



Assam SARAS Mela witnesses Launch of BC Sakhis Compendium by Hon'ble Minister Shri Ranjit Dass



The Assam SARAS Mela 2024 became the stage for a remarkable celebration of women's empowerment on 1st December 2024, as the Hon'ble Panchayat and Rural Development Minister, Shri Ranjit Dass, formally inaugurated the Compendium on BC Sakhis of Assam. This noteworthy publication, curated by BASICS Ltd., the Technical Support Agency (TSA) to the Assam State Rural Livelihoods Mission (ASRLM), highlights the inspiring journeys of over 60 BC Sakhis who are transforming rural banking services across the state.

The Compendium sheds light on the critical role played by BC Sakhis in Assam's financial inclusion journey. These women have stepped up as community-based banking agents, delivering essential financial services to the state's most underserved and remote regions. From facilitating banking transactions to improving financial literacy, their tireless efforts have enabled greater access to economic opportunities for rural households.

Addressing the gathering, Shri Ranjit Dass applauded the dedication and resilience of the BC Sakhis, calling them the torchbearers of rural economic transformation. He noted that their contribution has not only strengthened last-mile delivery of financial services but has also positioned Assam as a leader in community-driven development models.

The SARAS Mela, renowned for showcasing rural entrepreneurship and craft, witnessed enthusiastic participation from stakeholders. BASICS Ltd., a co-sponsor of the event, emphasized its commitment to empowering communities by promoting innovative initiatives and supporting grassroots leadership like the BC Sakhi model.

Through this publication, the journeys of BC Sakhis have come to light as shining examples of entrepreneurial spirit, determination, and leadership. Their success reflects how community-led initiatives can foster inclusive economic growth and bring financial services to the last mile.

The inauguration at the Assam SARAS Mela marks a significant milestone in recognizing the contributions of these rural change-makers and reaffirming the vision of self-reliant communities.

Chintapally FPC Inaugurates Telangana Government Paddy Procurement Center



The Chintapally Farmer Producer Company (FPC) proudly inaugurated the Telangana Government Paddy Procurement Center (PPC) today, marking a significant milestone for the farming community in the region. The event was graced by the Chief Guest, Sri Babu Nayak, MLA, and Smt. Alivelu Sanjeev, Chairman of the Agricultural Produce Market Committee (APMC).

Key government officials, including the Mandal Revenue Officer (MRO), Mandal Development Officer (MDO), Assistant Director of Agriculture (ADA), and Agriculture Officer (AO), were also present to witness and support this significant development.

The Board of Directors, Chief Executive Officer, and representatives from the Cluster-Based Business Organization (CBBO) team joined enthusiastic local farmers to celebrate the occasion. The establishment of this center is a crucial step toward streamlining paddy procurement, ensuring fair pricing for farmers, and improving market access.

The initiative aims to empower the farming community by creating efficient market linkages and providing a robust platform for agricultural trade. By addressing gaps in the procurement process, the PPC will help farmers achieve better pricing and reduce post-harvest distress.

The Chintapally FPC was formed under the Central Sector Scheme (CSS) 10K FPO Formation and Promotion, with Bhartiya Samruddhi Investments and Consulting Services Limited (BASICS Ltd.) serving as the Cluster-Based Business Organization (CBBO).

This milestone reflects the joint efforts of government bodies, the FPC leadership, and farmer stakeholders to ensure sustainable growth and prosperity in Telangana’s agricultural sector.

NABARD CGM Inaugurates Herbal Processing Unit in Chamba

In a major step toward promoting sustainable agriculture and rural entrepreneurship, the Chief General Manager (CGM) of NABARD, Dr. Vivek Pathania, along with District Development Manager (DDM) Chamba, Mr. Sahil Swangla, inaugurated the newly established herbal processing unit of Holistic Himalaya Farmer Producer Company (FPC) in Salooni, Chamba.



Holistic Himalaya FPC specializes in medicinal and herbal plants, offering a range of products with multiple SKUs. The FPC was formed by

BASICS Ltd. as the Cluster-Based Business Organization (CBBO) under NABARD's 10,000 FPO (Farmer Producer Organization) Formation and Promotion Scheme.

During the inauguration, Dr. Pathania interacted with the Board of Directors (BoDs), farmers, and the BASICS team. He reviewed the entire processing setup, examining laboratory tools and understanding their functions. His visit aimed to explore how this initiative could be scaled to benefit more farmers and contribute to sustainable livelihoods in the region.

