



KRISHI SPOTLIGHT

-- A Quarterly Publication of BASIX Krishi Samruddhi Ltd. (BKSL) --
Volume 4 | Issue 2 | April 2024 to June 2024








BASIX Krishi Samruddhi Ltd. AD - 101, 2nd Floor, 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 Farmer Producer Organizations (FPOs), BKSL has been selected as Cluster Based Business Organization (CBBO) by SFAC, NAFED, NABARD, NFDB and NCDL to implement the Central Sector Scheme (CSS), for the promotion of 10,000 FPOs and FFPOs in India. It has initiated its effort to promote FPOs in the states of Uttar Pradesh, Odisha, Bihar, West Bengal, Tripura, Nagaland, Andhra Pradesh, Himachal Pradesh and Telangana. 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.

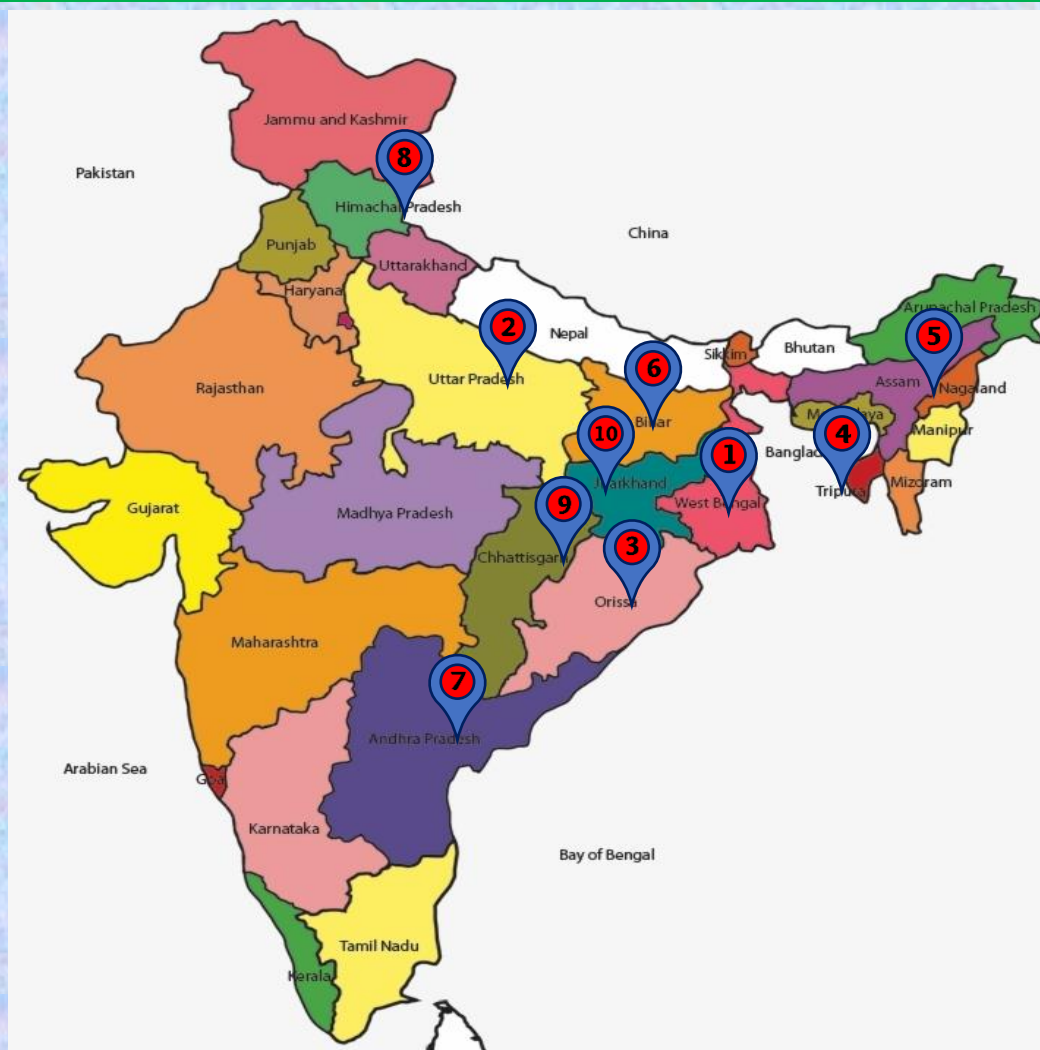
Our products and Services

-  **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, Gorakhpur, Jhansi, Raebareli, Kanpur Nagar, Prayagraj, Bulandshahr, Unnao, Bijnor, Hardoi, Fatehpur & Banda	25	17,500
3	Odisha	Bargarh, Sambalpur, Kandhamal, Dhenkanal, Angul, Ganjam, Puri, Khordha, Jajpur, Nayagarh	18	9,250
4	Tripura	Dhalai, Unakoti, Sepahijala, Gomati & West Tripura	5	4,500
5	Nagaland	Peren	2	600
6	Bihar	Rohtas, Purnea, 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



