



# 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 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 etc 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 11 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
11	Telangana	Warangal, Nagarkurnool, Mancherial	31	3,100





## Proud Moments / Recognition / Achievement:

Basix Krishi honoured as the “Best Performing Agri Company” at 9<sup>th</sup> Edition FPO Conclave & Agri Awards 2025 – “Reinventing Food production for a resilient future” organized by Bengal Chamber of Commerce & Industry (BCC&I) at New Delhi on 17<sup>th</sup> January 2025.



ISO 9001:2015 Certification is retained by Basix Krishi by maintaining the mandatory compliances related to “Quality Management System” while providing services in the field of Farm Management, Agriculture Advisory Services, Market Linkages, Extension Services of Crop, Dairy etc.

Rambha Farmers Producer Company Limited, Ganjam district, Odisha is recognized for its outstanding contribution in the FPO operational area by Tata Steel Foundation Ltd at Arunima programme organized on 10<sup>th</sup> -11<sup>th</sup> February 2025.



2 FPOs of Basix Krishi, Tripura namely Jirania Farmers Producer Company Limited & Lefunga Farmers Producer Company Limited received NSC Dealership certificate at 1<sup>st</sup> State Level FPO Mela 2025, Agartala, Tripura.



Tadawa Agro PCL, Etawah, Uttar Pradesh showcased Millet products at “Shree Anna Mahotsava & UP Foundation Day”. The FPO received a certificate from Ms. Sarita Bhadauriya, Hon’ble MLA, Etawah & Shri Avanish Rai, District Magistrate for outstanding sales through offline and also online through ONDC network.



## Connect to Market:

BASIX Krishi, OIIPCR Team, Zone-I, Ganjam introduced high quality fish feed under OIIPCR project to Bhabani WSHG as part of the Development of Scientific Fish Farming for enhancing productivity.



## Realtime eNAM Inter-Mandi Online Trade:

BASIX Krishi is putting its efforts to achieve efficient and real-time agricultural marketing by enabling better price for farmers and to smoother trade flows across markets. One of the approach is linking FPOs with eNAM online market platform.

Rambha Farmers Producer Company Limited, Ganjam district, Odisha sold 19.5 Quintal of "Tomatoes" for Rs.19,500/- in APMC, Hinjicut to APMC, Bhanjanagar, Odisha on 07-03-2025.



## Market Linkage with Institutional Buyer:

Bhuban FPO, Dhenkanal District, Odisha sold 20 tons of "Watermelon" @ Rs 14.20 per kg to Firoz Khan Food stall, West Bengal by boosting farmers' income with better market access.



Rambha FPO, Ganjam District, Odisha sold 3 tons of "Green Chilies" to Relentless Foods Private Limited enabling farmers to access new market with better price.





Rambha FPO, Ganjam, Odisha in coordination with Basix Krishi, MART Global Management Solutions LLP & OIIPCR, Zone-I, Ganjam sold 3 tons of "Tomatoes" to Maa Tarini Trader - a step towards improved market connectivity & better price realization.



## ❖ Launching of new products:

		
<p><b>Vermicompost   5Kg</b> <b>UNCHAGAON FED PRODUCER COMPANY LIMITED</b></p>	<p><b>Dry Fish   250gm</b> <b>VYASA FISHERIES PRODUCER COMPANY LIMITED</b></p>	<p><b>Mixed Namkeen   1 Kg</b> <b>TADAWA AGRO PRODUCER COMPANY LTD</b></p>
<p><b>Supported by:</b> National Agricultural Cooperative Marketing Federation of India (NAFED)</p>	<p><b>Supported by:</b> National Fisheries Development Board (NFDB)</p>	<p><b>Supported by:</b> Small Farmers' Agri-Business Consortium (SFAC)</p>
<h3>Click Below Links to Buy Now</h3>		
<p><a href="https://www.mystore.in/en/product/vermicompost-or-5kg?seller=64d8be6eb9ab4a0066136e60">https://www.mystore.in/en/product/vermicompost-or-5kg?seller=64d8be6eb9ab4a0066136e60</a></p>	<p><a href="https://www.mystore.in/en/product/kokali-or-sardinella-sp-or-vyasa-dry-fish-or-250gm?seller=65433f59fb3cdb9718fa072a">https://www.mystore.in/en/product/kokali-or-sardinella-sp-or-vyasa-dry-fish-or-250gm?seller=65433f59fb3cdb9718fa072a</a></p>	<p><a href="https://www.mystore.in/en/product/mixed-namkeen-or-1-kg?seller=65d0c6932446b84eb66c5f26">https://www.mystore.in/en/product/mixed-namkeen-or-1-kg?seller=65d0c6932446b84eb66c5f26</a></p>





