BASIX Krishi Samruddhi Ltd
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BASIX Krishi

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.
Approach for Service Delivery
Collaborative Polygon

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

Financial Services
Input Supply
Training & Extension
Output Market
Organization people
Research & Technology
Customer
# Products & Services

<table>
<thead>
<tr>
<th>Crop</th>
<th>Package of services</th>
</tr>
</thead>
</table>
| Cereals, Oil seeds, Pulses, Cash crops, Vegetables | **Productivity enhancement:**  
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 varities 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:     |
# Products & Services

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| Cereals, Oil seeds, Pulses, Cash crops, Vegetables | **Risk Mitigation:**  
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.)  
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). |
## Products & Services

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</table>
| Cereals, Oil seeds, Pulses, Cash crops, Vegetables | **Local Value Addition:**  
Post Harvest grading: Farmers maintain quality standards and minimize wastage during post harvest process (Clean Cotton helped the farmers to get Rs.50/qt. additional income by Spinning Mills.  
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). |
## Products & Services

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</table>
| Cereals, Oil seeds, Pulses, Cash crops, Vegetables | **Alternate Market Linkage:**  
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).  
Market Price Intelligence: Farmers know the day wise prices of various commodities in important markets, take appropriate decision to sell their products for better price. |
## Products & Services

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

**BASIX Krishi Samruddhi Ltd**

**Live Stock Services**

- Productivity Enhancement
  - Artificial Insemination
  - Fodder Seed Supply
- Risk Mitigation
  - De - Worming
  - Health Checkup
- Local Value Addition
  - Azlooa
  - Bio Gas Plant
- Alternate Market Linkages
  - Backyard Poultry
  - Milk Market linkages

**BASIX Krishi Samruddhi Ltd**

**Crop Services**

- 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

<table>
<thead>
<tr>
<th>Products</th>
<th>Service Fee (USD)</th>
<th>Service Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crop single (one season)</td>
<td>12</td>
<td>6 Months</td>
</tr>
<tr>
<td>Crop double (two seasons)</td>
<td>20</td>
<td>12 Months</td>
</tr>
<tr>
<td>Crop-Special (High value crops)</td>
<td>40</td>
<td>12 Months</td>
</tr>
<tr>
<td>Livestock- Single</td>
<td>12</td>
<td>12 Months</td>
</tr>
<tr>
<td>Livestock-Double</td>
<td>20</td>
<td>12 Months</td>
</tr>
<tr>
<td>Livestock – Special (5- Hybrid animals)</td>
<td>40</td>
<td>12 Months</td>
</tr>
<tr>
<td>Farm Management Services</td>
<td>1000 + (variable on case to case)</td>
<td>12 Months</td>
</tr>
<tr>
<td>Back Yard Poultry</td>
<td>12</td>
<td>6 Months</td>
</tr>
</tbody>
</table>

1 USD = Indian Rupee 50
### Business Processes

#### Promotion - Sales - Service

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Sales</th>
<th>Service</th>
</tr>
</thead>
</table>
| • Concept building among customers about AGLEDS.  
  • Explaining all services in product to farmers.  
  • Sharing Cost benefit of every service with farmers  
  • Distribution of product pamphlets to farmers.  
  • Use of movies on poultry development.  |
| Village meetings  
  Follow up meetings  
  Meetings with opinion leaders  
  Meeting with SHG members  
  Participate in Kisan melas  
  Demonstrations in Villages  
  Making at least one model in every village to showcase our services |
| Generating leads  
  Follow up Meetings with customers  
  Enroll the customers  
  Collect fees & issue the receipt to customers  
  Provide Product Brochure & Service delivery card as first service immediately after enrollment. |
| Plan for services  
  Fix service delivery dates & time at every service point  
  Place indent to Fx for getting inputs like vaccines, etc.  
  Communication to customers to gather at the point of service at prefixed time & date.  
  Provide services to Customers  
  Take signature of customers over service delivery card.  
  LSP should fill the service delivery card & sign them.  
  If some customers demands optional services, then LSP should collect additional charge as per the guideline & issue the receipt for the same. |
Sales and Marketing

- Village meetings
- Participation in Krishi Melas
- Door to Door Campaigning
- Demonstrations
- Multi channel Publicity
- Mass campaigning
- Lead farmers

Lead farmers

Mass campaigning

Demonstrations

Door to Door Campaigning

Participation in Krishi Melas

Village meetings
# Service Delivery

## Process for service delivery

<table>
<thead>
<tr>
<th>Data Collection &amp; LSP recruitment &amp; Training</th>
<th>Monthly planning</th>
<th>Getting inputs</th>
<th>Service delivery</th>
<th>Reporting</th>
<th>Monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue service delivery report</td>
<td>Place an order for inputs two months in advance</td>
<td>Stock entry by TA/UA</td>
<td>Service delivery at common point of service on fixed dates</td>
<td>Taking Signature of customers on service delivery cards</td>
<td>Visit weekly to some customers to see service delivery</td>
</tr>
<tr>
<td>LSP</td>
<td>Approval for purchasing</td>
<td>Issued to LSP by TA/UA</td>
<td>Point of service at village</td>
<td>Clients at village</td>
<td>Monthly Visit</td>
</tr>
<tr>
<td>BH/Sr Manager</td>
<td>Planning services to be delivered, Route plan, No. of customers to be serviced to achieve 0 FTNS, Generate demand for input supply</td>
<td>Distribution</td>
<td>Customers</td>
<td>Data entry &amp; reports generation</td>
<td>Feedback &amp; corrective actions</td>
</tr>
<tr>
<td>BH/SMSS</td>
<td>LSP meeting at the beginning of every month</td>
<td>At service point</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Customers should have communication prior to service delivery. In case of absence of customer, the LSP should provide service in presence of other family member.
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 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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