Project Title: Employment Creation and Income Generation through Improved Carp Golda Mix Culture and Marketing

To enhance livelihoods (higher income from self-employment, business profit and wage employment, and food security) of Entrepreneurs by improved Safi fish production and Marketing. Both fisheries and aquaculture in Bangladesh play a major role in alleviating protein deficiency and malnutrition, in generating employment and foreign exchange earnings.

With the support of PKSF and International Fund for Agriculture Development (IFAD) under its Promoting Agricultural commercialization and Enterprises Project (PACE) Rural Reconstruction Foundation started implementing Carp-Golda Mixed Culture Value Chain Development Project from May 2016. The duration of the project is 05 Years and 07 Months (16 February, 2017 to 31 December, 2020) but it the project Extended up to 30 June. RRF is implementing this Project at three upazillas under Jashore district. The “Promoting Agricultural Commercialization and Enterprises (PACE)” project is designed on the basis of contributing significantly to poverty reduction and employment generation for the rural people in Bangladesh. Farmers will be provided training and necessary technical services and advice on the management, diagnosis, prevention and remedies of cultivation and shrimp and fish diseases. The products produced by the farmers will be connected to the direct processing plant or commission agent for sale at a fair price. Apart from this, various activities related to the project will be implemented to meet the project goals and the farmers will be connected to different stakeholders.

Program Quick look

<table>
<thead>
<tr>
<th>Kick-off</th>
<th>16 February, 2017</th>
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</thead>
<tbody>
<tr>
<td>Sub-Sector</td>
<td>Fisheries</td>
</tr>
<tr>
<td>Duration</td>
<td>05 Years and 07 Months (16 February, 2017 to 31 December, 2020) Project Extended up to 30 June 2023</td>
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<tr>
<td>Total Staff</td>
<td>05</td>
</tr>
<tr>
<td>Project participants</td>
<td>5000 no. beneficiaries (60% Male, 40% female)</td>
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<td>Working Area</td>
<td>District Upzilla</td>
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<td></td>
<td>Jashore Monirampur, Keshobpur, Avionagor</td>
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<td>Budget with Ext.</td>
<td>8,407,232/- BDT</td>
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<td>Funding</td>
<td>IFAD</td>
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Implementing strategy

- Value Chain Development,
- Technology and product adaptation.

**Key Intervention**

- Issue based Meeting on Beneficiaries Group (Carp-Golda Mix culture- Bulking Purchases, Business plan, Record Booking )
- Demo plot Establishment with halda Fry and Probiotics uses
- Skill development training for Lead Farmers and Assist Lead farmers.
- Market Linkage Workshop
- Fish Info and Service Centre Establishment
- Skill Development training on Beneficiaries level.
- Sharing Meeting on Safe food and quality prawn Production
- National Fish Week Day Observation
- Semi intensive Culture on Carp Prawn Poly culture with Aerator
- Biofloc Demonstration Plot establishment
- Indigenous fish culture with demo plot
- Demo plot on indigenous verity establishment with Farmers
- Video Module display on Beneficiaries’ level
Project Working Area:

Special Feature

- As a part of technology adaptation of Safe Fish production value chain project, 39 sets of soil water determining test kits have been provided to 39 lead farmers in 3 working areas of the project. The test kits are soil pH meter, water pH meter, Ammonia and Dissolved Oxygen Meter. 25 lead farmers are now determining the soil water quality by using these Test Kits for better fish production in their own community.
- Another 20 Fish info & services centers have been established in the local community by Lead farmers where the farmers come to the center and get better service on Aquaculture.

Impact

- Training of skill development in Good Aquaculture Practices of carp Golda mix culture among carp Golda mix culture cultivators to produce good quality product.
- Fish info and Service center have been established in community level to educate and help the farmers.
- Lead farmers & farmers skilled on using of soil water determining Test Kits in aquaculture for better Production.
- Lead farmers 7 farmers now have linked with market and private sector for expansion of business.
- Lead Farmers & farmers now do planning for management related to project implementation.
- Farmers can reduce production costs and increase productivity by properly utilizing quality materials.
- Creating wage-based employment and creating new entrepreneurs for the poor and the poorer people. Most of all, increases the income of the farmers.
Milestones

- 3000 Entrepreneurs have skilld on Good Aquaculture Practices by a daylong training session.
- 3000 entrepreneurs have awarded on carp Golda mix culture, business, plan bulking purchase & sales.
- 25 lead farmers and 50 assist. lead farmers have skilld on using of soil water determining Test Kits in aquaculture for better Production.
- 25 lead farmers and 50 assist. lead farmers have linked with market and private sector
- 62 demonstration plot have established with halda fry and male prawn by using Probiotics and 03 Demo plot established with semi intensive culture with Aerator
- 6 Carp Hatchery owner gotten the halda fry for brood production.
- 13 fish info and Service center have been established in community level.

Challenges

- Disaster-prone working areas (flood and waterlogged). Vabadah the place itself is a major challenge here.
- Financial Crisis for the ultra-poor to adapt advance technology in projects.
- Migration of entrepreneur is huge due to the waterlogging and geographical condition.
- Availability of Productive & germ-free fish fry in the market is not sufficient in farming time.
- Galda fry has huge demand in the market but there is no Galda Hatchery in that area.

Major Activities done in 2021-22 FY: (Extension Phase)

- 17 Lead farmers and 34 Assist. Lead Farmers (New) have skilld on Safe Fish production and Marketing by 03 days Residential training.
- 1020 entrepreneurs have skilld on Good Aquaculture Practice by day long training.
- Development and reconstruction on Vobdoh Fish Arot infrastructure with hygiene context.
- 14 set Soil water test Kits have been distributed to Lead Farmers as on Service Center.
- 07 Fish info and Service center have been established by local entrepreneurs.