

Women in Aquaculture Achieving Greater Horizon



- Name: **Smt. Jhina Parida**
- Age: **49 years**
- Place: **BhagabanpurDist, Kendra Para, Odisha**
- Financial Support: **Rs.11.50 lakhs provided by bank.**
- Business: **Hatchery & Aqua one Centre**
- Name: **Maa Budhi Jagulei Fish Seed Hatchery**
- Position: **The Secretary "Maa BudhiJagulei Women & Dairy Cooperative Society Ltd."**
- **Year wise - Profit:**
 - 2016 -Rs. 4.0 Lakhs
 - 2017 -Rs.7.00 Lakhs
 - 2018 - Rs. 8.5 Lakhs
 - 2019 - Rs.11.00 Lakhs.
 - 2020 - Rs.24.00 Lakhs

GENESIS:

Smt. Jhina Parida, hailing from Odisha started her entrepreneurial journey with a strong determination to venture into fisheries. While exploring the possibilities for guidance and to know the provisions, she met the District Fisheries Officer and was appraised on various avenues of fish culture activities. After a series of meetings and consultation with the department, she decided to go for fish seed production and marketing. Her journey to fisheries started with the hatchery project which was sanctioned to her by Krishi Sahayak Kendra (K.S.K.-APICOL) and financed by SBI, Mahala with an amount of Rs.14.42 Lakhs (Rs.11.50 Lakhs by the bank and Rs.2.92 Lakhs beneficiary contribution). She named her Project as "**Maa Budhi Jagulei Fish Seed Hatchery**"

JOURNEY:

In the first year, she constructed Six (06) tanks having 3 acre water spread area (WSA) and in addition, she took 18 tankson lease from different villages of approx. 6 acre of water spread area for nursery purpose. More than 150 Lakhs spawn procured from ICAR- CIFA werestocked to producealmost 30 Lakhs fry. The very first sale was of 20 Lakhs fry and 2 Lakhs fingerlings. Hatchery could produce 2 million Common Carp seed with the technical support of ICAR-CIFA. Later breeding of Catla and Rohu were carried out and 40 Lakhs of spawn were produced. She was confident enough to breed common Carp in the month of November 2016 and produced 5 Lakhs of spawn. With steady growth, the hatchery could achieve a net profit of Rs.7.00 Lakhs by the end of 2017.

ASSOCIATION WITH NFFBB:

Smt. Jinha's desire and zeal to improve the business has led to a new association when she came to know about the improved varieties of seed promoted by NFDB-NFFBB. She purchased 105 Kg of Jayanti Rohu, 74 Kg of Improved Catla and 25 Kg of Amur Common Carp in the month of February 2018 and 20,000 early Fry of Amur Common Carp during March 2018. From the fry, she produced 15,000 fingerlings and the same were distributed among *150 farmers*. The farmers found tremendous growth from the fingerlings supplied by her. In the span of one year, the Amur common carp had grown 1.5 to 2.5 Kg. Witnessing the benefits, she entered MoU with NFDB-NFFBB as Network hatchery in August 2018 and since then she has not looked back.

GROWTH:

In January 2019, she purchased 15.5 lakhs of spawn from NFDB-NFFBB and reared the spawn into Fry and Fingerlings. From this stock, she sold 3 lakhs fry and 2 Lakhs fingerlings to more than *900 farmers* including organizations like TATA Trust, Jaljivika, Pune. Since then she did not look back and in one year her net profit raised to Rs.11 Lakhs. In the year 2020 her net profit was Rs.24 Lakhs. As on date, she has 32 acres of seed growing units. In the year 2021, her target is to earn net profit of more than Rs.50 Lakhs. She is now focusing on 90 % Amur Common Carp seed and 10 % Improved Catla and Jayanti Rohu seed production in order to supply quality seed (Fingerlings) to the progressive farmers of Odisha and neighboring states. She informed that she has network of 2000 farmers for whom they not only supplying seed but provided technical support also. Establishing Aqua One center with the support of NFDB and FISHCOPFED in her hatchery added to the technical support services that she could provide to the farmers.

ACCOLADES:

She attributes her journey from small fish seed grower to an entrepreneur to NFDB - NFFBB. Her name and fame are being acknowledged by both the print and electronic media bringing laurels to her hard work. In the year 2020, she concentrated on improved varieties of fish species and now she is the leading supplier of Amur Common Carp seed in Odisha besides NFDB-NFFBB. She informed that few farmers had reported the growth of Amur Common Carp from 2.8 to 3.5 Kg in 10 months period. Some farmers have also taken up monoculture of Amur Common Carp and achieved 6 tons of fish production from 1 ha in 10 months.

FUTURE PLANS:

Smt. Jhina also runs a dairy unit, however, the real profit, name and fame she earned today is from aquaculture. In future, she aims to expand the nursery area up to 50 acres and to purchase a transport van for helping in door delivery of the produce and encourage more women to take up this enterprise. She acknowledges that her success is due to the quality brood seed that she received from NFDB-NFFBB, as it has made a huge difference in her business.

TESTIMONY BY MS. JHINA GOES WITH “BEST QUALITY YIELDS BEST QUANTITY.”

Smt. Jhina states, “in fish culture, quality seed is highly essential to achieve success and also said that in there is a possibility to earn two lakh Rupees profit per acre which is the highest among agriculture or its allied sectors. Thus, fisheries is an undoubtedly a right choice to make profit”.



She even advises farmers that procuring quality seed from an institution like NFFBB or its network Hatcheries will certainly lead to successful and progressive pisciculturists. She acknowledges that her association with NFDB-NFFBB has helped her business grow double fold in one year and anticipates further growth in the preceding years.

GLIMPSES OF ACHIEVEMENTS:



Laying of Foundation stone of Hatchery by Shri P.K. Praharaj, General Manager, SBI in presence of Director, ICAR-CIFA



Ms. Stella Budiriganya, Ambassador of Embassy of Republic of Burundi visited the farm.



Smt. Jhina Parida receiving the MoU from
Dr M.K Sinha, OIC, NFDB-NFFBB.

Smt. Jhina Parida at her pond
