development services to small and marginal farmers by aggregating them. ONDC enabled FPOs to stick their own labels on products without the need for local middlemen. Feedback from purchasers and greater market access are wins for the FPOs.**

Open Network for Digital Commerce (ONDC) is trying to bring rural communities into the wider economy by providing the farm value chain with a wider market than ever before. For example, FPOs are not commonly found on e-commerce retail platforms like Amazon or Flipkart, where they can readily reach consumers far away from their local area. Basix Krishi with support from SFAC has tried on promoting FPOs' products through ONDC, MyStore has significantly covered many states. However, our aim is to make reachable of these products across nation.

Read more: Farm to Fork: - The Economic Times, dated 11th June 2023

[Click Here](#)





## ❖ Connect to Customers:

🌿 The first "Farm to Home (F2H)" outlet is opened on the auspicious day of Rath Yatra on 20th June 2023 at Bhuban, Dhenkanal district. The outlet is to be managed by Bhuban Farmers Producer Company Limited. The products of FPOs of five different states will be available in this outlet. The purpose of F2H outlet is to make the availability of pure and authentic products from FPOs making available to consumers at a reasonable price. This is also an additional income avenue for FPOs.



🌿 The Krishi Vigyan Kendra (KVK), Kanpur Dehat district organized an exhibition where the Chaubepur Kisan Producer Company Limited put a stall on 7th April 2023 at the village Dilip Nagar, Uttar Pradesh. The FPO provided the live demonstration of various range of products and services being offered to the farmers.




## ❖ Launching of New products:

|   |  |   |
|---|--|---|
|   |  |   |
| <p><b>Kuchinda Red Chilli Powder</b><br/><b>500 gm</b><br/>GHANTESWARI FARMERS PRODUCER COMPANY LIMITED</p> | <p><b>Sikandarpur Chestnut Flour   1kg</b><br/>SIKANDARPUR SAROSI FED PRODUCER COMPANY LIMITED</p> | <p><b>Cashew Nut 1kg</b><br/>DHENKANAL FARMERS PRODUCER COMPANY LIMITED</p> |
| <p>Promoted by BKSL and SFAC</p>  | <p>Promoted by BKSL and NAFED</p>  | <p>Promoted by BKSL and SFAC</p>  |







## ❖ Initiative, Action Research & Innovation


 Chaubepur Kisan Producer Company Limited has established a solar power operated processing unit at Chaubepur, Kanpur Nagar district, Uttar Pradesh on 12th June, 2023. The solar powered processing unit will be useful for value addition at local level for the products such as coriander powder, chilli powder, turmeric powder, flour and mustard oil etc. This is a step towards promotion of green energy.




 A health camp was held in Balrampur village, Hinjilicut cluster supported by BASIX Krishi, OIIPCR team, and TATA Power (TPSODL) on 6th April 2023, to aid marginalized farmers. The health camp team included a doctor, a pharmacist, and a technician who conducted health check-up of more than 182 farmers and provided medicine for various diseases.




 Bhadesar Mau Producer Company Limited conducted a social program, "Nari Shakti Samman Ceremony" on 6th April 2023 to honor the Self-Help Groups (SHGs) formed by the State Rural Livelihood Mission in Bhadesar Mau block, located in the Malihabad district of Lucknow. The ceremony took place at the Panchayat Bhavan premises. The objective of this program was to increase awareness about the important issues of women hindering against women empowerment and how to address these issues at community level. The

SHGs were simultaneously provided awareness on the production of various value-added products such as mango pickles and jams, as well as about the opportunity for marketing these products through the FPO.





## ❖ Contribution towards Climate Resilient Agriculture

🌿 BASIX Krishi, OIIPCR Team facilitated demonstration of "Multi-Seeder Machine" at Benguniapada Cluster on June 17, 2023. The machine is used for Direct Seeded Rice (DSR). The area where transplanting of paddy is being done which requires lot of water for puddling and additional nursery bed to prepare plants; can be avoided with the introduction of DSR using multi-Seeder. As the name is multi-seeder, it can be used for sowing of pulses and other crops. The introduction of the machine will help in equal seed distribution, decreased time consumption, and lower labour expenses. Each Pani Panchayat (PP) is planned to be provided with one multi-Seeder to be used by the PP members. It will be a revenue source for PP.