❖ Proud Moments / Recognition / Achievement:

🌿 **Minapur Kisan Producer Company Limited**, Muzaffarpur District, Bihar has completed procurement of 260 tons of Maize from FPO members at MSP and supplied to NCCF. FPO has planned to procure 400 tons of maize in this season.



❖ Connect to Customers through eNAM Inter-Mandi:

🌿 Inter-mandi online trading allows farmers and traders to sell and buy agricultural produce across different APMCs (mandis) on the eNAM platform, even if they are located in different states. This feature overcomes the limitations of physical boundaries and helps to create a border free market for agricultural goods. It benefits farmers by expanding their market reach, providing better price discovery, and eliminating middlemen. Our FPOs started trading through eNAM for improving agricultural marketing efficiency, connecting farmers to larger markets, and improving their income opportunities.



Rambha Farmers Producer Company Limited, Ganjam district, Odisha sold 22 Quintals of Tomato for Rs.36,300/- from APMC Hinjicut to Banki, Odisha on 30-04-2024.



Latitude: 19.47782
Longitude: 85.10435
Altitude: -67.1±137 m
Accuracy: 10.3 m
Time: 27-04-2024 17:29



Kabisuryanagar Farmers Producer Company Limited, Ganjam district, Odisha sold 30 Quintals of Papaya for Rs.45,000/- in APMC Hinjicut, Odisha on 23-05-2024.



Hinjicut Farmers Producer Company Limited, Ganjam district, Odisha sold 10.5 Quintals of Brinjal for Rs.8,400/- from APMC Hinjicut to Digapahandi, Odisha on 08-05-2024.



Beguniapada Farmers Producer Company Limited, Ganjam district, Odisha sold 23.75 quintals of Tomato for Rs.30,875/- from APMC Hinjlicut to Balugaon, Odisha on 07-05-2024.



❖ Launching of New Products:



Indigenous Scented Rice | Moti | 1 kg

**KISAN UTPADAK SANGATHAN
EVAM AUDHYANIK VIPANAN
SAHKARI SAMITI LTD**

Supported by: National Cooperative Development Corporation (NCDC)



Mixed Namkeen | 1 kg

**TADAWA AGRO PRODUCER
COMPANY LIMITED**

Supported by: Small Farmers' Agri-Business Consortium (SFAC)




Groundnut | 1 kg

**MALLAWAN FED PRODUCER
COMPANY LIMITED**


Supported by: National Agricultural Cooperative Marketing Federation of India (NAFED)




❖ Initiative, Action Research & Innovation


Unchagaon Fed Producer Company Limited, Bulandshahr district, Uttar Pradesh in convergence with Sugar Industry & Cane Development Department, Government of Uttar Pradesh availed a **Tractor Mounted Sprayer** for Sugarcane crop on May 24, 2024 with a subsidized rate of Rs 52,500 /- whereas the machine cost was Rs. 1.1 lakh. The Sprayer can cover 2 acres of spraying per hour. The user fee for farmer is Rs.500 per hour.




Haldaur Fed Producer Company Limited, Bijnor district, Uttar Pradesh established a **"Soil Testing Machine"**. Farmers are now able to get soil health report with Soil pH, EC and also able to distinguish 7 major nutrients with 3 micro nutrients.




Garer Fish Farmer Producer Company Limited, Deoria district, Uttar Pradesh promoted under PMMSY is producing fry & fingerling to ensure supply of healthy fish seeds to the members.



❖ Contribution towards Climate Resilient Agriculture:

BASIX Krishi, OIPCRA Team visited to sunflower field of Khaladi village in the Beguniapada block and discussed with the local farmers on critical aspects of disease and pest control in sunflower cultivation for maintaining crop health in changing climate conditions. Emphasis was placed on adopting resilient practices which will minimize crop vulnerability to climate-related stresses and also pest invasions due to climate change.



