



WORLD FISHERIES DAY 2021 AWARDS



Best Fisheries FPO – Bhavi Aqua & Fish Farmer Producer Company

BACKGROUND:

Bhavi Aqua and Fish Farmer Producer Company (BAFFPC) was incorporated on 13 April 2017. They are mainly in agriculture and allied activities business and currently active in fisheries also. Shri. G. Manoj Kumar Reddy is the CEO of the FPO. Their business office is located in Nidimusali village, Indukurupeta mandal of Nellore district in Andhra Pradesh. They have a total of 989 members of which fisherwomen constitute nearly 50% (443 numbers).

BAFFPC has an authorized share capital of Rs. 20,00,000/ against which they have a paid-up capital of Rs. 16,54,000/. There are 5 Board of Directors in this FPC. This FPC has been promoted by KPL MACTS in Nellore. The FPC was formed primarily to increase the fishermen/women's income. They mainly addressed the problems of the fishermen like-getting better price for their catch, doing value added activities out of them & improving marketing facility.



BUSINESS MODEL:

They are mainly into the business of floriculture, horticulture & pisciculture. They are also offering capacity building to their fisher members. Under pisciculture, they are into marketing of fish & prawns. In the first year, they were concentrating only on fish marketing where they sold fish worth Rs.1.35 lakhs against a target of Rs.2.00 lakhs. In the years 2018-19 & 2019-20, they sold fish & prawn worth Rs. 60 lakhs. Out of this turnover, 60% came from sale of fish whereas the rest came from prawn.



The FPO prepared an action plan based on which they are executing their business activities subsequently resulting in an increase over their sales from Rs.1.35 lakhs in 2017-18 to Rs. 51.70 lakhs in 2019-20. In a recent move, they started branding their products under the brand name "Gunapatis" where they are trying to connect the farmers directly with the consumers. This move is also aimed at empowering farmers with digital marketing.



To get better prices for their fish, BAFFPC is carrying out value addition activities like making fish pickles, chutneys & making manures as by-product from fish waste. They are also equally concentrating on strengthening the backward & forward linkages. Weekly harvesting is done & the fishes caught are sold to get immediate demand in the market. This type of sales is helping their farmers to overcome the immediate financial needs for sustainability before harvesting the whole crop.

Currently, they are catering to the Nellore city market and market outlets at Kavali, Kovuru and Guduru as there is a huge demand of fish in these markets. They are equally focussing on enhancing the income of their farmers by proper marketing of their produce which helps them to reap better price for the fish. By aggregating the fish collected from all the farmers & selling in bulk quantity to export companies for getting better margins for their produce.



FINANCIAL ACTIVITIES:

They have received funding support from NABARD to the tune of Rs.4.42 lakhs during the last 3 years FY 2017-20 & have incurred an expenditure of Rs. 61.35 lakhs during the period. It is also reported that there is no loan outstanding for the FPO.

They have also availed support from NABARD to the tune of Rs. 8.66 lakhs towards business development assistance to set up a small shop offering one stop solution to farmers and have also taken extension support worth Rs. 5.16 lakhs. To aid the BAFFPC's operation they have also received grant from Small Farmers Agribusiness Consortium (SFAC) for Rs. 8.07 lakhs. To help the Joint Liability Groups they have tied-up with Andhra Pragathi Grameena Bank (APGB) & received a loan worth Rs. 40.00 lakhs.



CONVERGENCE WITH GOVERNMENT DEPARTMENTS:

BAFFPC distributed 500 aerators to its members. There was subsidy being issued by Dept of Fisheries, Andhra Pradesh on aerators. This new technology is being introduced for proper management of inland rearing & giving better access to fishes for oxygen. The amount

sanctioned for the same was Rs. 80 lakhs.

TRAINING & EXPOSURE:

The management also focussed on building the capability of the FPO members for acquiring technical skills through various training programmes and exposure visits. During the FY 2017-20, 20 awareness programmes were conducted for the members with 50 members in each batch and 5 Training of Trainers (ToTs) and undertook 6 exposure visits with 30 members in each exposure visit.

FPO members attended BRAQCON 2019 Conclave – World Brackish water Aquaculture Conference to have exposure on innovation and implementation process of the same. Regular convergence meetings with farmers, feed mills, hatcheries are facilitated to provide a holistic understanding of the fisheries aspects to its members and for easy availability of seed and feed. Members also visited SIFT (State Institute of Fisheries Technology) in Kakinada, Andhra Pradesh and CIFA, Bhubaneswar as part of their exposure visits. The management is promoting awareness among farmers on the use of antibiotics in fisheries which is harmful which is a major reason for rejection in exports.

These training sessions and exposure visits have induced proper scientific management of fish cultivation by its members and improvement in fish health management thereby increasing their productivity.