This milestone is expected to boost the local economy, enhance the value chain of herbal products, and strengthen the FPC's market outreach. The establishment of the herbal processing unit aligns with NABARD’s vision of empowering rural communities by enabling farmers to process and add value to their produce.

FPOs Shine at Krishi Bharat 2024, Empowering Farmers and Transforming Agriculture



Five FPCs promoted by BASICS Ltd recently participated in the CII Event: "Krishi Bharat - Harvesting Innovation for Sustainable Agriculture" in Lucknow, Uttar Pradesh. The event, held from November 15th to 18th, 2024, provided a platform for these FPOs to showcase their products and connect with industry leaders.

The participating FPOs were Shergarh FPC, Samrer FPC, Bisauli Green FPC, Asandra FPC, and Harakh FPC. The event offered a valuable opportunity for the FPOs' Board of Directors and CEOs to engage in discussions on potential collaborations and linkages with key players in the agriculture, finance, and marketing sectors. Additionally, the FPOs showcased their products and packaging strategies, which were developed with the support of BASICS Ltd.

Through their participation in Krishi Bharat 2024, these FPOs are demonstrating their commitment to empowering farmer communities and transforming rural agriculture. With the unwavering support of BASICS Ltd as the Cluster-Based Business Organization (CBBO), these FPOs are making significant strides under the Central Sector Scheme 10K FPO Formation and Promotion Program.

FPC Officials' Exposure Visit to Holistic Himalaya FPC



On September 23, 2024, BASICS Ltd organized a successful one-day exposure visit under the 10K CBBO project. Hosted by Holistic Himalaya FPC in Salooni, Chamba, the event brought together representatives from eight FPCs: Pangi Agrarians Farmer PCL, Parvitiya Sankriti FPCL, Panjungla Hills Fruits & Vegetables PCL, Holi Valley FPCL, Bhawarna FPCL, Nurpur FPCL, Baijnath Pragtisheel Kisan Utpadak PCL, and Naadaun Beas Valley FPCL.

The event provided a platform for knowledge sharing and practical learning. Participants gained valuable insights into product processing techniques, the establishment and management of FPCs, the importance of building strong partnerships with suppliers and buyers, the need for robust infrastructure, and the significance of effective governance. By sharing best practices and fostering knowledge exchange, BASICS Ltd aims to empower FPCs to strengthen their operations, improve their profitability, and ultimately benefit their member farmers.

BASICS Ltd joins hands with Lab2Land for Agri-Innovation

BASICS Ltd and Lab2Land AgriTech have signed an MoU at BASICS Ltd Head Office, Hyderabad, marking a significant step towards revolutionizing agriculture in India.

Lab2Land, a Hyderabad-based agri-input startup specializing in fertilizers, pesticides, crop nutrition, and chemical innovations, will collaborate with BASICS Ltd's BASIX Farmers' Market (BFM) platform. With over 800 Farmer Collectives onboard, BFM serves lakhs of farmers across India, providing access to inputs, outputs, and critical services.

The partnership aims to empower Farmer Producer Organizations (FPOs) with innovative solutions, including affordable fertilizers, crop nutraceuticals, and advisory services. The focus is on enhancing productivity and ensuring financial sustainability for farmers.

Raghuram Bhallamudi, CEO, BASICS Consulting, stated "This collaboration allows us to channel cutting-edge solutions from Lab2Land through FPOs, enhancing yields, improving quality, and driving farmer prosperity."

Aditya Deshpande, Founder of Lab2Land, added "Together, we aim to reduce costs, optimize resources, and build sustainable farming practices, ensuring a brighter future for Indian agriculture."

This collaboration comes at a crucial time, addressing the challenges of rising input costs and market volatility with innovation and sustainability at its core.



BFM Procured Maize in Madhya Pradesh



BASIX Farmers' Market (BFM) has procured maize in Chhindwara, Madhya Pradesh from farmers and farmers' collectives. This direct procurement model ensures that farmers receive fair prices for their produce, eliminating the need for intermediaries and maximizing their income. Till date, more than 2800 MT maize has been procured in MP. For all such supplies that passed the quality parameters payments were released within 2 days.

To maintain high quality standards, BFM employs rigorous third-party quality checks at every stage of the process, from procurement to storage. This commitment to quality not only benefits consumers but also enhances the reputation of Indian agriculture.

