

## *Journey from small businessman to Pisci-culturist – A success story of Shri. Shymal Kumar Sinha, Cuttack district of Odisha*



- Name: **Shri Shyamal Kumar Sinha**
- Age: 58 years
- Place: At/Po Mangalabag, District -Cuttack, Odisha
- Financial Support: **Personal Investment**
- Family Business: **Type writer repairing shop and then Computer servicing centre.**
- Profession/Business: **Data Entry Operator and Fish Farming**
- Future Aim: **Expansion of Pisci-culture business**
- Employment Generation: **Five (05) persons per year**
- **Year wise - Profit:**
  - FY 2018-19: Rs. 1.0 Lakhs
  - FY 2019-20: Rs. 3.2 Lakhs.
  - FY 2020 -21: Rs. 3.8 Lakhs

### **Genesis:**

Shri. Shymal Kumar Sinha was born in the year 1963 and brought up at Mangalabag in Cuttack District of Odisha to a lower middle class family. By education, he is a B.Com graduate from Ravenshaw College, Utkal University, Odisha. His father hails from Kolkata. They still have ancestral property in West Bengal. His father had a type writer repairing shop at Cuttack. In the year 2000, he started a computer repairing shop as the type writer became obsolete. Later due to losses incurred, he started working as a Data Entry Operator in a Private Machinery shop and was paid Rs. 12,000/- per month. With these meagre earnings, he and his family were finding it difficult to meet the monthly expenses.

### **His journey:**

Exploring better livelihood opportunities, Shri. Shymal browsed various videos in “You Tube” and found that fish culture is very promising and profitable. In the year 2017, he along with two more friends (partners) took three ponds (3.2 acres) on lease for six years at Sankarpur, Choudwar, Cuttack, Odisha at a cost of Rs. 25,000 per annum and security deposit of Rs. 50,000/-. The other two friends cum partners have their own ‘Puja Samagri shop’ and ‘Grocery shop’ respectively. Investing own funds and share from Partners, he constructed 5 ponds and stocked the ponds with yearlings of 150 Kg. After 8 Months of culture, he could earn 3 Lakhs from the fish sale and in the very first year the total profit was Rs. 1 lakh.

### **Association with National Fresh Water Fish Brood Bank (NFFBB) and Growth:**

In July, 2018 he was contacted by an Aqua One Center (AOC) field Assistant who visited the farming areas and came across Shri Shyamal Kumar Sinha, who then was a new farmer having not much knowledge in Fish culture.

To encourage his activity, he was supplied with 2.5 Lakhs of Spawn (Jayanti Rohu- 1.5 Lakh and Improved catla 1 Lakh) as an input assistance through AOC under Blue revolution scheme of Government of India. With the seed provided, he stocked in one pond of 1.5 acres and fed them with a mixture of wheat flour, rice bran and ground nut oilcake (GNOC) procured from market



after consulting with the NFDB-NFFBB. After 8 months, he started harvesting fish from Marchand & sold 3.8 tonnes fish with an average weight of 1.2 Kg (Jayanti rohu) and 2.5 Kg (Improved catla) respectively. He invested Rs. 1.50 Lakhs as production cost in addition, to lease and recouped the total investment within one year with a profit of Rs. 3.2 Lakhs. Still, he had a stock of 300 Kg of Improved catla and Jayanti Rohu. However, due to COVID pandemic in the year 2020, he could not stock seed in the ponds.

### **Achievements:**

He attributes his journey from a small businessman to a Pisci-culturist. He is now a well-known person among the fish farmers and merchants for his hard work and contribution in the sector. He concentrated only on improved varieties of fish species and now, he is the leading fish producer in Choudwar area of Odisha. His growth of fish from spawn to 1.2 Kg Jayanti Rohu and 2.5 Kg Improved catla in 8 months has changed his destiny. Farmers from nearby areas are visiting him and his farm to know and understand the techniques of fish culture, and how to turn fish culture into a successful business. The land which was once unproductive was converted to a pond and achieved success. He and his partners are now earning good profit which they could not make in many years from their other own business source. He sells his

harvested produce to fish merchants of Cuttack and Dhenkanal district in Odisha. The fish merchants harvest fish from Shyamal Kumar Sinha's Pond and take the selected marketable fishes @ Rs. 130-140/- per Kg. Towards the net hiring charges, they collect Rs. 3,000 per day approximately. This is helping him to increase his profit margin gradually. In the year 2020-21, he made a profit of Rs. 3.80 lakhs. After he came across the quality seed of NFDB-NFFBB and took technical guidance from NFFBB experts, his profit margins doubled. Through this venture, he could provide employment to five people in his unit.



Picture 2: The Harvested Improved catla ( 3.0 Kg) in Shri Shyamal Ku Sinha's Pond

### **Future plans:**

Though he continues to work as the Data Entry Operator, it is only from aquaculture that he has made money and got recognition. He intends to expand the culture area up to 20 Acres of his own in future. He also has a plan to dispose of his parental property at Kolkata, and invest the amount to purchase land of 15-20 acres near Choudwar or Narasighpur for constructing his own ponds. He acknowledges that all his success in aquaculture is due to the quality seed that he received from NFDB-NFFBB and says, **"I am totally satisfied"**. As he is now well equipped with the insights of aquaculture, he wishes to expand his business. Earning a net profit of Rs. 3.8 Lakhs in a year is like a dream come true for him. While discussing with NFFBB official he stated that, **"I am astonished to see the profit margin in Pisciculture."**

**Shri Shyamal Kumar Sinha says, "I have started my first Fish Farming without any prior knowledge and have just followed the instructions of NFDB-NFFBB and State Fisheries officials. I use homemade feed, vitamins and minerals and feed the spawn received from NFDB-NFFBB. To me Fish Farming is the best, subject to availability of quality seed and proper technical guidance".**