## ❖ Capacity Building Program:


🌿 OIIPCR project team of Basix Krishi supported by Department of Water Resources, Govt of Odisha participated in a district-level training program on Direct Seeded Rice (DSR) organized by CDAO, Ganjam and International Rice Research Institute (IRRI) at Zila Parishad Conference Hall, Chhatarpur regarding the process, advantages, current constraints, and opportunities of DSR in Ganjam district.



🌿 BASIX Krishi organized a training programme on "Vermicompost" for Producer Groups of Krishi Sanyoga Agro Producer Company Limited, Tripura supported by SFAC at Palatana village, Gomati district, Tripura. It is introduced as a commercial activity for rural women. During the program, the participants were provided hands-on training in Vermicompost production along with exposure to the various operations of the vermicompost production process using local resources.







 Kabisuryanagar Farmers Producer Company Limited, Kabisuryanagar block, Ganjam district, Odisha organized an awareness programme for FPO members regarding different schemes related to the OIIPCRA project like scientific fish farming, bio-floc, polyculture, monoculture, Integrated Farming System etc.




## ❖ Events & Participation:

 Bhadesar Mau Producer Company Limited, Lucknow, Uttar Pradesh attended an awareness programme on Lifestyle for Environment (LiFE) organized by Krishi Vigyan Kendra, Telibagh, Indian Institute of Sugarcane Research, Lucknow on 22th May 2023. LiFE is an international mass movement towards “Mindful and deliberate utilization, instead of mindless and destructive consumption” to protect and preserve the Environment.



 Directorate of Marketing and Inspection (DMI), Ministry of Agriculture & Farmers Welfare, Government of India visited Unchagaon Fed Producer Company Limited, Unchagaon, Bulandshahr District, Uttar Pradesh (promoted by BASIX Krishi and NAFED) on 13th May 2023. FPO showcased various initiatives like field trial of “Himsona” tomato variety, Vermicompost units at farmers household level, production of vinegar from sugarcane etc. DMI Officials appreciated the FPO after observing all such activities.



 A meeting of CBBOs working in Odisha under Central Sector Scheme(CSS) for formation and promotion of 10,000 FPOs under Implementing Agency, SFAC was conducted on 8th May 2023 at ICAR-NRRI, Cuttack. BASIX Krishi participated with active discussion on various initiatives taken for its FPOs in Odisha. The major focused area of discussion was online marketing of products of FPOs through ONDC.





Longtarai Valley Agro Producer Company Limited participated in an awareness and technical program organized on 6th June, 2023 by the Department of Agriculture and Farmers Welfare (DA&FW), Government of Tripura and Godrej Agrovet Limited under National Mission on Edible Oils-Oil Palm (NMEOP). The primary objective was to stabilize domestic edible oil prices, which have been adversely affected by high imports of palm oil, and to aid farmers by providing planting supplies, palm preservation costs, irrigation infrastructure, bore wells and harvesting equipment.



Directorate of Marketing and Inspection (DMI), Ministry of Agriculture & Farmers Welfare; Government of India visited Kabisuryanagar Farmers Producer Company Limited, Kabisuryanagar block, Ganjam district, Odisha on 13th April 2023 with the presence of State Project Coordinator, District Coordinator of BKSL; and CEO & BoDs of FPO. Discussion was on Matching Grant application plan, AIF proposal and Credit Guarantee Scheme and various business strategies for value addition of Groundnut.

## Success Story:

### Value Addition Support reduced damage and fetched better market price of Guava

Mr. Kanhu Charan Behera resides with his family at Dengapadar, Tulasinala MIP, Kukudakhandi Block of Ganjam district, Odisha. He is having 4 acres of land. He was producing paddy, vegetables, and pulses during different cropping seasons. With all his efforts, hardly he was able to manage the financial need of his household from the livelihood. With his exploration to do something new; he came across a school teacher and got to know about the



Natural Farming developed by Padma Shri Awarded, Mr. Subhash Palekar popularly known as "Subhash Palekar Krushi". After that, he attended a six-days residential training programme in Jhansi (Uttar Pradesh) in the year 2018. He gradually converted his entire land into natural farming. He used cow urine and cow dung in his farm as major source of nutrients along with pest management using natural resources. He collected Guava plants from Raipur (VNR Guava) and planted in his land covering one acre in the year 2020. By the time the plants are of 3 years of old; he started getting harvesting. Though the produce being organic and natural but the appearance of the fruits was not attractive having scratch and non-attractive color. It was a challenge for Mr. Kanhu to sell the produce with a competition against better lucrative guava available in the market.





