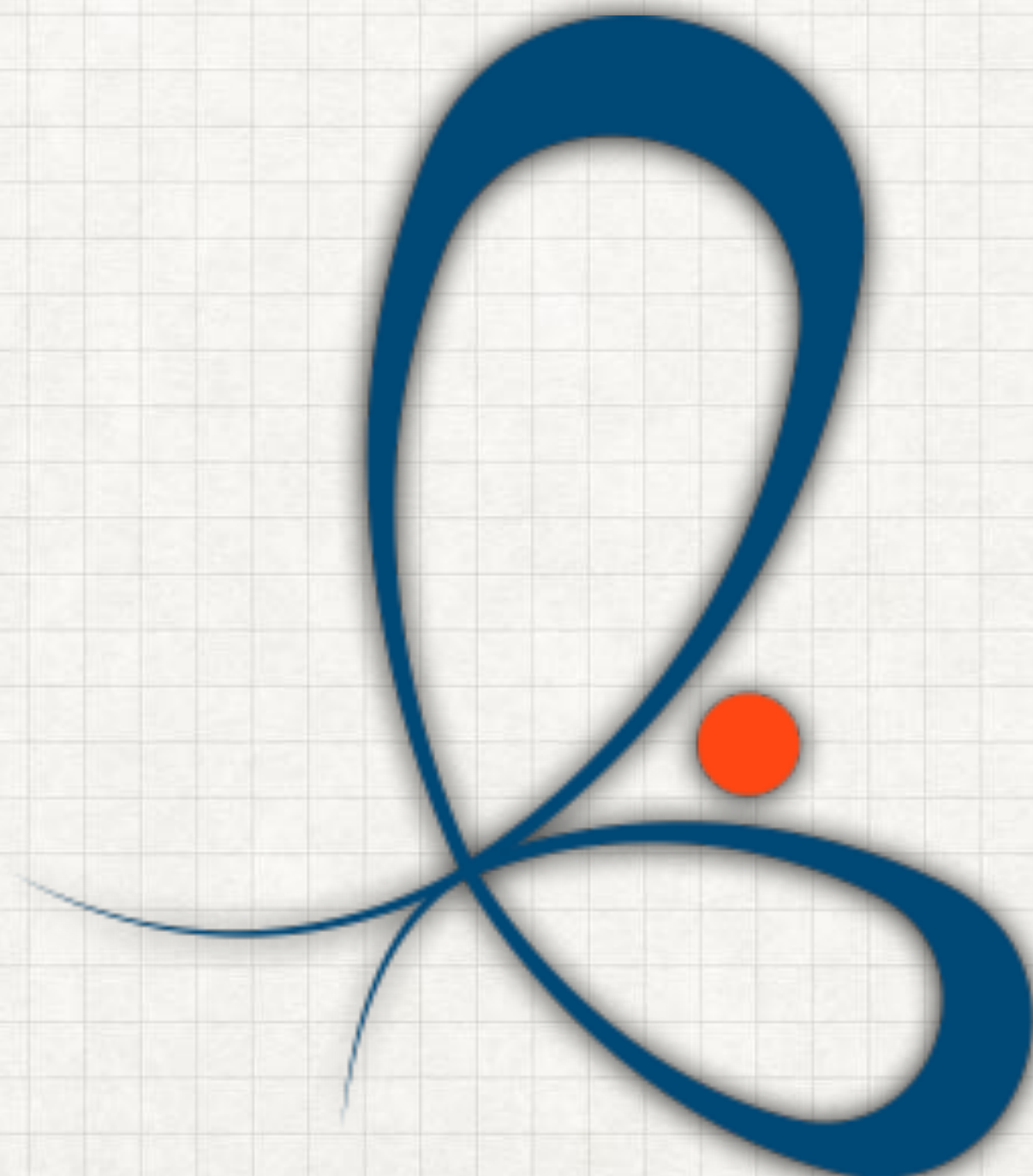


WWW.BASALINITIATIVES.COM

CHANGING PERSPECTIVES



Basal
Initiatives

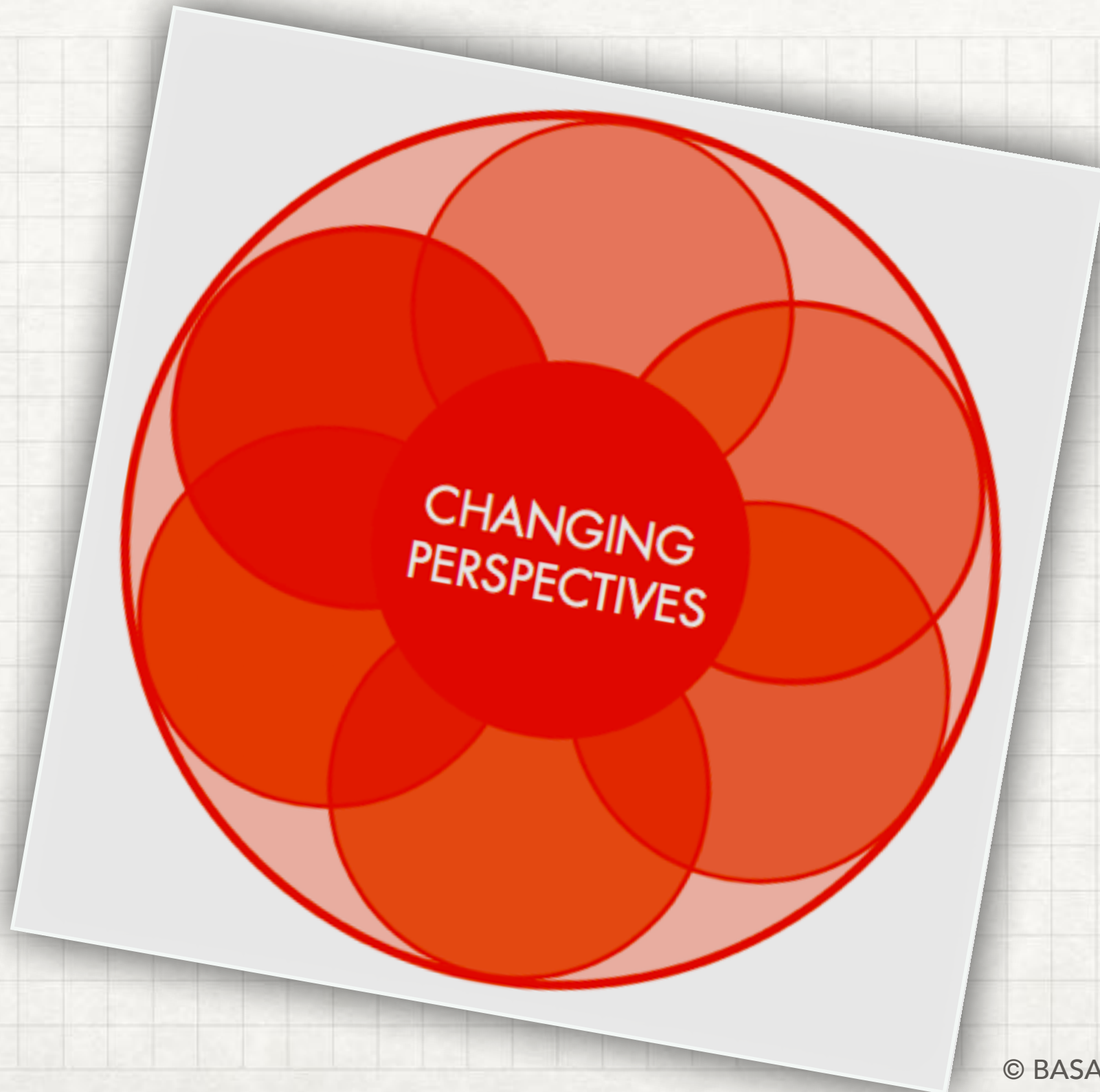
BASAL INITIATIVES

VALUES



BASAL INITIATIVES

VALUES



OBJECTIVES

BASAL INITIATIVES

To identify the **Critical Gaps** of different sectors Specially (Agricultural Gaps)

To Provide Solution Using **Technology** as main Medium.

To provide **Handholding** support to **Implement** the solutions till the **last Mile**.

