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# THE ECOBASKET GROUP

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 [www.ecobasketconsultancy.com](http://www.ecobasketconsultancy.com)



# The ECOBASKET GROUP

is a collective of organisations working across research, implementation, enterprise development, and market linkage to support **sustainable livelihoods and community-led economic models**.

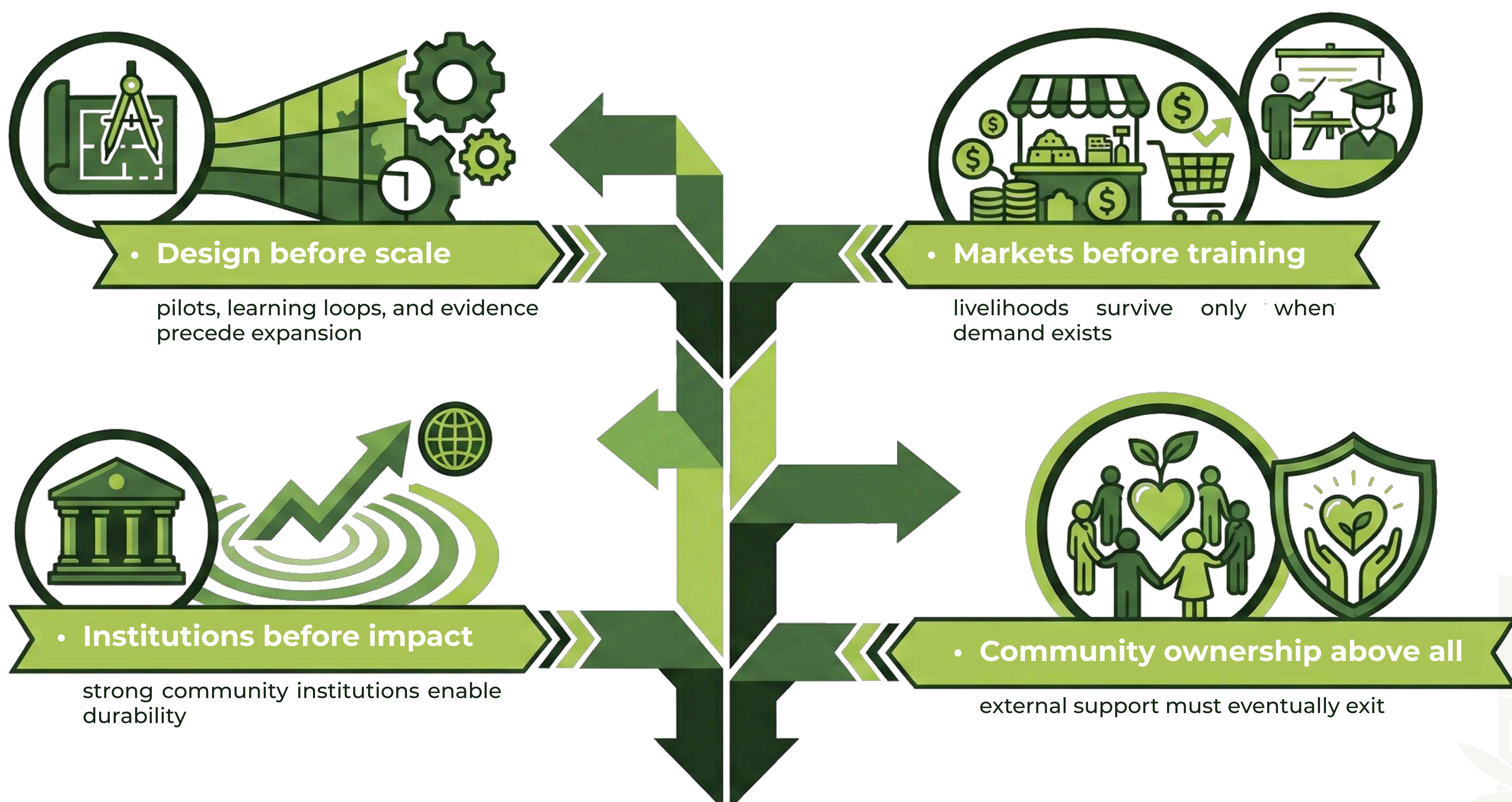
The Group evolved from years of direct field engagement where a recurring gap became evident:

well-designed programmes often struggled at the implementation stage, strong field initiatives failed to connect with markets, and successful pilots remained difficult to scale due to weak institutional foundations.

Rather than addressing these challenges in isolation, the Ecobasket Group was structured as an **integrated ecosystem**, where different entities perform distinct but connected roles, allowing ideas to move from **planning to practice**, and from **practice to sustainability**.

## What GUIDES US

Across geographies and sectors, our work is anchored in a few non-negotiable principles:



# Our COLLECTIVE STRENGTH

The Group combines:



This structure enables us to work with **CSR foundations, government programmes, NGOs, producer institutions, SHGs, FPOs, and private enterprises**, while remaining grounded in community realities.

