

Technology Mela on Fish Farming and Poultry Farming

Development Alternatives (DA) in partnership with Manviya Dristikon Seva Samiti and Swami Vivekananda Siksha Samiti organised a mela on 'Technology Use in Fish Farming and Poultry Farming' in Mirzapur, Uttar Pradesh on 28 February, 2022. It aimed to spread awareness among entrepreneurs through discussions on the use of innovative technology in integrated fisheries and poultry farming to reutilise waste generated by poultry farming and how to increase the productivity of fish farming by using aerator and other technologies for high-density fish. The event, sponsored by the Godrej Agrovet Private Limited, also covered technologies that can enhance farm productivity and revenue, increasing entrepreneurs' profit from available resources.



Glimpses of the mela on 'Technology Use in Fish Farming and Poultry Farming' in Mirzapur, Uttar Pradesh

Under the GAVL (Godrej Agrovet Limited) IFPE (Integrated Fishery and Poultry Enterprises) (Integrated Fisheries and Poultry Farming) project, DA works in four districts of Uttar Pradesh, namely, Barabanki, Bhadohi, Chandauli, and Mirzapur. It works towards enhancing farmers' capacity by providing them with training on fisheries and poultry farming in the region. A total of 7 partners, including technology suppliers and experts, and 130 entrepreneurs from Bhadohi, Chandauli, and Mirzapur participated in the event. They explored different innovative technologies available in the market, which can enhance the revenue and production of their farms. Based on successful pilots of the GAVL IFPE programme, the technology mela was also organised to share the learnings from the programme and source innovative ideas to accelerate micro-entrepreneurship in rural areas. It focused on defining the pathway to increase the entrepreneurs' profits by 30% through utilizing waste and using innovative techniques in their farm.

The technology mela brought together organisations such as RSETI (Rural Self Employment Training Institute), Fisheries Department, Animal Husbandry Department, Manviya Dristikon Seva Samiti (MDSS), Swami Vivekanand Siksha Sansthan (SVSS). The organisations were also involved to understand the use of technology among rural communities who have been historically underserved (youth and women) by various entrepreneurship development programmes. The deliberation in the workshop was around how the 3 Es, i.e., Enterprises, Entrepreneurs, Ecosystems, are the key to local entrepreneurship development.

It was observed that a paradigm shift is needed to move from old strategies that may have worked in a different economy to new innovative, creative, and adaptable techniques that will thrive in today's economy. These strategies or techniques should centre on local employment creation and the development of a local entrepreneurial ecosystem. As a result, a robust and diversified infrastructure of many small, locally owned enterprises will be built, serving as a significant driver of employment growth, economic stability, and community success in the new economic environment. A skill gap analysis and market evaluation are necessary to find the gap between an entrepreneur's current knowledge and the skills that are essential for them to meet market demands. Micro-enterprises based on agriculture and allied non-farm activities can create employment for rural youth in villages, minimising migration to neighbouring towns. Jobs can be created locally through utilisation of local resources and enterprise development. It is critical to set up local enterprises that hire locally and supply a pathway out of unemployment and migration to enhance the local economy.

As a way forward, DA, MDSS, and SVSS will work together with the stakeholders to map the use of technology in fisheries and poultry farming and strengthen the delivery of enterprise support services with a concerted effort. Also, they will create linkages with different stakeholders and equipment suppliers to enhance the skills of entrepreneurs, focussed on increasing their profits.