



KRISHI SPOTLIGHT

-- A Quarterly Publication of BASIX Krishi Samruddhi Ltd. (BKSL) --
Volume 4 | Issue 3 | July 2024 to September 2024









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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 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.

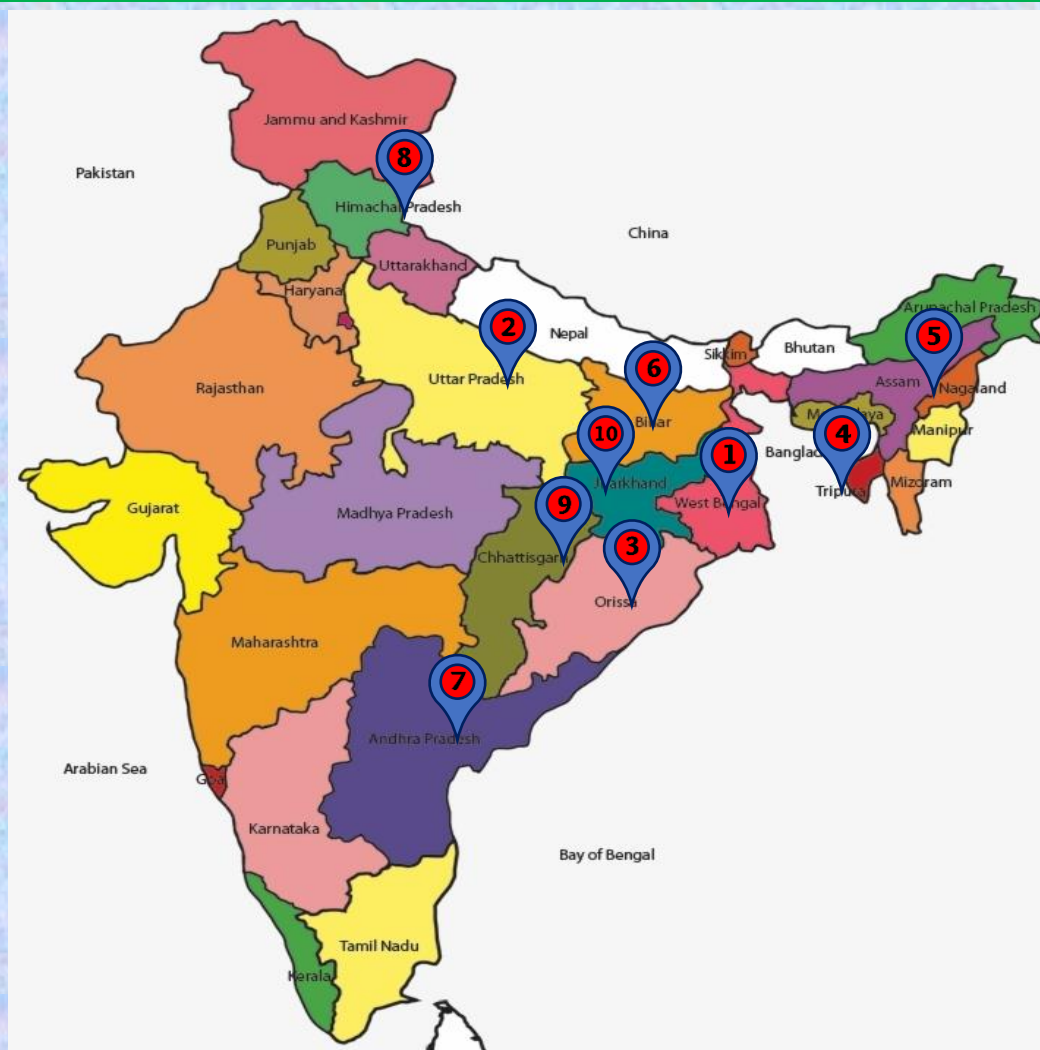
Our products and Services

-  **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:

 **Daringbadi FPO** from Kandhamal district and **Shree Shree Balunkeswar FPO** from Nayagarh district were awarded as the "**Best performing FPOs**" in Odisha by Professor Pravat Kumar Roul, Vice Chancellor of OUAT, Odisha, on 24th August 2024.



 **Gorakhpur Kissan Producer Company Limited**, Uttar Pradesh participated in "**Fisheries Summer Meet 2024**" at IDA Scudder Trade Centre, Madurai on **12th July 2024** and received a certificate recognizing the FFPO onboarded on ONDC from Shri Rajiv Ranjan Singh, Hon'ble Minister of Fisheries, Animal Husbandry and Dairying; Government of India.



❖ Connect to Customers through eNAM Inter-Mandi:

🌿 Tarkulwa Fishery FPO, Deoria District, Uttar Pradesh introduced **Grand Naine banana (G9 Banana)** plants at Campierganj Block, Uttar Pradesh for better return.



