

Vision & Values

VALUES BASIX is deeply committed to promoting livelihoods for the poor, and have a strong concern for equity ‐ working with the rural and urban poor sustainability ‐ both financial and institutional for BASIX and also for its customers and for the environment results ‐ making things happen on the ground as well as scale up directly and indirectly through influencing others including government policy and programs integrity and dignity ‐ ensuring these for those who we work with and those who work in BASIX Innovation and learning - devising new ways of doing things and mastering those

VISION

The logo depicts the vision of BASIX. Inspired by the Yin-Yang duality, the logo has broadly the following meaning.

The circle represents the globe, our mother Earth, half of which is dark blue, representing poor, who are excluded from opportunities for better livelihoods. The white dot in the dark region represents an area of hope, arising from the talents and aspirations of the poor and the efforts of BASIX to promote livelihoods.

The white part is the economically more prosperous world, but colourless, and it can benefit from the vibrancy and talents of the dark blue part. The lines represent BASIX attempts to establish linkages between the two zones. These linkages include capital, human resources, technology, markets, institutions and policies. The environment is represented by the circular boundary, which also depicts the Earth. Anything that we do to enhance prosperity (Samruddhi), has to be sustainable for both zones together.

Our motto, “Equity for Equity” means that BASIX attempts to use capital (financial, human, social and natural capital) to work towards bringing equality of opportunity and social justice in society, globally.