## Initiative, Action Research & Innovation:

Advisory services using Digital Agriculture leads towards enhancing productivity in “Tomatoes” at Rambha FPO, Ganjam district, Odisha. The intervention involves timely application of plant nutrients as per the recommendation of digital app with specified fertilizer & quantity; regularity in plant protection measures along with need-based pesticide application as per the disease-pest identified by the app with recommended pesticide.



Beguniapada Farmers Producer company Limited took an initiative promoting floriculture with a new variety of Marigold “Pusa Narangi” at Ganjam district, Odisha. The objective is to fulfill the demand of flowers at local area along with crop diversification of upland area with non-paddy crop. It showed immense potential to scale up the floriculture in the FPO area.



## Capacity Building and Training Program:

An exposure visit and institutional training programme was organized by Basix Krishi for 7 FPOs — Angul FPO, Bhuban FPO, Dhenkanal FPO, Ghanteswari FPO, Khandapada FPO, Daringbadi FPO and Shree Shree Balunkeswar FPO at ICAR-Central Tuber Crops Research Institute (CTCRI) on 3<sup>rd</sup> – 4<sup>th</sup> January 2025. The training focused on improved varieties of sweet potato, Colocasia, yam etc. and advanced technologies with uses of drip irrigation for scientific cultivation. The training also covered about the scope of value addition in tuber crops with special emphasis on value addition techniques to enhance marketability and profitability for farmers.



A collaborative program “Farmers Orientation cum Training Program on Cultivation Practices in Groundnut” organized by Basix Krishi; Indian Council of Agricultural Research, ICAR-Directorate of Groundnut Research (DGR) & KVK Jajpur for the farmers of Rasulpur Fishery FPO, Jajpur, Odisha on 8<sup>th</sup> Jan’25.



An exposure visit of Hinjlicut FPO, Ganjam district to Daringbadi FPO, Kandhamal district, Odisha organized by Basix Krishi on 5<sup>th</sup> Jan’25. The visit aimed to provide practical knowledge on intercropping practices, new sowing methods of tuber crops & traditional organic farming techniques.



Bhuban FPCL, Dhenkanal district, Odisha had an exposure visit to Sahyadri Farms, Nasik sponsored by Directorate of Horticulture, Government of Odisha from 20<sup>th</sup> -25<sup>th</sup> January 2025. The aim was to gain knowledge on the value addition processes for tomato and grape including the production of ketchup, beverages, and other processed products and to understand the procedures and standards involved in exporting grapes to international markets.



An Export Orientation Training program on Organic Mango was conducted at Bhadesar Mau PCL, Lucknow district, Uttar Pradesh by Indo German Cooperation & Department of Horticulture and Food Processing, Uttar Pradesh along with learned features of Kisan Sarathi App.



An exposure visit of Dalmau Kisan PCL, Raebareli, UP was conducted by Basix Krishi to KVK Raebareli & Virat Kisan Mela, Raebareli on 10<sup>th</sup> Jan’25 and got exposure on latest development in agriculture sector.





