



BASAL INITIATIVES PRIVATE LIMITED



ABOUT US

Changing Perspectives ...



BASAL INITIATIVES is a mission-driven consulting firm for leaders in search of large-scale, lasting social change. Through our combination of customized services, powerful ideas, and learning communities, we help foundations, businesses, profits & nonprofits, and governments around the world accelerate progress.

BASAL INITIATIVES is a management consulting service provider offering a wide range of Consultancy, Implementation, Hand Holding and Management Support Services to address the livelihood enhancement needs of the economically marginalized. It is run by experienced and passionate professionals from diverse fields. It seeks to ensure that marginalized people are recognized as active contributors to the economy and that they can generate as well as receive an equitable share of wealth.

BASAL INITIATIVES directly works for the individual and collective economic development of the marginalized communities. Towards this, it promotes enterprises and generates individual and collective employment for communities. While doing so, it takes care to ensure sustainability (including ecological consciousness), equitable wealth distribution and economic empowerment.

As a matter of strategic choice, BASAL INITIATIVES works primarily with women producers belonging to marginalized communities. BASAL INITIATIVES has worked in all aspects of promotion of producer organizations. From conducting the studies to promoting PCs for itself and other Technical Support Agency to getting them registered and handholding in operations through capacity building of staff and producers, BASAL INITIATIVES has experience in all aspects.

Our Objective

Focus on entrepreneurship, innovation & empowerment by identifying critical gaps by providing solutions and giving handholding support at last mile.

Our Vision

Emerging as strong centre of excellence in the exclusive domain of agriculture, food processing and food safety.

Our 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 APPROACH

KEY ACTIVITIES IN AGRICULTURE

- * *Democratic Process*
- * *Seeds And Agri Inputs At Door Steps Of Farmers*
- * *Procurement*
- * *Commodity Processing*
- * *Marketing*
- * *Capacity Building*
- * *Farming Machinery*
- * *Credit And Saving*
- * *Storage*
- * *Logistic*



INTERVENTION MODEL FOR FARMERS/ COMMUNITIES

- * **EVOLVE BUSINESS PLAN:** Integrated Service Model, Value Addition, Cost Reduction.



- * **RAISE AFFORDABLE FINANCE:** Get affordable finance through Banks, Specialized Institutions, Grants/ Debt/ Equity, Loan Linkages for Farmers.



- * **ORGANIZE SMALL PRODUCERS:** Forming groups of 20 members to 1000 members collectives for a significant institutional presence, Compact area approach.

- * **NURTURING PEOPLE'S ABILITIES:** Building governance and management capacities of farmers, Better farming techniques, seed production, productivity enhancement.

- * **CREATE PHYSICAL INFRASTRUCTURE:** Building Processing Units, Warehouses, Farmers Services Centre, Provide Farming Machinery.

- * **LINK TO MARKETS:** Reduction in Operational costs At least 30% to 60% share in Value to Producer.



WORK STRATEGIES

BASAL INITIATIVES WORKS FOR

- * **Small & Marginal Farmers**
- * **Small Artisan & Weavers**
- * **Small Livestock Holders & Fisherfolk**
- * **Forest Produce Gatherers**
- * **Wage Labour Including Migrant**
- * **Urban Marginalized**
- * **Micro and Small Entrepreneurs**
- * **Disaster Prone Communities**
- * **Internally Displaced**
- * **Other Vulnerable Communities**



BASAL INITIATIVES PLATFORMS

*Reimagine Learning

An Open-Source Knowledge Platform: A practitioner's platform that catalyses livelihood learning curve through training videos, visual data, policy analysis, case studies, best practices, interviews and more.

*Reimagine Finance

Connecting Investors and Social enterprises: A crowd-sourced funding platform that raises low-interest funds for producer-owned enterprises.

*Reimagine Opportunities

Connecting engagements seekers and engagements: A platform that helps professionals identify and engage with opportunities in the livelihood space. This also helps livelihood organization recruit and manage talent effectively.