OUR PHILOSOPHY

BASAL INITIATIVES

VISION

"Emerging as a strong institution in the exclusive domain of agriculture, food, processing and food safety"

MISSION

- Bring innovative crop production techniques, advisory services, quality inputs and Good Agricultural Practices to the farmers for increase in income.
- Capacity building through field exposure and training.
- Enhance production of secure, safe and quality food.
- Create effective and sustainable Market Linkages.

OUR GOALS

BASAL INITIATIVES

SHORT TERM

GROW THROUGH
COLLABORATIONS

LEVERAGE
RELATIONSHIPS WITH
KEY CLIENTS

FORAY INTO CAPACITY
BUILDING OF FARMERS
AND RURAL YOUTH

MEDIUM TERM

ALIGN WITH INDIAN MNCS

STRATEGIC ALLIANCES WITH
NATIONAL/ INTERNATIONAL
PLAYERS

DIVERSIFICATION IN ALLIED
SECTORS

LONG TERM

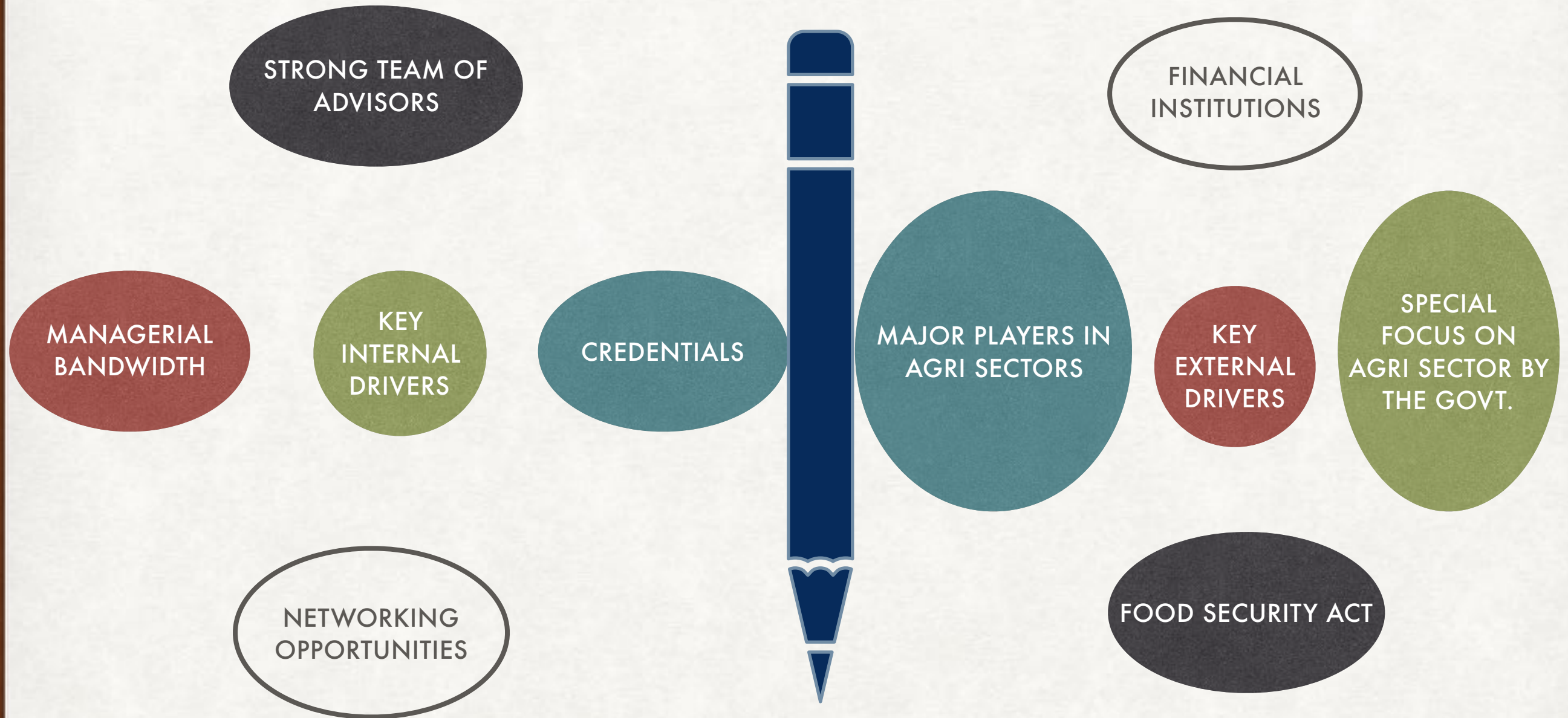
CONSOLIDATE OUR
POSITIONS

PAN INDIA/ PAC PRESENCE

REINVEST CASH FLOW

DRIVERS

BASAL INITIATIVES



FARMER BASE BASAL INITIATIVES

BASAL INITIATIVES is presently working with

FPOs

Cooperatives / PACS

Farmers Clubs

Agri Producer Clusters

NGOs/ MFIs

SHGs

Network Across India
and Abroad

INTRODUCING TECHNOLOGY

ENABLING SMART AGRICULTURE

Comprehensive platform designed to transform agriculture into a “**Smart Agri-Business Enterprise**”.

- ❖ Single Window Service for Farm Planning, Input Procurement, Production and Marketing of agriculture produce
- ❖ Bringing the ecosystem together - Farmer Community, Input Agencies, Producer Organisations and Communities, Experts and Potential Buyers
- ❖ Personalised and localised services to farmer communities
- ❖ Secure, anytime and anywhere service through Smart Phones, Internet and Village Kiosks

SERVICES

BASAL INITIATIVES

Reduction in Production Cost

Improve Production Quality and Yield

Farming Insights and Market Intelligence

Increase Income through Market Linkage

Reimagine Markets

To create local markets for local goods

Reimagine Enterprise