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An exposure visit of Kukudakhandi FPCL, Ganjam district to the Natural Farming Ecosystem at Sambhav, Nayagarh district was organized by Basix Krishi on 10<sup>th</sup> January 2025. The objective of the visit was to provide participants with practical insights into organic farming practices and the vermicompost production process, aiming to promote eco-friendly and sustainable agriculture among FPO members.



Exposure visit of Chirgaon PCL, Jhansi, UP to KVK, Jalaun was facilitated by Basix Krishi on Feb 17, 2025. Got exposure on preparation and uses of vermicompost & bio-fertilizer to enhance sustainable farming practices.



A training on "Farmers Orientation cum Training Programme on Cultivation Practices in Groundnut" organized by Basix Krishi, The Indian Council of Agricultural Research (ICAR), - Directorate of Groundnut Research (DGR) & KVK Dhenkanal on 10<sup>th</sup> Jan'25 for Bhuban FPO, Dhenkanal, Odisha to encourage farmers for Groundnut Cluster Development.



Exposure visit of Chirgaon PCL, Jhansi, UP to Chandra Shekhar Azad University of Agriculture & Technology (CSUAT), Kanpur facilitated by Basix Krishi on Feb 17, 2025. Farmers got awareness on new variety of potato & tomato.



Exposure visit of Chirgaon PCL, Jhansi, UP to ICAR-Indian Institute of Pulses Research (IIPR), Kanpur facilitated by Basix Krishi on Feb 17, 2025. Farmers got awareness on advance Package of Practices in Pulses and introduction to new varieties of pulses.



Exposure visit of Chaubepur FPO, Kanpur Nagar District, Uttar Pradesh was facilitated to KVK, Kanpur Dehat on 24<sup>th</sup> February 2025. The visit encouraged the participants on organic farming for better yields & soil health.



3 Fishery FPOs of Jajpur District, Odisha participated in the Convergence Meeting organized by "CoE for FPOs", Ouat coordinated by KVK, Jajpur at KVK Conference Hall on 19<sup>th</sup> March 2025.

6 FPOs of Ganjam participated in the " Zonal Level Review Workshop" on "CoE for FPOs," coordinated by KVK Ganjam-II at Vigyan Institute of Technology & Management, Berhampur, on 28<sup>th</sup> Feb 2025.



The World Bank India, "Implemented Support Mission" has visited Rambha FPO, Ganjam, Odisha on 25<sup>th</sup> March 2025 & discussed on existing marketing system of FPO, Value Addition & Convergence scope with OIIPCRA Project.




A District Level Training program was organized by World Fish on 19-03-2025. Our BKSL, Zone-I, OIIPCRA Project staffs attended the program. The discussions covered Mola hatchery techniques, bio-floc culture, techniques of scientific pisciculture & fresh water prawn culture.




Latitude: 19.309145  
Longitude: 84.784837  
Altitude: 27.443 m  
Accuracy: 34.9 m  
Azimuth: 191° (S)  
Pitch: -37° (1.6°)  
Time: 19/03/2025 11:38  
Note: World fish training

Powered by AngleCam





 Kakatpur FPO, Puri District, Odisha participated in the District Level Convergence Meeting organized by “CoE for FPOs”, OUAT coordinated by KVK, Puri at KVK Campus on 13<sup>th</sup> March 2025.





 Farmers Orientation cum Training Programme on “Cultivation Practices of Groundnut for Rabi 2024-25” conducted at Bhuban FPCL, Dhenkanal district, Odisha by KVK, Dhenkanal, OUAT, Bhubaneswar; organized by Basix Krishi; funded by ICAR-Directorate of Groundnut Research (DGR) on 28<sup>th</sup> Jan 2025.



## Events & Participation:


 3 FPOs of Basix Krishi participated the launch program of “8<sup>th</sup> Edition National Program for Organic Production (NPOP)” addressed by Mr. Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Govt of India on 9<sup>th</sup> January 2025 at BRCSA, PUSA, New Delhi.




