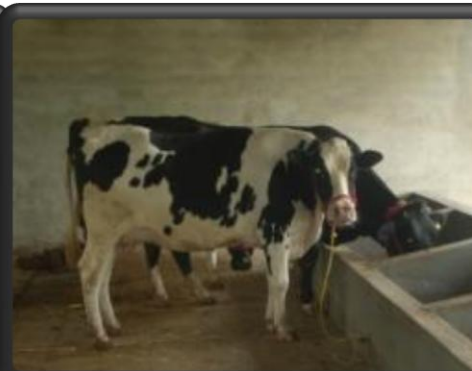


BASIX Krishi Samruddhi Ltd



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- About BASIX Krishi
- Approaches for Service Delivery
- Products and Services
- Features of Specific Products
- Systems of Business Processing
- Service Delivery Mechanisms
- The Revenue Model
- Lessons Learned
- Scaling Up



BASIX Krishi

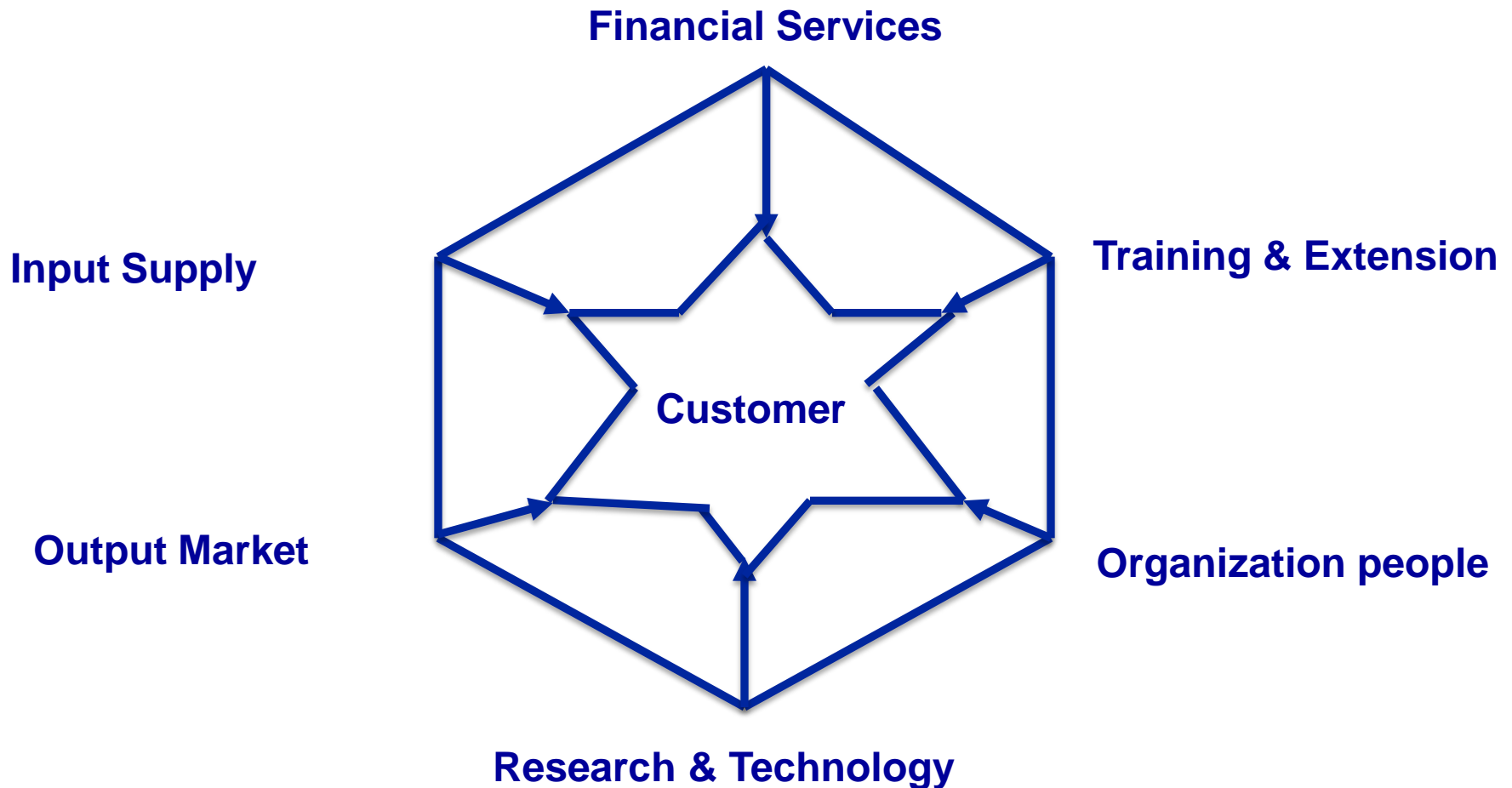


BASIX
Equity for Equity

BASIX Krishi Samruddhi Limited
incorporated under Companies Act 1956,
on 26th April 2010.