To create impactful businesses through established and newer forms and models

Reimagine Scale & Scope

To promote solutions that realize economies of scale and scope for cost competitiveness, viability and sustainability

Reimagine Funds

To transform livelihoods by using finance as a significant resource (which necessitates a mix of grant, debt and equity)

Reimagine Technology

To increase access and use of multiple technologies as drivers of transformation and growth for the marginalized

Reimagine Impact

To demonstrate models that empower producers and enable them to realize growth in assets and growth in productivity of the assets

Communities we work with



Small & Marginal Farmers



Small Artisans & Weavers



Small Livestock Holders & Fisherfolk



Forest Produce Gatherers



Wage Labour, including Migrant



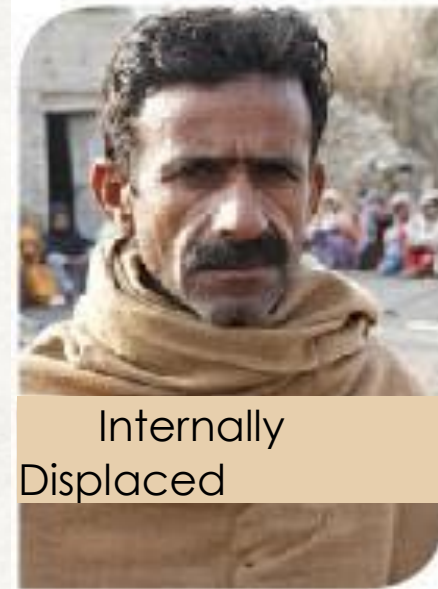
Urban Marginalized



Micro & Small Entrepreneurs



Disaster Prone Communities



Internally Displaced



Other Vulnerable Communities

Reimagine Communities



Self-Reliance

Given access to the right resources, producers can create and manage their own enterprises.



Evolution

Given the right design, one can create transformational impact beyond economics to empowerment and equity.



Our Transformative

Livelihood Models



Beehive
Collective Enterprise



Cross Pollination
The Not-For-Profit Business



Symbiosis
The Corporate-Producer Co-evolution



Metamorphosis
Reviving Cooperatives



Web
Networked Enterprises



Reimagine

Environments



Reimagine
Finance



Reimagine
Learning



Reimagine
Opportunities



Reimagine
Communities

SATELLITE TECHNOLOGY

BASAL INITIATIVES

Develop **farm level crop indices** based on advanced analysis of **Satellite Earth observation** and **IoT sensor data**.

Crop yield assessment , crop health monitoring, Water -use efficiency in fields, Soil characterisation, all weather variables impacting harvest.