 Members of Pani Panchayats & project team of BASIX Krishi, OIIPCRA, SO, Zone-I, Ganjam participated in “Krusha Odisha 2025” on 4<sup>th</sup> January 2025 conducted by Department of Agriculture & Farmers' Empowerment, Government of Odisha on “Climate Smart Agriculture, Organic Farming & Water Governance”.




 Garer Fish FPO, Bhaluani, Deoria district, UP participated in “Indus Food 2025” organized by Trade Promotion Council of India with support of Department of Commerce, Government of India from 8 -10 January 2025 at India Expo Mart, Greater Noida.





Shree Shree Balunkeswar FPO, Nayagarh District, Odisha participated in the “Bhapur Mela & Pallishri Mahotsav 2025” from 10-13 Jan’25 and showcased various types of authentic products of FPO like millet, turmeric, dry chilli, black pepper etc.



5 FPOs of Tripura participated at 1<sup>st</sup> State Level FPO Mela 2025, Agartala organized by Department of Agriculture and Farmers Welfare, Government of Tripura in collaboration with SFAC, Ministry of Agriculture and Farmers Welfare, Government of India from 17-19 Feb’25. The stalls are visited by Hon'ble Minister of Agriculture, Shri Ratan Lal; Hon'ble Member of Parliament, Shri Rajib Bhattacharjee; Hon'ble Mayor of Agartala, Shri Dipak Majumdar; Director of Agriculture, Dr. P. Jamatia; Director of Horticulture & Soil Conservation, Mr. Dipak Kumar Das & Director of Agricultural Marketing, Mr. Maniklal Debbarma.



Kabisuryanagar FPO, Ganjam district, Odisha participated in the “Regional Farm Mechanization Mela & Zilla Krushi Mahotsav 2025” organized under Department of Agriculture & Farmers' Empowerment, Government of Odisha from 1-5 March 2025 & offered various products like aromatic rice, ragi powder etc.



4 FPOs from Uttar Pradesh namely Chaubepur FPO, Badagaon FPO, Bulandkisan FPO, Bhadesar Mau FPO showcased their finest products such as pulses, coriander powder, red chilli powder and more at the “FPO Mela 2025” at Indian Institute of Sugarcane Research (IISR), Lucknow , Uttar Pradesh from 7-9 March 2025.



Tadawa Agro PCL, Uttar Pradesh facilitated by BASIX Krishi, participated in the “Summit on Strengthening Cooperatives as Engines of Growth: A Strategic Path to Viksit Bharat” on 5<sup>th</sup> March 2025 at PHD House, New Delhi. The summit focused on empowering cooperatives to enhance livelihoods & drive rural development for a Viksit Bharat.



## Convergency:

**Custom Hiring Centre Scheme** is availed by Uchagaon Fed PCL, Bulandshahr, Uttar Pradesh with 80% subsidy from Department of Agriculture, Govt of Uttar Pradesh. The total cost of the scheme is Rs.15 lakh out of which FPO contributed Rs.3 lakh and subsidy provided by Agriculture Department is Rs.12 lakh.



**Honey Project Proposals Approved by National Bee Board:** BASIX Krishi facilitated its 4 FPOs to prepare Detailed Project Report (DPR) which were submitted to National Bee Board (NBB) under National Beekeeping and Honey Mission (NBHM) through SFAC for the production of Honey, Bee Venom, Bee Wax and Quality Nucleus Stock Development with a project cost of Rs.25.57 lakh for each FPO. NBB has approved Rs. 19.18 lakh for each FPO as financial assistance for the project. The first instalment of Rs. 9.59 lakh is released to each FPO.

