



WORLD FISHERIES DAY 2021 AWARDS



Best Performing Fisheries Enterprise (Partnership Firm) Agrawal Trading Company

BACKGROUND:

Agrawal Trading Company established in 2008 is one of the premier companies manufacturing, marketing and promoting ICAR-CIFA's Technologies (CIFAX, Diagnosis Kits, CIFA Carp Starter, CIFA Carp Grower and Nano plus). The founder, Sanjay Agrawal is a revered personality in the market. The Agrawal Trading Company is ISO 9001:2015 certified partnership firm, popularly known for its optimum quality products and transparent dealings. Mr. Agrawal's dexterity for preciseness and conformity to the standard has allowed him to sustain a strong footing in the industry. The company is in operation to foster the fisheries sector for the betterment of fisheries and fish farmers.

JOURNEY OF RISK AND INNOVATION:

The total funds received in the last 3 years from 2017-20 from different State Governments were Rs.952 lakhs and the company incurred an expenditure of Rs.921 lakhs. The company carried out risk management measures commendably and reached out to ten thousand farmers during COVID pandemic. All the COVID protocols were followed sternly and the management apportioned medical and dietary support to the entire team. Furthermore, the company emphasized the well-being of its workers by offering financial aid to their respective families in such a challenging time.

Mr. Agrawal is a proponent of branding and hence has trademarks registered for CIFAX, CIFA Carp Starter, CIFA Carp Grower, and CIFA Nano and attained patents for the two technologies. He took up the establishment of various machinery and infrastructure related fisheries over the years for a better positioning of the firm as given below:

| Sl. No | Plant & Machinery | Details of Plant & Machinery /Unit established | | | Investment (Rs.in Lakhs) |
|--------|------------------------------------|--|--------------------------|-----------------------------|--------------------------|
| | | Year of establishment | No. of units established | Production capacity per day | |
| 1 | CIFAX Production | 2014 | 1 | 1000 litres | 30 |
| 2 | Disease Diagnostic production unit | 2017 | 1 | 500 kits | 7 |
| 3 | Feed Mill | 2020 | 1 | 200 MT | 75 |

STRATEGIES TO SUCCESS:

Mr Sanjay Agrawal visited a plethora of feed companies located in different parts of India to obtain in-depth knowledge about processing technology like grinding and mixing feed ingredients, extraction technology, drying and packing and reprocessing activities and followed the sale of value products commercialised by ICAR-CIFA. The company developed noteworthy associations because of which they were able to acquire quality raw materials, and



market products through dealer networks and financial linkage from banks. The company took the initiative of producing of diagnosis kits for several diseases of fish.



PROSPEROUS OUTCOME:

The company has earned a net profit of Rs.15.57 lakhs with an annual turnover of Rs. 986 lakhs during the FY 2019-20. It managed to overcome the obstacles in procurement and supply during COVID-19 because of transportation restrictions. The firm has produced the following.

| Year | Business Activity | Production Related | | Service-Related | Total Expenditure (Rs.in lakhs) | Returns (Rs.in lakhs) |
|---------|------------------------|--------------------|--------------------------|--|---------------------------------|-----------------------|
| | | Annual Production | Annual Quantity marketed | Annual Value of Services (Rs.in lakhs) | | |
| 2018-19 | CIFAX | 13,500 litres | 11,250 litres | 110.00 | 101 | 9.00 |
| | Spot Agglutination kit | 100 | 77 | 2.00 | 1.80 | 0.20 |
| 2019-20 | CIFAX | 17,500 litres | 16,100 litres | 160.00 | 138.00 | 22.00 |
| | Spot Agglutination kit | 20 | 10 | 0.10 | 0.80 | 0.20 |
| 2020-21 | CIFA Carp Starter | 20 MT | 20 MT | 12.00 | 11.70 | 0.30 |
| | CIFA Carp Grower | 300 MT | 290 MT | 130.00 | 125.00 | 5.00 |

IMPACT:

The company has successfully reached out to 20,247 farmers in a year to ensure a continuous supply of the required technology for the development of aquaculture. Conducted 30 awareness programmes, 10 trainings of trainers and 17 seminars/workshops to enrich the fishermen communities with access to knowledge, technology on various subjects. CIFAX Fishery focuses on stimulating growth and immunity post-application of fish seed.