## Intervention of BASIX Krishi, OIIPCRA Team:

During routine village meeting, BASIX Krishi, OIIPCRA Team came across with Mr. Kanhu and learnt about his farm and the problem he was facing related to marketing. They visited his farm. After inspecting various factors, our team suggested to use foam net for the fruits to protect from physical damage while at growth stage till it reaches in the market. It also protects physical injury during transportation. Our team also suggested to use baggage material for the fruit for better quality like good shining, softness, smooth and lucrative look. The farmer accepted all the suggestions of our team. The result was unbelievable. The produce is as attractive as the produce of other states being sold in Odisha. Now the local buyers are preferring to buy the



Latitude: 19.373995  
 Longitude: 84.685237  
 Elevation: 8.8918 m  
 Accuracy: 12.0 m  
 Azimuth: 179° (S)  
 Pitch: -8.8° (N 87°)  
 Time: 28-04-2023 11:09  
 Note: pack house of kanhu Behera

Powered by AngiaScan

produce from his farm in stead of purchasing from the wholesale agents dealing the products of other states.



Latitude: 19.37395  
 Longitude: 84.685309  
 Elevation: 3.215 m  
 Accuracy: 9.1 m  
 Azimuth: 307° (NW)  
 Pitch: -6.3° (S 0°)  
 Time: 28-04-2023 10:54  
 Note: pack house of kanhu Behera

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Our team realized that a pack house is required at the farm itself to do sorting, grading and packaging. A packhouse was recommended under OIIPCRA Project along with necessary application procedure. Finally, the packhouse was sanctioned and established. It helped him on sorting & grading of fruits in the field itself along with a space to

keep the farm equipment in the farm. The shed also acts as a rest place for working persons in the farm.

He is able to harvest twice per annum by earning Rs 4 lakh per year by producing around 4 tons of Guava and selling at Rs.100 per kg. He is selling guava at Berhampur City and Seragada block by opening two counters. His produce is fully organic and high nutritional value which are very useful for diabetic patients and other patients of indigestion and gastric problematic persons. Besides he has undertaken mango, pulses, vegetables in rest 3 acres of land. His annual revenue is now almost Rs.8 lakh and able to generate Rs.6 lakh plus as surplus per annum.



Latitude: 19.373995  
 Longitude: 84.68534  
 Elevation: -2.515 m  
 Accuracy: 8.5 m  
 Azimuth: 104° (E)  
 Pitch: -4.5°  
 Time: 28-04-2023 10:56  
 Note: pack house of kanhu Behera

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## ❖ Forthcoming Events:

- 🌿 Invitation from Hon'ble Prime Minister of India to our FPOs to participate in the Independence Day Celebration at New Delhi.
- 🌿 FPO Forum Odisha will organize first workshop on "Perspective of FPOs in Odisha".
- 🌿 Business Process Reengineering (BPR) workshop of BASIX Krishi at Bhubaneswar.
- 🌿 Invitation of Door Darshan Kendra, Delhi (DD-Kisan) to participate BASIX Krishi and its FPOs to interact in the program "Vichar Vimarsh".
- 🌿 Exposure visits of 4 FPOs of Tripura to Uttar Dinajpur district, West Bengal.
- 🌿 Orientation program of newly joined FPOs staffs in Odisha.

## ❖ Media Coverage:

# FARM TO FORK, VIA ONDC

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What's a fair price for the mushroom that a farmer grows in Maharashtra? There's no easy answer. For instance, Farmer Producer Organisations (FPOs) aren't typically on ecommerce merchant places such as Amazon and Flipkart where they can easily access consumers beyond their immediate neighbourhood. The Open Network for Digital Commerce (ONDC) is looking to change that. These agricultural collectives of small and marginal farmers are joining the government-backed ecommerce marketplace to find a wider, nationwide market thanks to leveraging a bouquet of services that the ONDC offers, such as seller apps and logistics.

