



Fishery and Poultry Enterprises Assessment in UP

As part of Integrated Fishery and Poultry Enterprise (IFPE) project funded by Godrej Agrovet Ltd., a field visit was conducted to the Barabanki district of Uttar Pradesh with the objective to assess the effectiveness of integrated models in aspects of waste utilisation and circularity, identify potential for technology integration, and capture emerging meta-narratives from the ground. The visit included the senior management team of Development Alternatives, including Shrashtant Patara, CEO; Kanika Verma, Associate Vice President, and Prema Gera along with the project team members. The field partners Hema Singh and Jyoti Anand from Manviya Dristikon Sewa Samiti (MDSS) facilitated the assessment process.

The team visited three Integrated Fishery and Poultry enterprises, and met Neetu Devi, Amita Verma, and Imran Khan who took up the integrated model supported by the project. In all the three enterprises, it was observed that the project had significantly contributed to income enhancement. For instance, Neetu Devi witnessed a 10-fold increase in her revenue through her transition from daily wage labor to an entrepreneur. It was also seen that through the integrated fishery and poultry model, entrepreneurs are able to reduce the input cost of the fishery unit by almost 40% per cycle, by utilising poultry waste as fertiliser for ponds and reducing the input cost for fish fodder.

In terms of the local ecosystem, the setting up of ancillary units such as the enterprises selling chicks, fingerlings, and feed under the project, led to the strengthening of peer-to-peer linkage in the district, with the IFPE entrepreneurs availing inputs at low rates from these ancillary units. Also, a shift from agriculture, vulnerable to changing climate conditions and low output prices, to the Integrated model was also apparent, considering the higher return on investment offered by the model and risk mitigation from integrating two businesses.



The visit also brought into light the use of technology, with entrepreneurs using solar panels to fulfill the energy requirements of their enterprise, and local brazier for keeping their poultry unit warm. The team will further explore the technological solutions required by this integrated model to ensure the sustainability and profitability of the enterprises.



Project team with entrepreneur Ajeet Singh

Under the GAVL-IFPE (Integrated Fishery and Poultry Enterprises) project, 160 integrated enterprises and 40 ancillary enterprises have been set up across Barabanki, Bhadohi, Chandauli and Mirzapur districts of Uttar Pradesh. Currently, there are 61 women and 67 youth entrepreneurs among others. While assessing the integrated enterprise model, there has been a significant growth in the number of peer-to-peer linkages that have strengthened the entrepreneurial ecosystem in the local areas.

As a part of the program, 80% of the integrated and ancillary enterprises have formed peer-to-peer linkages to enable support and provide circularity among business. To set up enterprises, forward and backward market linkages, motivational, and skill training sessions were conducted for the entrepreneurs. Till date, 92 people have received equipment support through the program, which consists of water testing kits, feeder machines, etc. 5 entrepreneurs have procured loan through RangDe, with the average loan amount of INR 38,000. And 12 more profiles have been added for the same. Most of these connections have promoted enterprise setups, provided feed for the farm, and availed sale of chicks and fingerlings at lower rates. Ms Dayawati, Mr Ajeet Singh, and Mr

Ramashankar, all of who established integrated enterprises, and have connected with ancillary service providers who are also a part of the program to enable convenience for their enterprises.



Ms Dayawati (Integrated fishery and poultry entrepreneur)

In Barabanki, Ms Dayawati, a homemaker who wanted to start an enterprise to support her family financially. She initially started with six hens and now has over four hundred. Although a small unit, she recently started a fishery unit with her first sale in January last month. She sells her poultry and fish directly to the ancillary enterprises connected through the project. This set-up enables her to stay with her family and run her business together. The cost of transport is also lowered and she does not need to go far to sell. The integrated model generally provides risk mitigation and a higher return on investment as the entrepreneurs are not dependent on just one service.

The GAVL-IFPE project has revealed that initiating ancillary services along with the integrated enterprise model has strengthened and expanded peer-to-peer linkages in the region. The team intends to capture the meta-narratives among entrepreneurs through deep listening and dialogue to understand how peer-to-peer linkages can further leverage the entrepreneurial ecosystem.