Vision is to make a significant contribution to overcome the huge problems of agriculture and allied extension services with input and output market linkages to increase the productivity and market value of small farmers, towards a sustainable Agri. & Allied systems.

Enhance competencies, Increase outreach, Reduce transaction costs and Reduce risk for Basix Krishi and its customers



Products & Services

<i>Crop</i>	<i>Package of services</i>
<p>Cereals, Oil seeds, Pulses, Cash crops, Vegetables</p>	<p><i>Productivity enhancement:</i> Soil test: Farmer access the quality laboratories and analysis of the soil nutrient properties (A soil test report has revealed that 63 kg of Urea costing Rs.300 is sufficient/acre, but farmer used to apply 3 bags costing Rs.750/-. Hence there has been a benefit of Rs.450/acre.) Seed: Farmers access quality seed and thereby a reduction on risk of seed germination loss and final yield loss is minimised (Quality seeds enhanced yield up to 20% than the local varieties and also reduced the cost of pest & disease management up to 10-20%) Integrated Nutrient management: Helps farmers to use the nutrients judiciously and in a systematic manner(Advising a farmer for not using a bag (50 kg) of DAP in second application in Rice/Cotton saved Rs.500/per acre. Supply of Bio-Inputs:</p>

<i>Crop</i>	<i>Package of services</i>
<p>Cereals, Oil seeds, Pulses, Cash crops, Vegetables</p>	<p><i>Risk Mitigation:</i></p> <p>Seed Treatment: Save farmers to reduce the risk of seed/soil born diseases and reduces the cost of chemical/fungicide applications for the initial 45 days (Reduction of 2-3 sprays resulted in cost saving of Rs. 750-1000/ acre.)</p> <p>Integrated Pest Management (IPM): A set of practices combining chemical, biological and physical methods minimize pest incidence and crop damage (Simple method of stem application in Cotton saved up to Rs.1000/acre by reducing the number of chemical sprays during first 45 days. Similarly preparation and application of botanical pesticides (Neem, Vitex, Panchagavya etc) save Rs. 250-500/acre).</p>

Products & Services



<i>Crop</i>	<i>Package of services</i>
<p>Cereals, Oil seeds, Pulses, Cash crops, Vegetables</p>	<p><i>Local Value Addition:</i></p> <p>Post Harvest grading: Farmers maintain quality standards and minimize wastage during post harvest process (Clean Cotton helped the farmers to get Rs.50/qtl. additional income by Spinning Mills.</p> <p>Processing, Packing and Storage: Farmers enhance quality and shelf life of the product and fetch a higher price for their produce (Groundnut decortications helped farmers to get Rs.40 more per bag - 60 Kg).</p>

Products & Services



<i>Crop</i>	<i>Package of services</i>
<p>Cereals, Oil seeds, Pulses, Cash crops, Vegetables</p>	<p><i>Alternate Market Linkage:</i></p> <p>Producer Group formation: Farmers buy inputs and sell final produce collectively at competitive prices (Farmer saves 2-5% on price per bag of Urea (50 Kg) through collective purchase. Linkage to Reliance fresh for Sweet Orange has fetched Rs.3500 extra price per tonne).</p> <p><i>Market Price Intelligence:</i> Farmers know the day wise prices of various commodities in important markets, take appropriate decision to sell their products for better price.</p>

Products & Services



<i>Animal Husbandry</i>		<i>Package of services</i>
Productivity Enhancement		Breed Selection; De-worming; Feed and Fodder Management; Artificial Insemination (AI)
Risk Mitigation		Preventive Vaccinations and Primary Health Care Services
Local Value Addition		Bulk Milk Cooling, Value Added products making
Alternate Market Linkages		Facilitation for input and output linkages for better price

