



WORLD FISHERIES DAY 2021 AWARDS



Best Performing Individual Entrepreneur PVR Aqua Culture Enterprises

BACKGROUND:

Mr Rajnish Kumar, a proud resident of Uttar Pradesh commenced his fisheries journey in 2018. Post the completion of his Bachelor's in Technology (B. Tech) in 2004, he dedicated 14 years to the corporate sector. He indulged in intense research and analysis in all the verticals of Agriculture before taking the plunge to enter the Aquaculture industry. He is a progressive fish farmer who desires to serve the nation via serving protein and generating employment. Mr Kumar recognized the demand and supply gap domestically and globally and the expandable cost-centric nature of the business further motivated him to venture into the same.

BREAKTHROUGH JOURNEY TO SUCCESS:



He wanted to make the best of this lucrative opportunity and with great zeal started his business in 2018 with 12 acres of area for farming. He gradually expanded to 30 acres and farmed IMC and Pangasius. Currently, the proprietor has moved to 80 acres to fulfil his ambitious target of 300-ton production of live fish. Mr Kumar utilised private farmland of 30 acres and took the aid of U.P. Fisheries (Masurie Jheel) for using 50 acres of land. He diligently employed technology with aeration via paddle wheel/diffuser and in winters kept Pangasius stock in tanks with a controlled environment. He gradually took up the expansion of his firm by

undertaking development of various activities as detailed below:

Sl. No	Plant & Machinery	Details of Plant & Machinery /Unit established			Investment (Rs.in lakhs)
		Year of establishment	No. of units established	Production capacity	
1.	Seed bank with 2 million capacity	2018	20 tanks	2 million seeds	98
2.	Training centre	2019	1	8 beneficiaries	20
3.	30 acre of pond construction	2018 & 2019	17 ponds	Catfish -80 tons IMC- 70 tons	75



MAINTENANCE & STRATEGIES ADOPTED FOR SUSTAINABLE BUSINESS:

He took the initiative to train more than 200 candidates in the span of 12 months to provide fish farming awareness to individuals/ entrepreneurs and farmers. He undertook backward integration through seed rearing for catfish. Additionally, pursued forward linkages through nursery management for production of yearlings and stunted IMC and developing a live fish market. In the spirit of entrepreneurship, Mr. Kumar manages a YouTube channel “PVRAQUA” to educate and create cognizance about fish farming. His enterprising nature and resourcefulness led to creation of an online portal to offer services in the aqua-medical sector to farmers. The entrepreneur soon plans to launch the “Fish Guru” application to provide live customer care support to aquafarmers.



RISK MANAGEMENT AND EARNINGS:

Mr Kumar focused on nursery and seed management to sustain the cycle of crops, carrying out regular water testing with professional kits to examine the fish habitat, keeping all types of medicines available at farms, maintaining the stock according to the feed budget to ensure that every fish grows to the marketable size and ensure optimum availability of power supply and water. The annual turnover of the organization was Rs.96.7 lakhs with a net profit of Rs.1.06 lakhs during the FY 2019-20. Year wise achievement and performance is shown in the below table:

Year	Business Activity	Production Related		Service-Related	Total Expenditure (Rs.in lakhs)	Returns (Rs.in lakhs)
		Annual Production (in Tonne)	Annual Quantity marketed (in Tonne)	Annual Value of Services provided (Rs.in lakhs)		
2017-18	Pangasius culture	40.00	6.00	-	28.00	32.00
	Seed bank	5 lakhs	-	-	14.00	17.50
2018-19	Pangasius & IMC Culture	72.00	8.00	-	51.60	65.00
	Training centre	100 beneficiaries	-	10.00	4.00	10.00
2019-20	Pangasius & Enhancement of IMC Culture	130.00	96.00	-	96.00	132.00
	Nursery management	12.30 lakhs	8,000	-	40.00	55.00

MEANINGFUL IMPACT:

Mr. Rajnish Kumar has brought a revolution in his region in fish farming by disseminating information regarding fish farming and educating more than 200 candidates, which helped more than 60% of them to kick off their projects. He has employed 12 staff in his firm and generated employment for 15 fishermen or fisherwomen from various fisheries development activities taken up by the firm. He desires to develop 100 entrepreneurs in North India for proliferating aquaculture activities in India. He also aspires to develop a consolidated platform to share best industry practices and establish an aqua professional society.