BRINGING “BIG DATA” TO AGRICULTURE.
(Agriculture+Satellites) Create Operational Efficiency in Crop adding variety of data

PRECISION FRAMING

BASAL INITIATIVES

COMMODITISING SATELLITE **IMAGERY, WEATHER AND IoT DATA** ON A
SINGLE ANALYTICS DASHBOARD

Increase productivity

Increase farmer
income

Adapt to Climate
change effects

Precision farming
Cost-efficient Crop
Yield estimates

WEATHER DATA

GENERATE
REPORTS

IoT DATA

ONE STOP SHOP

Farmers To Consumers Empowering Agriculture,
Food Processing And Food Safety

“An Initiatives By Basal Initiatives (P) Ltd.”

BUSINESS MODEL

BASAL INITIATIVES

- Online Services Through
 - Web Portal
- Onsite Services Through
 - Farmers Development Centre
 - *FarMade* (Mobile Van)

ONLINE BASAL INITIATIVES

MARKET LINKAGE
B2B PLATFORM FOR BUYERS & SUPPLIERS

TENDERS
SOURCES OF COMMERCIAL TENDERS IN THE EXCLUSIVE DOMAIN OF
AGRICULTURE, FOOD PROCESSING AND SOLAR ENERGY

AGRI SOLAR
SOLAR ENERGY

LIVESTOCK
A DEDICATED SECTION FOR INTEGRATED LIVESTOCK FARMING AND PROCESSING

ONLINE BASAL INITIATIVES

FARM MACHINERY

INFORMATION ON LATEST FARM MACHINERIES AND SUPPLIERS

E LEARNING

GUIDANCE ON THE INTERNATIONAL RECOGNISED STANDARDS ON FOOD SAFETY
MANAGEMENT SYSTEM

CONSUMER SECTION

AWARENESS ON HEALTHY LIVING AND FOOD SAFETY

AGRI PLAYERS

A DIRECTORY SERVICES FOR THE PLAYERS IN FOOD SUPPLY CHAIN

ONLINE

BASAL INITIATIVES

CROPS TECHNICAL

- FRUITS
- NUTS
- SPICES
- VEGETABLES
- PULSES
- CEREALS
- OIL SEEDS
- FIBRES
- FLOWERS
- SEEDS
- NURSERIES
- NEW CROP VARIETIES
- HI-TECH IN HORTICULTURE

COMMERCIALS

- NEW TECHNOLOGIES
- GOVT. SUPPORT SCHEMES
- LIVESTOCK FARMING
- COLD STORAGE
- WAREHOUSING
- BANKS IN AGRI SECTOR
- FARM TOOLS
- MACHINERIES
- FOOD PROCESSING UNITS
- CROP INSURANCES
- LICENSING FOOD OPERATORS
- EMPOWERMENT
- E COMMERCE

KNOWLEDGE HUB

- CLEAN MEAT PRODUCTION
- CLIMATE CHANGE
- INNOVATIVE FARMERS
- ORGANIC FARMING
- MICRO IRRIGATION
- WATERSHED
- MANAGEMENT
- NPM
- PLASTIC MULCHING
- GREEN HOUSE
- PLANT PROTECTION
- CHEMICAL FERTILISER
- FOOD SAFETY & QUALITY
- INSTITUTIONS IN AGRI
- MEDICINAL PLANTS