## The ECOBASKET GROUP ECOSYSTEM

The Group currently comprises three key entities:

- 1. Ecobasket Consultancy Pvt. Ltd.** – Advisory & research
- 2. BookForChange Foundation** – Implementation & institutions
- 3. OTLO Ventures** – Enterprise & markets

Together, these entities allow the Group to **design, test, implement, and scale** solutions that are economically viable, socially inclusive, and environmentally responsible.





# 1. ECOBASKET CONSULTANCY

The Group combines:



Research



Strategy



Impact Advisory

Ecobasket Consultancy is the foundational entity of the Ecobasket Group. Established in 2017, it serves as the research, strategy, and advisory arm, supporting development programmes from conceptualisation to evaluation.

The organisation works at the intersection of data, livelihoods, institutions, and sustainability, enabling clients to move beyond activity-based programming towards outcome- and impact-oriented design.

## CORE AREAS OF WORK

- Baseline, Midline & Endline Studies
- Impact Assessments
- Programme Design & Theory of Change Development
- CSR Strategy & Long-term Programme Planning
- Value Chain & Market System Development

For More Information

[Click Here](#)



## 2. BOOKFORCHANGE (BFC) FOUNDATION



Community  
Implementation



Institutions



Ownership

BookForChange (BFC) is the Section-8, not-for-profit implementation arm of the Ecobasket Group. While Ecobasket Consultancy designs and advises, BookForChange executes on the ground, working directly with communities, SHGs, producer groups, artisans, farmers, and youth.

Its mandate is clear:

**Translate good design into durable community-owned outcomes.**

### CORE FOCUS AREAS

- Community Institution Building (SHGs, FPOs, clusters, federations)
- Health and Wellness
- Livelihood and Wealth
- Climate Action
- Education and Prosperity

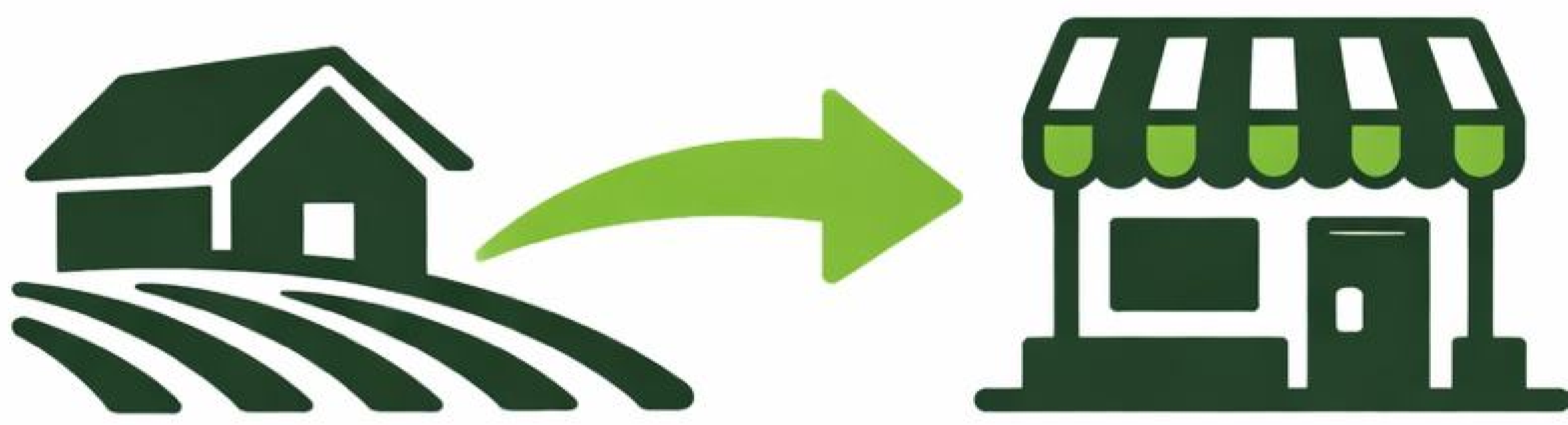
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### 3. OTLO VENTURES

#### Market-Facing Rural Enterprises



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OTLO Ventures is the **marketing arm** of the Ecobasket Group, focused on building **market-ready, ethical, and sustainable product lines** rooted in rural and natural systems.

#### KEY FOCUS

- Natural and organic product development
- Farmer and producer market linkages
- Value addition and branding
- Ethical sourcing and traceability

OTLO enables producer groups and rural enterprises to **move from production to participation in markets**, ensuring income generation is not limited to raw material sales

#### For More Information

[Click Here](#)



# One Group, **MULTIPLE PATHWAYS**

The Ecobasket Group does not view consulting, implementation, or enterprise as separate silos.

Instead, we see them as **interdependent pathways**, each strengthening the other.



- Research informs action



- Action strengthens institutions



- Institutions enable enterprises



- Enterprises create lasting livelihoods

This integrated model allows the Group to support partners in building programmes that are **thoughtful, grounded, and built to last.**





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