**FPOs who availed financial assistance to set up Honey Project:**

**Kabisuryanagar Farmers Producer Company Limited,** Ganjam district, Odisha



**Daringbadi Farmers Producer Company Limited,** Kandhamal district, Odisha



**Pursurah Agragati Producer Company Limited,** Hooghly district, West Bengal



**Vikdas Agro Producer Company Limited,** Hooghly district, West Bengal





## ❖ Fishery Sub Sector:

🌿 A Stakeholders meeting was organized by SFAC for the workplan preparation of the CBBOs working with Fishery FPOs/Cooperatives chaired by MD, SFAC. Key updates, challenges, and action plans were prepared to strengthen operations and to ensure sustainable growth.



🌿 Dr. Ranjeet Singh Rajpoot, Deputy Director, SFAC and representatives from CBBOs had a meeting at SFAC, New Delhi to discuss a common understanding on the preparation of business plan for the FFPOs/Cooperative societies with the key inputs and recommendations.



🌿 Market linkage of quality Fish Fingerlings by Navai Fishery FPO, Unnao district, Uttar Pradesh is being done as part of its fisheries promotion activities for the FPO members. This initiative aims to enhance fish production, supporting livelihoods, and strengthening sustainable aquaculture practices in the region.



## CONTRIBUTION ON CLIMATE RESILIENT AGRICULTURE:

Ghanteswari Farmer Producer Company Limited (FPO) of Sambalpur district, Odisha, has taken a significant step towards climate-resilient agriculture by introducing two high-yielding paddy varieties namely "Sindhu NP-9156 and Bullet ". These varieties are having potentiality to give up to 50% higher productivity compared to existing cultivated varieties under limited irrigation facility and can absorb shock of short-term water stress condition offering farmers improved yields and better economic returns. The introduction of these varieties support farmers in adapting alternate mechanism to changing climatic conditions. Their higher yield potential ensures efficient land use, making farming more sustainable and resilient to environmental stresses. By promoting these improved varieties, Ghanteswari FPO is playing a crucial role in strengthening the region's agricultural productivity and contributing to long-term climate adaptation strategies for farmers.



## Success Story:

### "Determination & Efforts Break The Barriers....."

#### Introduction:

Recognizing the opportunities with amidst challenges is a sign of a true leader. This case study is a replica about how BKSL, SO, Zone-1, Ganjam, OIIPCR through their efforts in the Chhatrapur Cluster, helped one woman in a remote village in transforming her life to become a successful entrepreneur by providing new opportunities and recognizing the potential.

#### The Challenges:

Mrs. Laxmi Nahak, a housewife from the small village of Khurigam in Mahanadpur GP, Chhatrapur Block, Ganjam District, Odisha was facing much hurdles for her family's subsistence. Her only dependency on agriculture could hardly meet the requirement. Despite her hard work; she failed to find alternative source of income to fulfill her family's needs. Being in a dominate OBC category village comprising of 176 HHs, the access to resource was a big challenge of Ms. Laxmi. In amalgamation, illiteracy and ignorance to access the resources were other challenges she encountered.

#### The Intervention:

One day, the Support Organization (SO) group from the Chhatrapur Cluster, BKSL, Zone-1, Ganjam, visited Khurigam village as part of their regular outreach. This visit in disguise proved to be a turning point for Ms. Laxmi Nahak. Her interaction and zeal to know new thing made her recognizable among the team and team took time to educate her about various entrepreneurial options such as fish farming, vegetable farming, and mushroom cultivation.

Through judicious guidance and need based training, Laxmi pursued doing mushroom cultivation. She was even trained how to do marketing in nearby villages. Her enthusiasm and accepting knowledge with open arm and mind change the financial trajectory of her family.

#### The Opportunity:

Ms. Laxmi emerged as a potential mushroom entrepreneur who turned the barrier as an opportunity to learn new thing for improving the livelihood option. Learning everything from scratch and adapting quickly to the demands of her new business proved boon to her. BKSL, SO, Zone-1, Ganjam in time interval provided the foundation, she needed to develop her skills and confidence.





## Transformation:

With determination and hard work, Laxmi was able to set up her mushroom cultivation business (paddy straw mushroom).