🌿 **Realtime eNAM Intra-Mandi Online Trade:** Kabisuryanagar Farmers Producer Company Limited, Ganjam district, Odisha sold 10 Quintal of Cabbage for Rs.25,000/- in APMC Hinjlicut, Odisha on 03-07-2024.



❖ Launching of New Products:

<p>Cow Ghee 500 ml</p>	<p>Honey 1Kg</p>	<p>Patua Thryssa sp. Badachana Dry Fish 250gm</p>
<p>KHIRODA AGRO PRODUCER COMPANY LIMITED</p>	<p>BULANDKISAN FED PRODUCER COMPANY LIMITED</p>	<p>BADACHANA FISHERIES PRODUCER COMPANY LIMITED</p>
<p>Supported by: Small Farmers' Agri-Business Consortium (SFAC)</p>	<p>Supported by: National Agricultural Cooperative Marketing Federation of India (NAFED)</p>	<p>Supported by: National Fisheries Development Board (NFDB)</p>



Initiative, Action Research & Innovation

Basix Krishi and FarmTopia initiated a pilot program on Digital Agriculture at **Sanakhemundi FPCL**, Ganjam, Odisha. Farmers will get technical assistance through digital platform from sowing to harvesting for selected crops.



“Inception Workshop on Goatery Value Chain” under TRLM program was organized at A.D. Nagar, Agartala on **2nd August 2024**. The road map was made between **Basix Krishi**, Goatery Project Team & TRLM regarding roles, responsibilities, prospects along with execution of Goatery Value Chain Development Project.



Tarkulwa Fish FPO, Deoria district availed 30 battery operated hand sprayer machines under **Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)** facilitated by District Administration, Deoria district. The initiative taken by Basix Krishi under convergence program to link FPO with existing scheme.



Basix Krishi Team & Director, Directorate of Groundnut Research (NRCG) Junagadh, Gujarat made a joint visit to **Bhuban FPO**, Dhenkanal, Odisha on 10th August, 2024 to explore development of a Groundnut Value Chain Cluster.



🌿 Khandapada FPCL opened its **Farm To Home (F2H)** outlet on 29th August 2024 at Nayagarh district, Odisha. The purpose of the outlet is to make availability of authentic products of FPOs at reasonable price & provide additional income for FPOs.



🌿 **Basix Krishi** organised a training cum demonstration program in collaboration with Gramin Product Marketing (GPM) on **"Panchagabya based Products"** on 9th September, 2024. This initiative provided knowledge and demonstrated the procedure to make the products like Eco-friendly Phenyle, Navaratna oil, Vermicompost etc. which FPOs can prepare & sell in their outlet.



🌿 Rambha FPO in collaboration with **Tata Foundation** distributed Mango, Cashew, Apple berry nursery plants to farmers on 4th September 2024 to promote backyard horticulture and ensure nutritional security.



❖ Contribution towards Climate Resilient Agriculture:

🌿 Kabisuryanagar Farmers Producer Company Limited, Ganjam district, Odisha recently undertook a field trial of **"Aromatic Rice Varieties"** to assess the performance in the local climate. The primary objective of this initiative was to evaluate the adaptability, yield potential, and quality of the rice varieties under the specific agro-climatic conditions of Ganjam.



Through this initiative, Kabisuryanagar FPCL had not only promoted sustainable agricultural practices but also empowered the local farming community by providing knowledge and tools to navigate the challenges posed by climate change. The trial resulted broader adoption of aromatic rice varieties which are both economically viable and environmentally resilient, contributing to the overall goal of sustainable and climate-resilient agriculture in Odisha.



❖ Capacity Building and Training Program:

🌿 **“Strategic Review Meeting”** of Basix Krishi at Centre of Excellence (CoE), Deras, Odisha was conducted from 3rd -6th July 2024. The main objective of the meeting was to decentralize the information at every level of the organization and help to ensure that organization is on track to



achieve its goal.

🌿 **eNAM, RMC, Hinjicut & Rambha FPO**, Ganjam district, Odisha conducted an awareness program at Kalajamuna village & discussed about the procedure of sales transaction of their products through eNAM.