By fostering strong relationships with farmers and prioritizing their needs, BFM is contributing to the growth of the rural economy and promoting sustainable agricultural practices. This initiative aligns with BFM's broader mission of empowering farmers and creating a more equitable agricultural ecosystem.

BASICS Consulting to Drive Women-Led Transformation in Sustainable Horticulture



BASICS Consulting is leading a transformative study under the “Mapping Business Models with New Technologies and Women Entrepreneurship Development for Sustainable Agricultural Systems and Policies (AgSys)” project with GIZ in India. The initiative focuses on fostering sustainable agricultural and food systems, emphasizing the horticulture sector across seven states—Himachal Pradesh, Maharashtra, Karnataka, Odisha, Chhattisgarh, Jharkhand, and Punjab. The project addresses challenges in sustainable production, post-harvest loss reduction, and women farmers' access to financing, aiming to empower women in the horticultural value chain and drive systemic agricultural transformation.

With its decades of expertise in agricultural value chains, BASICS Consulting will document successful interventions promoting women's leadership in horticulture. The study highlights innovative business models, technology integration, capacity building, and inclusive growth. By advancing equitable access to resources, the project aims to build resilient agricultural systems and set benchmarks for scalable solutions nationwide.

BASICS Ltd. Partners with Cool Crop Technologies to Strengthen Horticulture Supply Chains Through Market Study

BASICS Ltd. has recently taken on a significant assignment to promote innovation in India's horticulture sector. In collaboration with Cool Crop Technologies Pvt. Ltd., the company will undertake a study titled “Developing a Market Linkage Strategy for Cooling-as-a-Service Business Model,” aimed at utilizing cooling technologies to enhance the horticulture supply chain through market-focused solutions.

The study will be primarily conducted in Himachal Pradesh, with a comprehensive market analysis covering adjacent regions such as Punjab and Chandigarh.

BASICS Ltd trained 6500 women poultry farmers

In partnership with the Asian Development Bank (ADB) and Suguna Foods, a transformative training initiative has empowered over 6,500 women poultry farmers across states such as Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh, Maharashtra, Telangana, and others. This extensive, multi-day, non-residential program centers on "Climate-Resilient Poultry Practices and Functional Financial Literacy." Designed by ADB with technical guidance from BASICS Ltd, the training equips women who are members or relatives of Suguna's contract farmers with critical knowledge in climate-adaptive poultry management, biosecurity protocols, financial literacy, and essential financial concepts. The program focuses on enhancing the skills and resilience of women in the poultry industry, enabling them to tackle climate challenges and manage finances effectively.



BASICS Ltd offers DiziTrack for better monitoring of BC Sakhis

Digitrack, an innovative MIS dashboard designed by BASICS Ltd., streamlines alternate banking channels through Business Correspondents (BC Sakhis). This user-friendly platform helps implementing agencies identify underserved areas, monitor financial inclusion initiatives in real-time, and support BC Sakhis effectively. By leveraging Digitrack, agencies can address challenges, enhance performance, and expand financial services to remote regions.

Recently, Digitrack was inaugurated by the Hon'ble Minister of Panchayat & Rural Development, Assam, Shri Ranjit Dass, at the Assam SARAS Mela 2024, alongside key government and financial sector representatives. BASICS Ltd. has already implemented Digitrack with Madhya Pradesh State Rural Livelihoods Mission (MPSRLM), showcasing significant gains in efficiency and impact. This milestone highlights the tool's potential for enhancing financial inclusion and fostering rural socio-economic development nationwide.



BASICS Ltd is setting a benchmark: MSRLS team visits BC Sakhi Model in Assam



the MSRLS (Meghalaya) FI team visited Assam to witness ASRLM's alternate banking model. The team observed the impactful work of ASRLM and TSA BASICS Ltd. under the BC Sakhi Model and appreciated the technological interventions in monitoring BC Sakhis. Over the last three financial years, these remarkable women have not only provided essential banking services but have also taken on entrepreneurial roles, delivering

digital financial solutions to their communities with a profound impact. Their efforts have led to over 60% of digital transactions, both in volume and value, being conducted by women, highlighting their indispensable contribution to rural financial empowerment.

These BC Sakhis are revolutionizing rural banking by making it accessible and convenient, bringing banking services directly to the doorsteps of households. Assam has been in the top position for last 14 months in DigiPay Sakhi transaction in the country. With around 41 lakhs transactions through women BC Sakhis, Assam has reached a huge volume of INR. 1100Cr of transaction.