Latitude: 19.66266
 Longitude: 84.91367
 Elevation: 80.5615 m
 Accuracy: 4.6 m
 Time: 23-04-2024 18:01



BASIX Krishi, OIPCRA Team, Ganjam suggested effective post-harvest practices that will improve storage, reduce spoilage, and maintain nutritional quality under fluctuating climate conditions like maintaining proper moisture percentage with proper drying, harvesting the crop before over maturity, safe storage to avoid pest infestation etc. Such type of knowledge and practices empower the farmers with enhanced adaptability of their crops by integrating the traditional knowledge with modern techniques.

❖ Training & Capacity Building Program:


Hinjlicut Farmers Producer Company Limited organized a training on **“Paddy Straw Mushroom Cultivation”** at Chanduli Village, Hinjlicut block, Ganjam district on 8th May 2024. The major focus of the training was to encourage the farmers to take up Mushroom Cultivation as an additional income generation activity.

Khandapada Farmers Producer Company Limited, Nayagarh district, Odisha organized an awareness program on June 1, 2024 with SHG members to include them as shareholders in the FPO under **Rejuvenating Watersheds for Agricultural Resilience through Innovative Development (REWARD)** Project.




Latitude: 20.037155
 Longitude: 85.031371
 Elevation: 108.9518 m
 Accuracy: 6.0 m
 Time: 01-06-2024 11:16
 Note: FPO Meeting At Vadlika, Khandapada FPO




 Animal Resources Development Department (ARDD) and Tripura Rural Livelihood Mission (TRLM), Govt of Tripura along with Goatery Project Team of BASIX Krishi organized an **"Awareness Campaign on Vaccination"** on 19th April 2024 at ARDD Office, Teliamura. The focus of the campaign was on FMD & Brucellosis disease management strategies.




 On 25th June 2024, Tadawa Agro PCL, Etawah district, Uttar Pradesh organized the **Annual General Meeting (AGM)** in the presence of BTM, ATMA; Area Manager, Bayer Crop Science; Area Sales Manager, Delta Agri Genetics Pvt. Ltd; BASIX Krishi Staffs where 210 FPO shareholders attended the meeting. Discussion was basically on business achievement during 1st year of FPO & planning for FY 2024-25. During the juncture around 300 Kg of new varieties of paddy seeds was distributed to the members explaining the benefits of new varieties.



 On dated 28th June 2024, in Agartala, Tripura a training was organised by BASIX Krishi, Goatery Team for Community Coordinators facilitated by Tripura Rural Livelihood Mission (TRLM). The highlighted points discussed in the meeting were disease management, goat rearing, fodder cultivation and breeding process for effective implementation of Goatery Value Chain Development.



 Basix Krishi organized a Visioning Workshop on **"Formation & Promotion of Existing Fishery Cooperatives as Fishery FPOs"** under PMMSY at Mancherial, Warangal and Nagarkurnool districts of Telangana from 28th June 2024 to 1st July 2024 to explore multiple economic activities for FFPOs in presence of Officials of District Fisheries Dept. of Telangana, National Seeds Corporation Limited & Andhra Pradesh Grameen Vikas Bank.



Events & Participation:

Tripura Rural Livelihood Mission (TRLM) organized an **“Annual Action Plan Roll-out Workshop for FY 2024-25”** in Agartala, Tripura from 13th - 18th May 2024. Here Basix Krishi, Goatery Project Team was introduced with TRLM Blocks and Districts level team for better coordination & effective implementation of the Goatery Value Chain Development Project.

Basix Krishi, Goatery Project Team under Tripura Rural Livelihood Mission (TRLM) attended a meeting at College of Veterinary Science and Animal Husbandry, Tripura for **convergence program** on goatery training. They also participated in a meeting organized by Director, ARDD to promote fodder for goatery farmers.



GLIMPSES OF MeRi LiFe Program:

Meri Life Program was an initiative launched by the Government of India to encourage sustainable living practices and promote environmental consciousness among citizens. The program aims to influence individuals and communities to adopt eco-friendly habits that reduce carbon footprints and conserve natural resources. Basix Krishi facilitated FPOs to conduct this program. Our 7 FPOs from **Odisha**, 6 FPOs from **Uttar Pradesh**, 2 FPOs from **Bihar** and 2 FPOs from **Tripura** conducted the program to build a sustainable environment and to promote a healthy world.

