

Success Story of a Rural Youth: Ornamental Fish Farming

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Profile	Farmers details
Name: Bittu Dey	Year of Est. – 2021
Village: East Nallicherra	Farm area – 1 kani
Age:- 28	Culture species:- Koi, Tilapia, IMC
Sex: Male	Ornamental fish breeding & rearing unit
Education: Plus two	Water source:- Rainwater & groundwater
Aadhaar :- 456401767874	



About the farmer

Bittu Dey, a rural youth from East Nallicherra, defied the odds and proved that anyone can rise to the heights of success with sheer grit and determination. He wanted to venture into something different. Seeing potential in the growing ornamental fish market in India, he decided to become an ornamental fish farmer.

With his newfound success, he has become a source of inspiration for others who were once in his shoes. He has shown them that it is possible to make a fortune with sheer hard work and dedication, regardless of where one comes from or what their background is. His journey from being an unknown rural youth to becoming a successful entrepreneur is truly inspiring.

Challenge

Bittu did not have an extraordinary educational background. After completing higher secondary education, he started looking for a job. However, due to the unemployment crisis, he could not find a permanent job. As a result, he decided to become an entrepreneur and ventured into agriculture and allied sectors. Despite having very little knowledge regarding fish farming, he decided to become a fish farmer after seeing the potential in the growing fish culture in Tripura. His only experience with fish farming was working on his uncle's fish farm.

The unsustainable way of fish culture that was being practiced in his local area, such as improper management, overstocking, and feeding, caused increased pressure on the environment as well as dwindling yields. Additionally, he was affected by the economic impact of the global pandemic, which made it even more difficult for him to make ends meet.

He decided to take his future into his own hands and become an entrepreneur. He leased a small pond and started to culture KOI (*Anabas testudineus*). However, due to high stocking density and overfeeding, disease spread over his farm and led to huge losses. Realizing the need for more knowledge and skills in fish farming, he approached KVK for help. He attended several pieces of training conducted by KVK Dhalai on various topics such as basics of aquaculture, feed management in aquaculture, and ornamental fish farming, etc.

Initiative

The enthusiastic rural youth caught the attention of KVK, which then decided to select him as a beneficiary for the FLD program on low-cost ornamental fish breeding and rearing. KVK provided him with all the initial infrastructure and ornamental fish brooders, and with the help of KVK's training and advisories, he developed the technical expertise to become a successful ornamental fish farmer.

The enthusiastic rural youth grab the attention of KVK. So KVK is decided to select him as a beneficiary of the FLD: low-cost ornamental fish breeding and rearing. Then KVK provide all initial infrastructures and ornamental fish brooders were provided to him and with the help of Krishi Vigyan Kendra (KVK) trainings and advisories, he developed the technical expertise to become a successful ornamental fish farmer.

Today, this rural youth is an established ornamental fish farmer, inspiring many other rural youths who are striving for success. His story is evidence that with hard work and dedication—even when facing seemingly insurmountable odds—anything is possible!

Key result

Through the development of smart breeding strategies, Bittu was able to purchase more tanks, stock a greater variety of fish, and establish additional breeding units. By creating a successful ornamental unit and improving the stock through breeding, he was able to sell high-quality ornamental fish and set up aquariums in nearby homes and shops.

Not only did he successfully culture ornamental fish, but he also cultured commercial food fish. He conducted the grow-out culture of KOI and IMC on a large scale and sold them in the local market based on demand. Additionally, he started an initiative of live capture and sale of fish in his own farm, which attracted more buyers

Regarding breeding seasons he started to breed commercial fish and start to sale nursery reared seeds to farmers.

Ornamental fishery		Culture fishery	
Seed production	927no./30 brooders	Koi production	0.76 t/kani
survival	89%	Tilapia production	0.043 t/m2
Disease occurrence	nil	Disease occurrence	yes
Net profit	25913	Net profit	112590
B:C ratio	3.59	B:C ratio	2.16

Impact

Bittu's successful journey has not only brought about a positive change in his own life but has also impacted the lives of those around him, who are now more motivated than ever to take up new skills and expand their cultural practices.

Lesson learned

1. Pre-stocking and post-stocking management in aquaculture
2. Ornamental fish breeding and rearing
3. Feed management I throughout culture
4. Disease management and prophylaxis
5. Induced breeding of commercially important cultured fishes.
6. Nursery rearing of commercially important cultured fishes.

Conclusion

The inspiring success story of a rural youth, an ornamental fish farmer, is an amazing example of how determination, hard work, and a spirit of innovation can overcome all odds.



Field visit of Fishery Scientist of KVK Dhalai in Bittus's Fishery Unit