ONLINE

BASAL INITIATIVES

CAPACITY BUILDING
FOR RURAL YOUTH ON FARM SUPPORT SERVICES

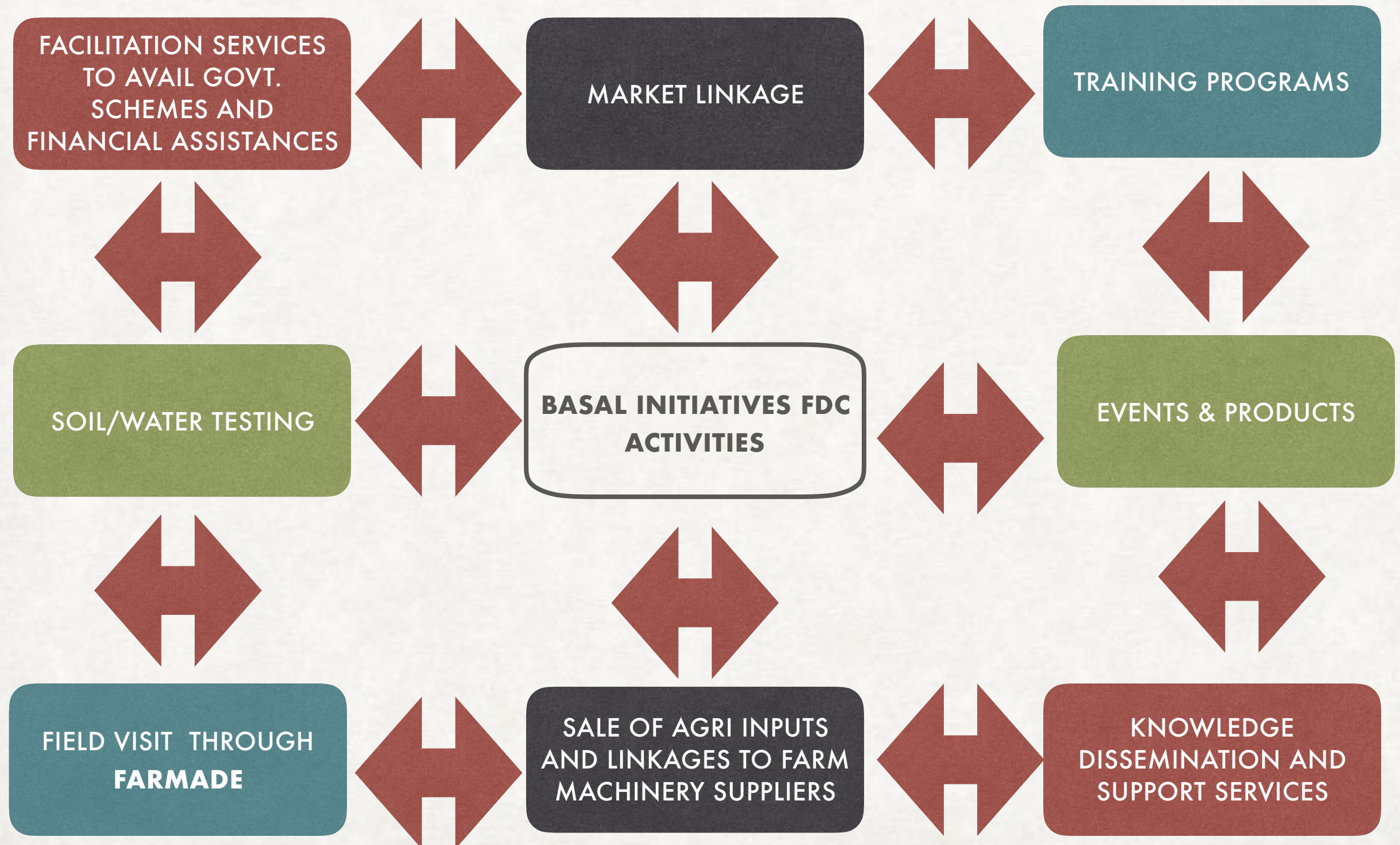
CONSULTANCY SERVICES
WAREHOUSES , COLD STORAGE , ETC.