Shree Shree Balunkeswar Farmers Producer Company Limited, Nayagarh District, Odisha, took a pledge to make thoughtful choices to nurture a healthier atmosphere and to improve an environmentally friendly world through **“Meri Life Program”**.

Safipur Fish Farmer Producer Company Limited, Unnao District, Uttar Pradesh took a pledge to make conscious choices to build a sustainable environment and to promote a healthy world through **“Meri Life Program”**.



Lefunga Farmer Producer Company Limited, West Tripura District, Tripura, took a pledge to protect the environment & motivate people to save energy, save water, reduce single use plastic, adopt sustainable food systems for a healthy life through **"Meri Life Program"**.



Program".

Gorakhpur Kissan Producer Company Limited, Gorakhpur District, UP took a pledge to nurture a healthier atmosphere as well as to improve an environmentally friendly world through **"Meri Life Program"**.



Kabisuryanagar Farmers Producer Company Limited, Ganjam District, Odisha, took a pledge to participate in community-led actions for sustainable development, such as planting trees, cleaning local water bodies, and promoting green initiatives through **"Meri Life Program"**.



❖ Observation of “World Environment Day” by FPOs:

🌿 **World Environment Day** is celebrated annually on **5th June, 2024** to raise global awareness about environmental protection and encourage actions to safeguard the planet. The themes focus to adopt different strategies against climate change, pollution, natural calamities, bio-degradation etc. to encourage biodiversity, sustainable use of natural resources, eco-friendly farming etc. Basix Krishi facilitated **30 FPOs** from **5** different operational states with a plantation initiative to foster and protect the trees.



➤ Pursurah Agargati Farmer Producer Company Limited, West Bengal



➤ Shree Shree Balunkeswar Producer Company Limited, Nayagarh district, Odisha



➤ Jirania Farmer Producer Company Limited, West Tripura, Tripura.



➤ Hinjicut Farmers Producer Company, Ganjam district, Odisha



➤ Tadawa Agro Producer Company Limited, Etawah district, Uttar Pradesh



Success Story:

“TRIPLING THE PRODUCTIVITY- A path breaking story.”

Sri Maheswar Gouda is a poor farmer of Podingi village, Burupada GP of Hinjilicut Block of Ganjam district, Odisha. He is living with his wife, two sons and one daughter in a small house. As his main occupation is agriculture with seasonal income; he many times fails to fulfil the basic needs of his family. The situation becomes more worsen when the basic need is not fulfilled that results to make his son work as a bonded labour in nearby state. Being an illiterate man, Mr. Gouda knows the value of quality education but his helplessness to sustain his family compelled him to send his son to work in other state. He narrates **“Peto re bhoka thile gyana kama ku aseni”** which means when stomach is empty; knowledge plays no role. Though Maheswar is a progressive farmer in the Hinjilicut Block but his lack of resources, restricts him to implement innovative ways on his agricultural field.

Intervention of BASIX KRISHI, OIIPCRA TEAM:

When BASIX Krishi intervened in his village explaining the goal and objectives of the team in August 2021; Mr. Gouda came to know about BKS. He participated in many farmer meetings conducted by BKS. He acquired knowledge on different varieties of seeds of green gram, line sowing method of moong, seed treatment with useful bacteria, application of bio-products to boost the soil fertility, integrated disease-pest management, critical period of crop for irrigation etc.

Soon, he decided to cultivate “Pulse crop” in rabi season by the method of line sowing on a trial basis. He requested BKS, OIIPCRA Team to guide him. Out of his 1 acre of land reserved for pulses; he decided to cultivate half-acre for line sowing along with recommended practices as per BKS Team and also another half-acre for broadcasting method using his own practices. In the Rabi season, Basix Krishi, OIIPCRA Team supplied Green Gram “VIRAT Variety” (Moong) for line sowing. He did the sowing using line sowing method along with adopting all the other scientific practices as guided by the BKS-OIIPCRA Team from time to time. At the same time, he also continued his old practices in rest 0.5 acre of land using broadcasting method of sowing and other traditional practices. He harvested both the moong fields in the month of February. The yield of scientific method plot adopted with line sowing was two quintals of Moong as compared to only 60 kg from the field done by broadcasting method with the traditional crop practices. Thus, he was able to increase the productivity into three folds.

Mr. Gouda is now satisfied with his production and plans to cover his entire land in the Rabi season with scientific method of Moong cultivation. Basix Krishi, OIIPCRA Team organized an exposure visit for the farmers of Ganjam district to Andhra Pradesh where Mr. Gouda shared his success story with the fellow farmers. His success has turned him into a local inspiration, motivating other farmers in his block to adopt innovative farming techniques to improve their livelihoods.