**Cost-Benefit Analysis of Low-Cost Paddy Straw Mushroom Unit**

Sl No	Total Area	No of Rack	No of Beds	Fixed Asset cost (Rs.)	Working Capital for the season (Rs.)	Depreciation on cost per season (Rs.)	Cost for the season of 3 months (Rs.)	Period	Total Production	Rate Per Kg (Rs.)	Total Selling cost (Rs.)	Profit for the season of 3 months (Rs.)
1	(20 Feet X 30 Feet) =600 Sq ft	10	300	50,000/-	50,000/-	3,500/-	50,000+ 3,500 = 53,500	One Season (March-May)	450 K.G.	200/-	90,000/-	90,000- 53,500- =37,500

Note: The Paddy Straw Mushroom bud germination starts after 8 days of seed sown. 1st production starts between 12-15 days of bed installation & 2<sup>nd</sup> production between 17-21 days of bed installation. Two times harvesting is done from a mushroom bed and then the bed is replaced with new one.

Out of Rs.1 lakh invested by Ms. Laxmi; she recovered Rs.90 thousand in the first season itself. The profit for the season was Rs.37,500/- after meeting all expenses. She is quite confident to make the business in profitable manner.

## Challenges and Dedication during Business Intervention:

While selling the mushroom from village to village was a challenging task to find out new customers, Laxmi was determined in her goal. The responsibility she felt for her family; motivated her to keep going, despite initial struggles. She faced many obstacles—unsure customers, logistical issues, and financial constraints—but with the support from the BKS, SO, Zone-1, Ganjam team, she overcome these hurdles by adapting the strategy as per the market demands, and changing her sales strategy.

Laxmi's perseverance paid off, and as she gradually learned more about the mushroom business; she expanded her sales network. She began visiting other villages, broadening her customer base, and growing her reputation as a reliable supplier of fresh, quality mushrooms.

## The Impact:

The success of Laxmi Nahak's venture is not only a personal achievement but also a source of inspiration for others in her community.

- **Economic Impact:** By establishing a successful mushroom business, Laxmi increased her family's income, lifting them out of financial instability. Additionally, her business provided income opportunities to other villagers, as she employed people to help with the sales and distribution process.
- **Social Impact:** Laxmi's success has inspired other women in the village to explore entrepreneurship. She has become a role model, showing that with the right guidance and effort, anyone can overcome economic challenges and create positive change.
- **Community Development:** Laxmi's venture has enhanced a sense of community resilience. Through her business, she has adopted economic growth within her village, enabling other families to succeed.





### Conclusion:

Laxmi Nahak’s journey exemplifies the profound impact of leadership, responsibility, and opportunity in transforming lives. She inspired other women to come forward to start their own mushroom production units. She helped them providing her practical knowledge to set up their production units. She emerged as a leader to guide other women in her village to adopt economic activities.

The support provided by BKS, SO, Zone-1, Ganjam, Chhatrapur Cluster, OIIPCRA team in helping Laxmi recognized the potential of mushroom cultivation as a viable income source. Her determination, united with the guidance from the support organization, allowed her to turn a simple idea into a successful business, benefiting not just her family, but her entire community.

This case study highlights that with proper guidance, hard work, and the right opportunity, individuals can transform challenges into growth, leading to lasting positive change in their lives and communities. Laxmi's story serves as a powerful reminder that leadership is not just about leading others—it's about taking responsibility, seizing opportunities, and making a difference in the community.

## ❖ Social Media/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 **188** posts shared though different social media platform.

Summary Sheet of Social Media Post for the Quarter (Jan'25 – Mar'25)					
Month	Twitter	Instagram	LinkedIn	Facebook	Total
Jan-25	23	23	23	23	92
Feb-25	13	13	13	13	52
March-25	11	11	11	11	44
<b>Total</b>	<b>47</b>	<b>47</b>	<b>47</b>	<b>47</b>	<b>188</b>

## ❖ Social Media

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