



Empowering Rural Women through Micro- Enterprise: A Success Story of

Ornamental Fish Village Project in Southern India

OBJECTIVE

To understand the project with in- depth focus on scaling up, costs, and benefits.

METHODOLOGY

Locale: TV Puram Village
Data collection method: primary survey of key informants.

- Cost Benefit Analysis

Inception

State Poverty Eradication Mission:



RESULTS

Formation of enterprise

Enterprise cost: 845.81 \$
Each individual loa: 169.16 \$ @9.5% diminishing rate

Initial marketing

Middle men
Fishes cultivated:
Sword tail, Molly, Platy, Guppy

55 individuals = 11 enterprises

PHASE

I 2008

Incubation and Planning

GOT (100)

EDP (55)

Skill training

Monitoring system

- **PIP** (Performance improvement programme)
- **Account training**
- **Monthly review meeting**

SAMAGRA Project:

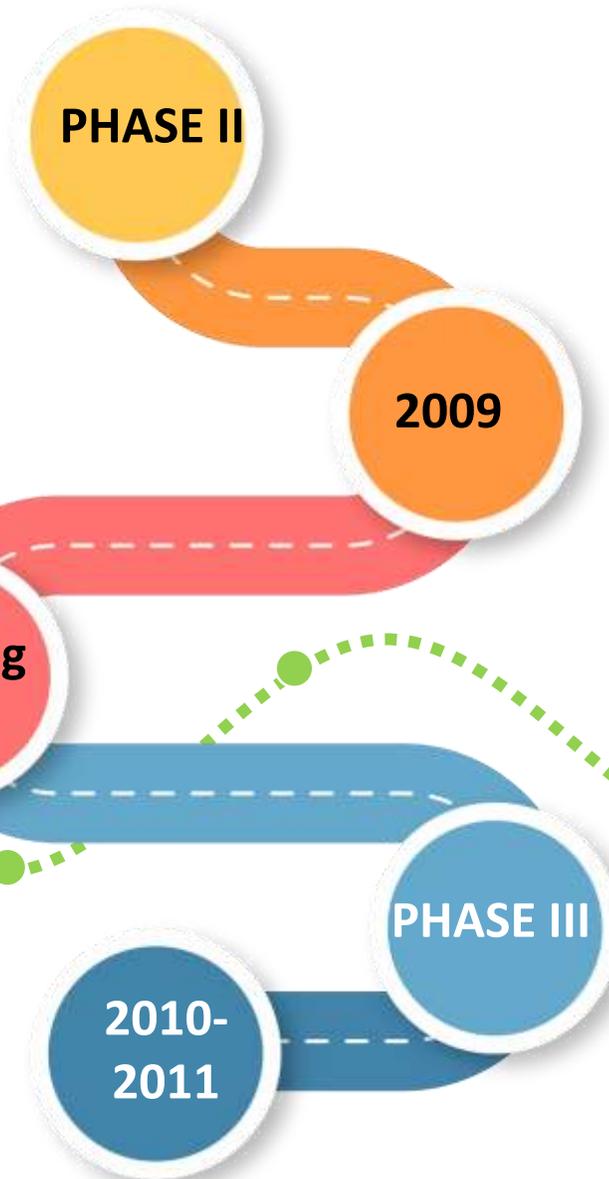
- consistent supply chain oriented large- scale production for export.
- **55 entrepreneurs + 100** (additionally trained entrepreneurs)
- Funding: **National Fisheries Development Board- 563.87 \$ / person**

Marketing : **Kerala Aqua Ventures International Limited**

Present status:



- **100 entrepreneurs - Phase I**
- **50- 60 entrepreneurs – Phase II**



Fishes cultivated: Angel fish, Beta, Shark, Moon tail molly, Gold fish, Gourami, Red cap

Technological Funding:

Aerators, roofing, pH meter, filtration system, generator, Oxygen cylinder for packaging of fishes

Key findings of the cost and benefits

Current Profitability indicators (45 days cycle)	
Toal cost (\$)	416.49
Total revenue per cycle (\$)	681.82
Net profit (\$)	265.33
BC ratio	1.637
Net profit margin (%)	38.91

Conclusion

Ornamental fish village project has successfully generated profits surpassing the poverty line benchmark established by the Asian Development Bank, while empowering women through enhanced economic opportunities.

Reference

- Shraborni, A., Mandal, S.C., Parhi, J. (2024). Freshwater Ornamental Fishes of India: Sustainable Management and Conservation. In: Sarma, D., Chandra, S., Mallik, S.K. (eds) Aquaculture and Conservation of Inland Coldwater Fishes. Springer, Singapore. https://doi.org/10.1007/978-981-97-1790-3_10

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