❖ Forthcoming Events:

- 🌿 Gorakhpur Kissan Producer Company Limited, Uttar Pradesh is invited to participate in **"Fisheries Summer Meet 2024"** at IDA Scudder Trade Centre, Madurai on **12th July 2024**.
- 🌿 Rambha FPO in collaboration with Tata Steel Limited will conduct a Capacity Building Training on **"Climate Resilient Agriculture"** on **16th July 2024**.
- 🌿 Bhuban FPO is going to participate in **"46th session of World Heritage Committee"** at Bharat Mandapam, New Delhi from **21st - 31st July 2024**.

❖ Media Coverage:

🌿 **70 FPOs of Basix Krishi** completed sales of Rs.4 million consumable products through ONDC network via Mystore application, moving with a target to complete Rs.6 million by end of **FY 2024-2025**. The most selling products are varieties of aromatic rice, different types of pulses, turmeric powder, dry fish etc. across India. ONDC is providing a supporting online market platform for FPOs.

This edition was published by **Financial Express** on **20-05-2024**.

For More details:

[Click Here](#)

Over 7,000 farmer groups sell products on ONDC

SANDIP DAS
New Delhi, May 19

MORE THAN SEVEN thousand farmers' collectives across various states are now able to sell unique agricultural products including rice, pulses, millets, honey, mushrooms, spices, and value-added products on the government's e-commerce platform—Open Network for Digital Commerce (ONDC).

ONDC is being promoted as an alternative to global e-commerce giants such as Amazon and Walmart, supporting small enterprises.

Since the farmers producer organisations (FPOs) started joining the ONDC platform in April 2023, more than 7,020 such entities, out of 8,500 registered entities with the government so far, have sold as many as 3,100 varieties of value-added agricultural products using the facility. To provide farmers with better market access, an agriculture ministry official said, "The move to bring FPOs on ONDC aims to empower

ONDC has over **30 digital applications** including Mystore, PayTM, Magicpin, and Delivery, covering intercity logistics

them with direct access to digital marketing, online payment, business-to-business, and business-to-consumer transactions."

The network has more than 30 digital applications including Mystore, PayTM, Magicpin, and Delivery, covering intercity logistics.

According to Raghavendra Singh, CEO, Ridhi Sidhi Krishi Producer Company, an FPO with 520 members based in Pipariya district, Madhya Pradesh, after selling pulses under ONDC, the FPO has started preparing to sell multi-grain flour and a host of other products in the current fiscal to boost sales.

"Our sales in 2023-24 have crossed ₹90 million, mostly from sell-

ing seeds and pulses. We aim to use the digital platform to expand our business," Singh told *FE*.

Anand Pandey, director of Chatrapati Sambhaji Maharaj Farmer Producer Company, based in Nanded, Maharashtra, said that the collective recently onboarded onto the ONDC platform. The farmers' collective, with a membership of around 1,000 farmers, is preparing to sell organic millet products to expand sales.

"Last fiscal, we crossed sales of Rs 4 million, and the target is to increase sales to Rs 6 million in FY25," said Tapas Kumar Pati, chief operating officer of BASIX Krishi Samruddhi, a group that has supported 70 FPOs into ONDC in Odisha, West Bengal, and Uttar Pradesh. The FPOs have been selling unique aromatic rice varieties, pulses, and turmeric powder on the digital platform.

In April 2022, the government launched ONDC as a Section 8 company established by the department for promotion of industry and internal trade.

FINANCIAL EXPRESS Mon, 20 May 2024
HEAD TO LEAD <https://epaper.financialexpress.com/c/75099521>



❖ Social media

- [Basix Krishi Samruddhi Limited \(bksl.co.in\)](http://www.bksl.co.in)
- [Basix Krishi - Twitter](https://twitter.com/BasixKrishi)
- [BASIX Krishi Samruddhi Ltd. - Facebook](https://www.facebook.com/basixkrishi)
- [BASIX Krishi - LinkedIn](https://www.linkedin.com/company/basix-krishi)
- [BASIX Krishi Samruddhi Limited - Instagram](https://www.instagram.com/basixkrishisamruddhi)
- [BASIX Krishi Samruddhi Limited - YouTube](https://www.youtube.com/channel/UC...)