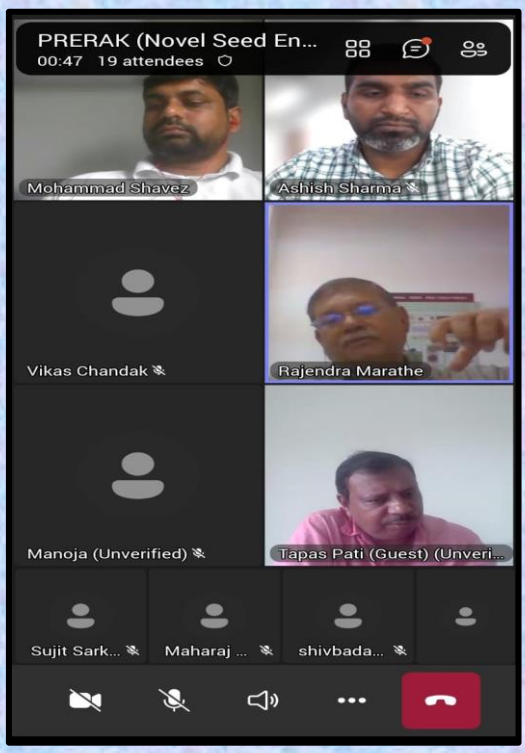
🌿 **eNAM, RMC, Hinjicut & Benguniapada FPO**, Ganjam district, Odisha conducted an awareness program at **“Green gram Cluster”**, Tirida village, Beguniapada block & discussed about the process of **“Green gram”** sales through eNAM platform.



🌿 **Nayan Goatery PG** under the guidance of Pashu Sakhi organised a meeting at Kumarghat Block, Unakoti district on 02-07-2024. Basix Krishi, Goatery Value Chain Team under TRLM attended the meeting & discussed various aspects of Value Chain Development along with fodder cultivation.



🌿 **Basix Krishi** organised a virtual meeting with **Grow Indigo Private Limited** on 15th July 2024 regarding the product **“Prerak”**- a seed improvement technique that promotes productivity & sustainability.





Rambha FPO in collaboration with **Tata Steel Limited** conducted a Capacity Building Training on "Climate Resilient Agriculture" on 16-07-2024. The training focused on organic farming for the Paddy & Corn crops.



BASIX Krishi, OIIPCRA Team, Zone-I, Ganjam conducted a "**Capacity Building Programme**" at Berhampur office in the presence of District Project Manager, UNICEF India. The focused points of the program were on PP registration, PP meetings, Target for the year 2024-25 of OIIPCRA Project etc.

Shree Shree Balunkeswar FPO, Nayagarh district and Kabisuryanagar FPO, Ganjam district conducted an awareness program on "**Pradhan Mantri Fasal Bima Yojana**" for FPO members to protect from financial losses against any crop loss due to natural calamities.



Kakatpur Farmers Producer Company Limited, Puri District conducted a training on "**Mushroom Cultivation**". The special focus was to encourage the farmers to take up Mushroom Cultivation as an additional income generation activity for FPO members.



Basix Krishi facilitated its 3 FFPOs of Jajpur district Odisha to participate in the Capacity Building training programme on "**Paddy Straw Mushroom Cultivation**" organized by KVK, Jajpur supported by OMBADC from 8th - 14th July, 2024.



🌿 Tadawa Agro PCL, Etawah district, Uttar Pradesh organized an **Institutional Training Program** on 27th



August 2024 about Integrated Pest Management (IPM) on paddy crop along with seed production of wheat crop at Etawah KVK in the presence of KVK officials.

🌿 Araon Kisan PCL Sirsaganj block, U.P organized a **"Capacity Building Training Programme"** on 27th

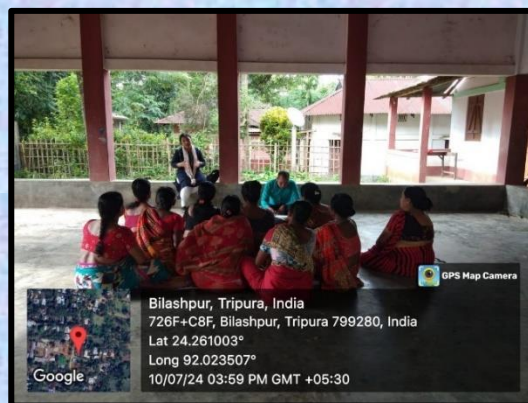


August 2024 for FPO farmers at KVK Firozabad in the presence of KVK scientists on organic farming & potato seed production.

🌿 Hinjlicut FPO participated in the awareness meeting organized by Block Level Bankers' Committee (BLBC) on **"Odisha Credit Guarantee Fund Scheme for FPOs (OCGFSFPO)"** on 20th September 2024 that focused on access to credit of FPOs under the scheme.



🌿 TRLM organized an orientation training program on **"Package of Practices of Goatery Farmers"** for Pashu Sakhis of Jirania & Old Agartala blocks on 31st August 2024. Basix Krishi, Goatery Project Team received the knowledge on Goatery Value Chain Development services.



🌿 Basix Krishi, Goatery Project Team under TRLM conducted a meeting with SHGs at Bilashpur village, Chandipur block, Unakoti district, Tripura on 10th July 2024. The discussion points in meeting were on formation of new Producer Groups, Value Chain Development and fodder cultivation for Goatery.