BASIX Krishi Samruddhi Ltd Live Stock Services



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Productivity Enhancement



Artificial Insemination



Fodder Seed Supply

Risk Mitigation



De - Worming



Health Checkup

Local Value Addition



Azloa



Bio Gas Plant

Alternate Market Linkages



Backyard Poultry



Milk Market linkages

BASIX Krishi Samruddhi Ltd Crop Services



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Productivity Enhancement



System of Rice Intensification



Foundation Seed Production

Risk Mitigation



Pheromone Traps



Advisory Services

Local Value Addition



Bio Pesticide



Vermicompost

Alternate Market Linkages



Seed Linkages



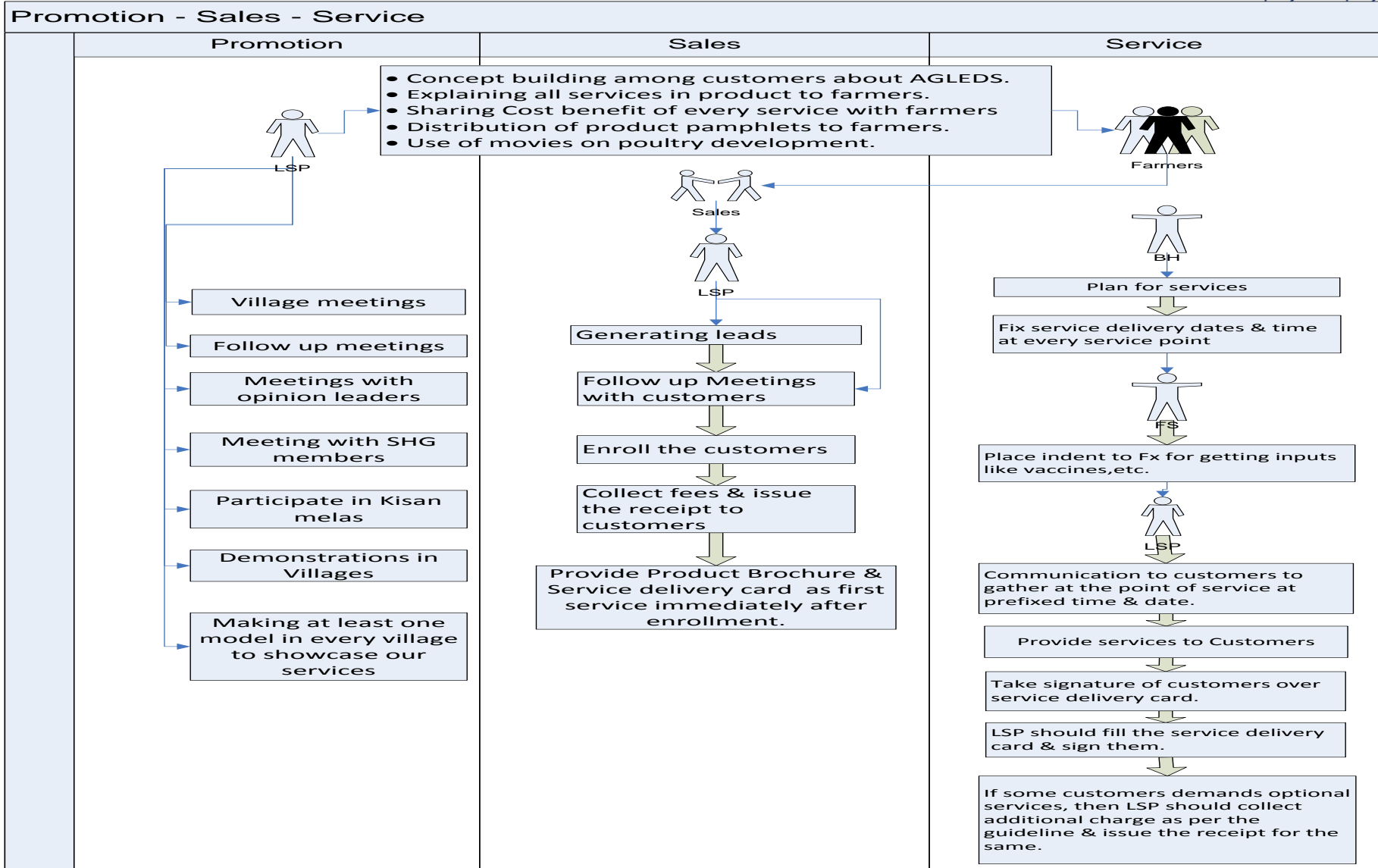
Fertilizer Linkages

Products - Features



Products	Service Fee (USD)	Service Period
Crop single (one season)	12	6 Months
Crop double (two seasons)	20	12 Months
Crop-Special (High value crops)	40	12 Months
Livestock- Single	12	12 Months
Livestock-Double	20	12 Months
Livestock – Special (5- Hybrid animals)	40	12 Months
Farm Management Services	1000 +(variable on case to case)	12 Months
Back Yard Poultry	12	6 Months
1 USD = Indian Rupee 50		

