



**Passion drives to Success**  
**An inspiring story of World Fisheries Day – 2020 Award Winner**  
**For “Best Shrimp Hatchery”**

*“I am an autodidact. I am passionate.*

*I followed my passion, I dreamt it and now I am living it”*

*- Shri. Ravi Kumar Yellanki*

**BACKGROUND:**

Shri. Ravi Kumar Yellanki is an MBA graduate from Xavier Institute of Management, Bhubaneswar. As a professional, he was a project consultant and provided consulting services to many companies. While doing so, he had an opportunity to learn the dynamics of various businesses. Among many businesses he was analysing on a daily basis, he found the shrimp hatchery business interesting as it was progressing well nationally and globally.



Figure 1: Dr. Ravi Kumar Yellanki

He then decided to quit his profession as a consultant and establish a shrimp hatchery of his own. But, as it requires higher investment and time to construct a hatchery, he opted to acquire few hatcheries which were not performing well and were for lease out. He spent his initial two to three years understanding the hatchery business and its related aspects in depth. In 2001, he

constructed a hatchery at Bhogapuram, Vizianagaram, Andhra Pradesh and named it ‘**Green Field**’. During the initial period, Tiger shrimp seed - an indigenous species was produced and later on started producing the exotic species - *L. Vannamei*, seed.

**JOURNEY OF PRODUCING DISEASE-FREE SEED:**

During 2001, most of the brood stock was infected with white spots and the disease created problem in the culture area. This disease was also getting transmitted vertically from the mother to the offspring.

As part of disease mitigation, Shri. Ravi Kumar quarantined each brood stock in a different bin, separating male and female and screened them for diseases and then to the maturation for breeding. By following these strict measures, he controlled the spread of the disease to a larger extent.



***“Producing a disease-free seed from the wild brood stock that is heavily infected with disease is a herculean effort”, says Shri. Ravi Kumar Yellanki.***

This way, he established a protocol to produce disease-free seed from the wild brood stock. His efforts were recognised and farmers from West Bengal, Gujarat, Andhra and Odisha used to purchase shrimp seed, as it gave them excellent results. Farmers were getting very good crop throughout the country through this approach in both east coast and west coast.

### **INTRODUCTION OF VANNAMEI:**

In 2005, he constructed one more hatchery in Pondicherry to expand the reach to the other parts of the country and sell the produce. In this hatchery, Vannamei seed was produced from 2009. From Pondicherry they could reach Tamilnadu, South Coastal Andhra Pradesh and also could easily connect to Mumbai and Kolkata. They followed the same protocols here as Vizag hatchery, like screening the brood stock and separating the disease-free shrimp and taking them to maturation.



During this period, the disease became wide spread in the grow out areas and got horizontally and vertically transmitted, since most of the brood stock in the wild was infected.

In August 2009, Vannamei was officially introduced by the government. Mr. Yellanki's hatchery was the first to officially produce Vannamei in India after its introduction. They

have given their first batch of Vannamei seed on 09.09.2009.

**This was the first official sale of Vannamei in India (Vaisakhi).** In 2009, they switched over to Vannamei in Pondicherry and in 2011 in Vizag.

In 2013, the industry was booming and the global markets were doing well. Vietnam and Thailand were the primary producers of Shrimp. As there were deficit supplies of shrimp in the global market, the prices raised and the Indian farmers were making good money. This encouraged more farmers to take up shrimp farming which further boosted the industry growth. At the same time, the seed price too increased.

In these prevailing situations, Ravi Kumar had decided to construct new hatcheries. But, as it would take more time for construction and as he was unsure of the raise in the market, he acquired two hatcheries in 2013 and one integrated company in 2014 which has a 100 Ha farm and one hatchery. Currently, along with the new hatcheries which were acquired, two green field projects, another hatchery is being operated in Chennai through a joint venture.

In addition to the hatchery business, he does farming in 100 Ha near Vizag, which is a sea fed farm. This is one of the few largest sea fed farms in the country. He also does farming near Machilipatnam on leased land.

Shri Ravi Kumar aspires to expand the business through his integrated shrimp aquaculture company and supply shrimp to the entire world.

### **KNOWLEDGE SHARING:**

Shri Ravi Kumar's work has gained accolades at national and international levels through his presentations on Shrimp Aquaculture. He spoke at Aqua America – 2020 held in Hawaii. He was also invited for talks & trainings by few international universities. He even participated in several national level

seminars/webinars and delivered sessions on the Shrimp culture and management practices.

### REWARDS AND RECOGNITIONS:

In recognition of his visionary work and futuristic thinking, Shri Ravi Kumar

Yellanki's firm was awarded **"The 2nd Best Hatchery"** by MPEDA during Aqua Aquaria Expo (2013) and **"The Best Shrimp Hatchery"** from NFDB on World Fisheries Day- 2020.



Shri. Ravi Kumar Yellanki giving presentation on World Fisheries Day-2020 and was felicitated for "Best Shrimp Hatchery" by *Hon'ble Minister of State for Fisheries Shri Pratap Chandra Sarangi and Secretary, Dept. of Fisheries, Dr. Rajeev Ranjan, IAS*