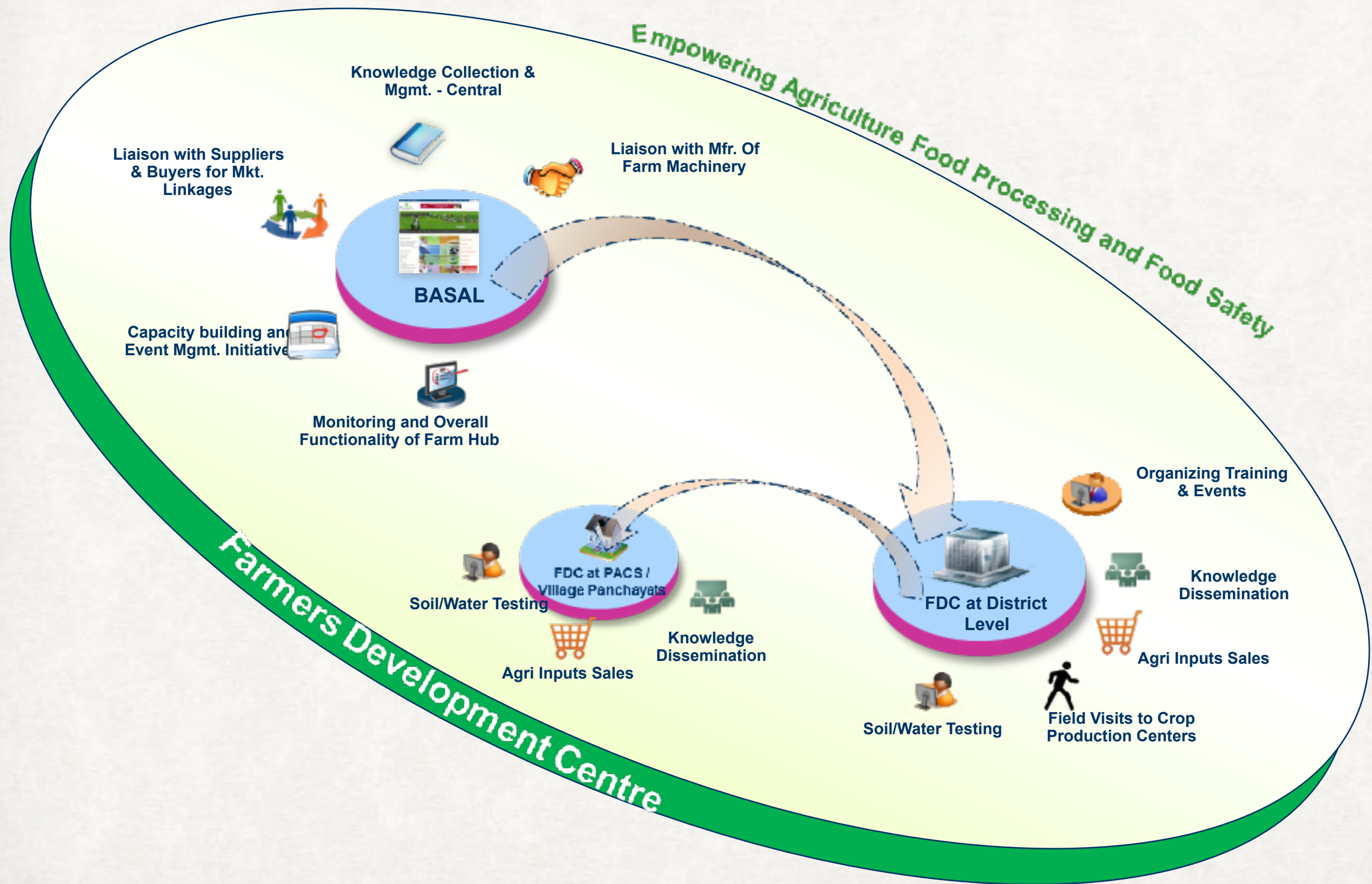
FARMERS DEVELOPMENT CENTRES
A CENTRE OF EXCELLENCE IN THE EXCLUSIVE DOMAIN

FARMADE MOBILE VAN
TO REACH AND TEACH THE FARMERS AT THEIR DOORSTEPS, EMPOWERING THE
FARMERS ON SOIL & WATER TESTING

FARMERS DEVELOPMENT CENTRE - FDC

FIRST OF ITS KIND IN THE MARKET PLACE





Partner Program Services

Building Structures

Creating Technology

Raising Resource

Shaping the
Environment

Connecting to
Stakeholders

Sustaining the Design

Organising Enterprises

Nurturing Abilities

Protecting against Perils

Navigating Markets

WHAT WE OFFER YOU

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BASAL WEB PORTAL
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FARMERS DEVELOPMENT
CENTRE

FARMADE MOBILE VAN

- ACCESS TO THE PORTAL

- PROMOTION OF YOUR PRODUCTS

- USE OF TRAINING FACILITIES

- SOIL & WATER TESTING SERVICES TO THE FARMERS

- PRODUCT PROMOTION

- SALE OF INPUTS

- ADVISORY SERVICES THROUGH TECHNICAL EXPERTS

- TRAINING PROGRAMS AT THE FARMERS DOOR STEPS

- SOIL & WATER TESTING SERVICES TO THE FARMERS

- PROMOTION OF PRODUCTS DURING VISITS

- ORGANISING EVENTS

THANK YOU!

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