The ONDC recently made news over competition it posed to Zomato and Swiggy and the flurry of new users signing up to the year-old platform. Now the network is looking to bring the fringe to the centre—a small beginning has been made by onboarding as many as 597 FPOs with 601 products. Complementing this is the presence of the National Seeds Corporation (NSC) on the platform.

Those that have also joined include Adhik, which is bringing 250 organic FPOs from the northeast to the network. Others on board are Dford (Data for decision), which deals in agricultural inputs, and seller app Farmer Mandi, which deals in fruits and vegetables.

Be it local varieties of rice, millet, honey, or mushrooms, ONDC is giving nationwide visibility to local treasures. On the other hand, FPOs give small and marginal farmers

that features a catalogue of products being offered by sellers.

The Daringbadi Farmers Producer Co. Ltd FPO has received 50 orders for organic turmeric from eight states whereas previously they were only marketed in Odisha.

"We've sold organic turmeric in nine cities including in major cities like Mumbai, Nagpur, Delhi, Gurugram, Kolkata, Ahmedabad, and Pune," said Susanta Nayak, marketing expert at Odisha's Basix Krishi Samruddhi Ltd. "Previously, we sold only in exhibitions in Bhubaneswar or Cuttack by liaising with dealers and setting up stalls. We had very thin margins."

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ONDC has enabled FPOs to stick their own labels on products without the need for local middlemen. Feedback from purchasers and greater market access are wins for the FPOs.

"We've realised there are so many varieties and non-adulterated versions of honey available, for example, based on the orchards they're grown in," Kaur said. "The

purity of natural honey makes one give up sugar since it is not what we get in corporate packaged containers. The variety of ethnic rice also has its own specialty devoid of chemical fertilisers as these plants can't take high nitrogen. A plethora of non-Basmati aromatic rice has been discovered

which can be sold through ONDC channels."

The new avenues have encouraged FPOs to look at products others are selling online and possibly emulate them. For example, an FPO in West Bengal sells 10 varieties of mushroom and added pickles made from them. "We have helped more than 100 varieties of rice sellers to get onboard ONDC and have set aspirational goals for others to join as well. Several are GI tagged," she said. Some of these FPO products are niche crops and varieties that grow only in particular areas, which makes for GI or geographical indication tagging.

FPOs started joining the network in February.

Karnataka ONDC's Mystore buyer app—Aland Bhootali Millets Farmers Producer Co. and Hulsoor Mahila Kisan Millets Producer Co. The FPOs sell candy, cookies, chatney powder, rusk and khakra, a local savoury, all made from millets.

The availability of logistics providers on the platform is a boon for FPOs, Sajjan said. But there are challenges involved in getting the FPOs registered because they don't have seed capital, and registration involves charges. Packaging is another problem, he said. Rich Returns Krishi Producer Co. from Rajasthan's Kota has received three bulk orders for papads since it joined the ONDC. A bulk order starts at 4 kg and goes up to 100 kg.

Roy said, adding that 15 FPOs have joined the ONDC from Cooch Behar, Alipurduar and Darjeeling. Each of these FPOs have 300 member farmers, and in all, there are 4,500 member farmers.

One of the FPOs, New Agrivore Farmers Producer Co., sells only mushroom-based products, including gift boxes, and has already received 45 orders from customers in Delhi, Uttar Pradesh and Gujarat.

Roy's CEO has 32 FPOs under it in nine districts of West Bengal. Their products range from tomato, squash, betel nut, honey, seeds to vermicompost, which were sold in the open market.

"They wouldn't get a good price and their market access was low. Now they get orders from different states. Smartphone and laptop users never purchased from FPOs before," he said. "We promote, guide and nurture them."

On board, farmers get the limited seed locally. Local seed varieties, minimum 100 seed varieties, a critical diversity for the high yield. An all the at



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Farm to Fork: – The Economic Times, dated 11th June 2023







Inauguration of first outlet of "Farm to Home (F2H)" at Bhuban Farmers Producer Company Limited, Bhuban, Dhenkana district, Odisha

## Social media



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