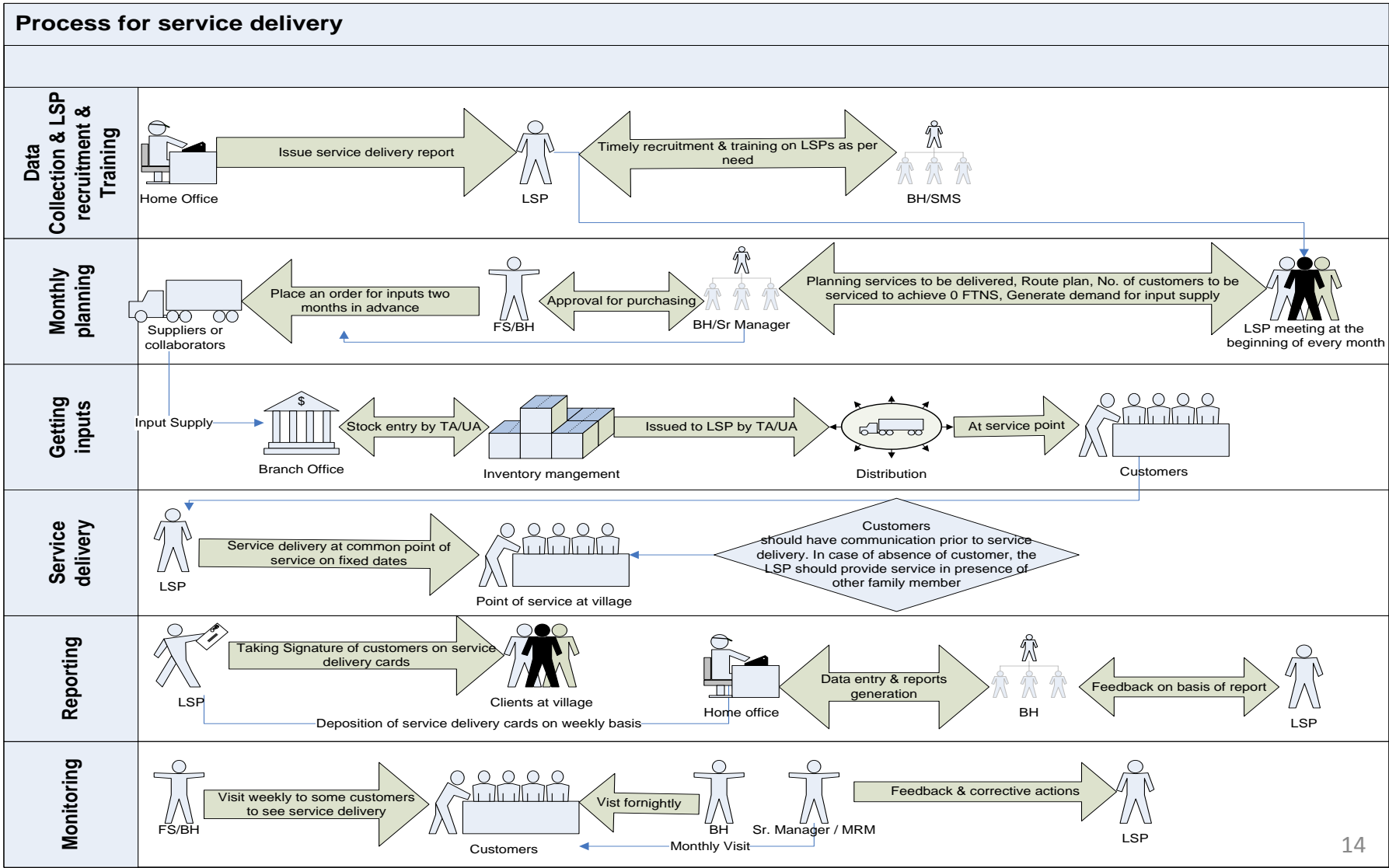
Business Processes



Sales and Marketing



Service Delivery



Diverse Revenue Streams



- Fee from Customers, *direct contracts by BASIX Krishi*
- Fee from Institutions, *collaboration with State Government, Central Government and other Institutions (e.g. National Bank for Agricultural & Rural Development)*
- Origination, Management & Collection (OMC), *agent of Bank, assisting the bank in expanding its outreach to the rural market and growing its Agri and related credit business portfolio*
- Revenue from Input Sales, *directly to customer and also referrals for Input supply from distributing agencies*
- Revenue from Output Marketing, *aggregation of produce and connecting to the main stream market*
- Income from Insurance Sale, *extending weather insurance, crop insurance, livestock insurance and life insurance*
- AGLED Services in resource poor regions, *raising grants from donors initially*

Lessons learned

It is vital to respond proactively to farmers' needs.

- **Cost-saving and risk-reducing interventions vs. yield-enhancing interventions**
- **Focus on a few crops grown by a large number of farmers**
- **In designing services, focus on reducing costs**
- **Inadequate visits is the main cause of farmers dissatisfaction -**
- **Needs integration of *mobile-enabled information and advisory services.***

Scaling up



Scaling up AGLEDS requires the combination followings:

- **Output linkages - aggregate the produce, grading, value addition, etc**
- **Credit linkages**
- **Difficulties in getting inputs - seed, fertilisers, bio-fertilisers, etc**
- **Services - Soil testing, Artificial Insemination, Integrated pest, nutrient management**
- **Knowledge building, demonstration**
- **Being organised - collectivize input, output, etc.**

THANK YOU

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