*Reimagine Communities

A forum to sing the song of the unsung communities: A forum that sings the songs of the unsung, that narrates the stories of rural communities and their unbeatable spirit against all odds, that captures the beauty of their dreams and is the repository of their traditional wisdom.

BASAL INITIATIVES MODELS

*Beehive

Collective Enterprise : The integration of small, marginalizes producers to create business enterprises that help climb up the value chain.

*Cross Pollination

Sustaining Non-Profits : Facilitating the discovery of business opportunities hidden within the Not-For-Profit/Profit operations and the transformation of these opportunities into self-sustaining enterprises.

*Metamorphosis

Reviving Cooperatives : Transforming Government-owned unprofitable and unviable cooperatives of India into producer-owned profitable enterprises.

*Symbiosis

The Corporate -Producer Co-evolution : Creating a long-term relationship between corporation and producers that is based on mutual trust and support.

WHAT WE OFFER



IT SOLUTIONS

- * Rural XPO
- * Rural BPO
- * Rural LPO
- * Rural IT Outsourcing
- * Consultancy - Parallel Pyramid

FARMING SOLUTIONS

- * Farm to Firm Model
- * Aeroponics
- * Hydroponics
- * Shed nets
- * Organic Farming

MANAGEMENT SOLUTIONS

- * Strategic Planning Services,
- * Organization/Company Development,
- * Human Resource Management & Management Information System,
- * Marketing, Import & Export Solutions,
- * Financial Management Solutions

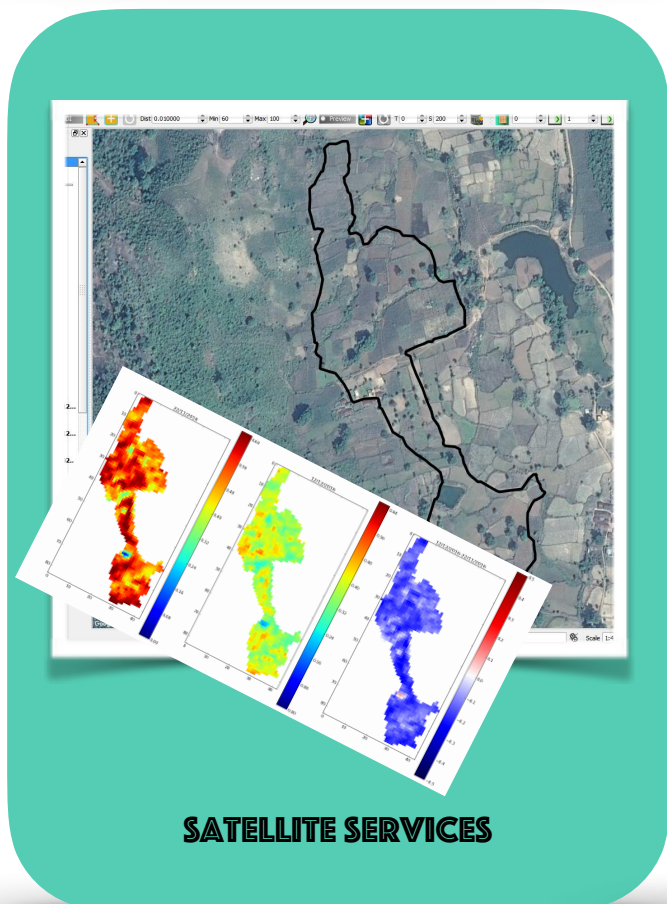
DEVELOPMENT SOLUTIONS:

- * Capacity Building
- * Documentations
- * Development Advocacy
- * Impact Assessment
- * Development Audit & Institutions Building

LIVELIHOOD SOLUTIONS:

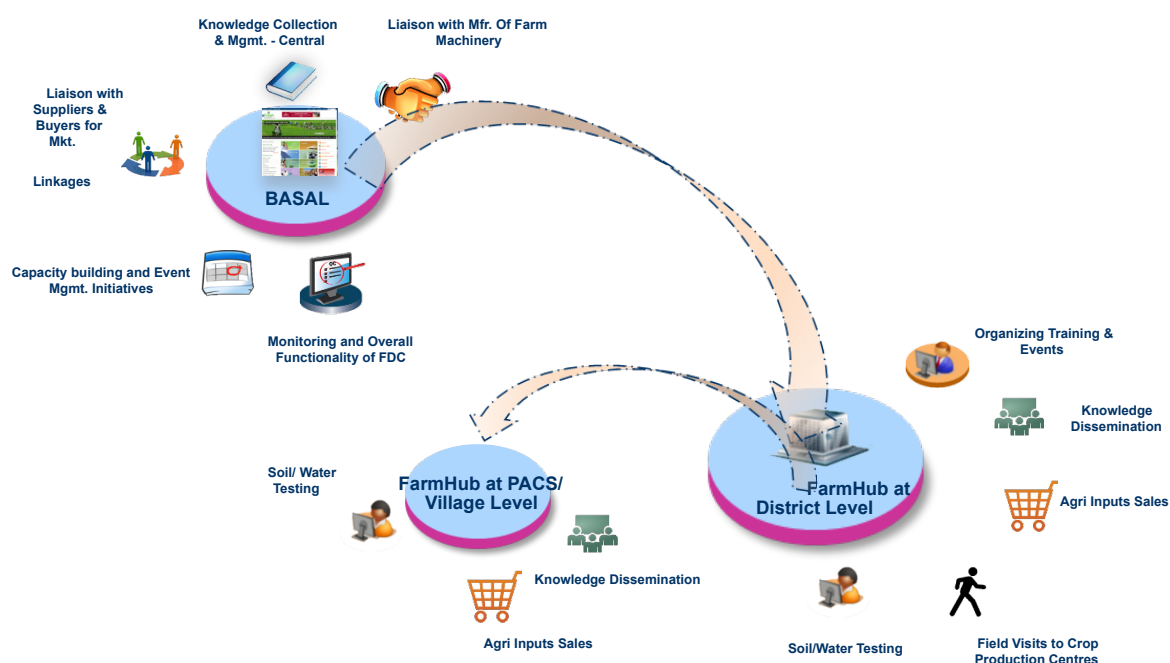
- * Promotions of livelihood
- * Technical support services
- * Livelihood for Special groups
- * Livelihood Studies
- * Implementation Services

OUR PROGRAM



OUR INITIATIVE

FARMHUB MODEL



BASAL INITIATIVES FARMHUB ACTIVITIES

- * Sale of Agri Input and linkage to farm machinery suppliers
- * Soil/ water testing
- * Facilitation services to avail government schemes and financial assistances.
- * Knowledge dissemination and support services.
- * Training programs
- * Events and Products
- * Field visit through **FarMade**
- * Market linkage



FARMMADE
EVB MADE

COMPANY PROFILE



CO - FOUNDERS



SATYA SARATHY



IPSHITA



JEEVAN SANGRAM

| | |
|------------------------------|--|
| REGISTERED NAME | BASAL INITIATIVES PRIVATE LIMITED |
| POSTAL ADDRESS | PLOT 1031/ 2590, JAGMOHAN NAGAR, JAGAMARA, KHANDAGIRI, BHUBANESWAR - 751030 |
| CONTACT NUMBER | +91 674 2351986 |
| EMAIL ADDRESS | <u>INFO@BASALINITIATIVES.COM</u> |
| WEBSITE | <u>WWW.BASALINITIATIVES.COM</u> |
| CIN No | U01100OR2016PTCO25573 |
| GSTIN | 21AAGCB9201P1ZN |
| FSSAI LICENCE NO. | 12017033000294 |
| No.of FPOs | 08 |
| No. of Agri Producer Cluster | 25 |
| Area of Operation | South Odisha (Koraput, Raigada, Nabrangpur, Kalahandi, Kandhamal) |

OUR WORKING PARTNERS



Satsure

Pradan

PROFESSIONAL ASSISTANCE
FOR DEVELOPMENT ACTION



KALPAVRIKSH(EXIM)

**harsha
trust**