Exposure visits of BoDs & FIG members of Rambha FPO, Ganjam district was organized to **Madhyam Foundation**, Daringbadi, Odisha during 13th -14th September, 2024 on crop diversification and organic farming.



❖ Events & Participation:

"46th session of World Heritage Committee" was held at Bharat Mandapam, New Delhi from 21st - 31st July 2024. Many exciting & a wide range of products of Bhuvan FPCL were available like spices, millet, jaggery, turmeric etc.

World Bank team visited Bengeibandha MIP, Seragada Zone-I, Ganjam on **19th September 2024**. They discussed on agriculture, horticulture & fishery activities with further action plan to improve the climate resilient production.



The District Agriculture Office, Bijnor, Department of Agriculture, Government of Uttar Pradesh conducted "**Kisan Diwas Program**" at Vikas Bhawan on 18th July 2024. Haldaur Fed PCL & Mohammadpur Deomal Fed PCL attended meeting along with FPO members.



Success Story:

“Empowering Rural Livelihoods Through Mushroom Farming in Khurigaon Village, Ganjam District, Odisha”

Basix Krishi, SO, Zone-1, Ganjam, has been instrumental in laying the foundation stone for the upliftment of rural communities. A key example of its efforts is the case of Mr. Hemant Kumar Pradhan, a 29-year-old farmer from Khurigaon village, situated in Chhatrapur Block, Ganjam District, Odisha which is 17 kms from the block headquarter. The village primarily depends on agriculture as the main source of livelihood. Most of the residents are engaged in farming, but some seek alternative livelihood options to supplement their income and meet daily expenses.

➤ Inception of the Initiative

During a capacity-building training meeting held by the Basix Krishi, SO, Zone-1, Ganjam in Khurigaon, several income-generating activities were discussed, including fish farming, vermicompost production, hybrid vegetable farming and mushroom farming. The purpose of the meeting was to raise awareness and offer training on sustainable livelihoods that could provide additional income to farmers. It was here that Mr. Hemant Kumar Pradhan expressed his interest in exploring paddy straw mushroom farming as an alternative income source.



➤ Support and Training:

Recognizing Mr. Pradhan's interest and enthusiasm, the Basix Krishi, SO, Zone-1, Ganjam Team quickly arranged a follow-up meeting two days later. This session focused exclusively on training him in the techniques of paddy straw mushroom farming. Basix Krishi, SO, Zone-1, Ganjam not only provided the initial technical knowledge but also facilitated to purchase the necessary raw materials and set up the basic infrastructure required for mushroom farming. OIIPCRAs Team provided technical guidance, addressed challenges and found markets for his mushroom produce by ensuring a reliable source of income.



➤ Outcome and Impact:

Through continuous support and guidance, Mr. Pradhan successfully established his mushroom farming venture. Basix Krishi, SO, Zone-1, Ganjam Team also helped him for applying and received a subsidy with the help of Odisha Integrated Irrigated Project for Climate Resilient Agriculture (OIIPCRAs), which further enhanced his capacity to scale up the venture. With this activity, he is able to generate a surplus income of Rs 7000/- per month which helps to manage his family in a better way.

➤ Conclusion:

This case study exemplifies the vital role played by the Basix Krishi, SO, Zone-1 Ganjam Team of Chhatrapur Cluster in promoting sustainable livelihoods in rural communities by empowering individuals like Mr. Hemant Kumar Pradhan. This success story has even demonstrated how timely interventions, training, and continuous support can significantly improve the socio-economic conditions of rural farmers. The implementation of mushroom farming in Khurigaon village has undoubtedly served as a model for the empowerment of rural people and stands as an example to the collaborative efforts between farmers and support organizations in the region.



❖ Forthcoming Events:

- Participation of Jaulkie FPO and Athibung FPO of Nagaland in the event of "Nagaland International Coffee Seminar" from 1st - 2nd October 2024 to be organized by Business Association of Nagaland.
- FPOs to participate in the "National Summit on Strengthening the Cooperative Movement for Viksit Bharat" to be held on 17th October 2024 at New Delhi.
- Collaborative program between BASIX Krishi and Gramin Product Marketing (GPM) to be launched on 17th October 2024.

❖ Media Coverage:

BASIX Krishi keeps on update of the achievement, events, participation in different programs, new initiatives etc. on social media with the objective of larger circulation among various stakeholders. There were 194 posts shared through different social media platform.

Summary Sheet of the Quarter - 2024					
Month	Twitter	Instagram	LinkedIn	Facebook	Total
Jul-24	21	21	21	21	84
Aug-24	18	18	18	18	72
Sep-24	8	10	10	10	38
Total	47	49	49	49	194

❖ 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)
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