

PRODUCTION AND MARKETING OF SAFE FISH & FISH PRODUCTS SUB PROJECT UNDER RURAL MICROENTERPRISE TRANSFORMATION PROJECT (RMTP) Safeguarding Fisheries for a sustainable Future



Sub-Project: “Production and Marketing of Safe fish & fish products”

The Rural Microenterprise Transformation Project (RMTP) under RRF, funded by PKSF, DANIDA, and IFAD, commenced in January 2023, focusing on the sub-project "Production and Marketing of Safe Fish & Fish Products." Targeting four upazilas in Jashore District—Monirampur, Keshabpur, Abhaynagar, and Jashore Sadar—the project aims to uplift rural fish farmers and entrepreneurs by promoting safe, sustainable fish production and marketing, enhancing food security, and improving family nutrition. The RMTP "Production and Marketing of Safe Fish & Fish Products" sub-project has laid a solid foundation for sustainable fish production and rural economic growth. By empowering local farmers and promoting safe practices, the project has not only improved the livelihoods of thousands of rural families but also fostered a resilient, health-conscious, and economically vibrant fish farming sector in Bangladesh. Through ongoing support, the project is expected to continue making significant strides toward its objectives by 2025, driving rural development and food security for generations to come.

FACT & FIGURE

Sl.	Fact	Figure
1	Name of the program	Production and Marketing of Safe fish & fish products sub project under Rural Microenterprise Transformation Project (RMTP)
2	Duration	From January 2023 to September 2025
3	Supported By	PKSF, IFAD, DANIDA, RRF
4	No. of project Participants	9000 (Male: 4700, Female: 4300)
6	No. of staff	08
7	Working Location	Jashore District (Sadar, Monirampur, keshobpur & Abhaynagar Upazilla)

PROGRAM GOAL & OBJECTIVES

To increase the income of small and marginal fish farming families and small entrepreneurs and to ensure food security and improve family nutrition.

KEY ACTIVITIES

- Information and introductory meetings on financial knowledge, nutrition, climate, environmental and social issues, video documentaries on nutrition.
- Training of members of small entrepreneurs and producer associations on business management, conservation of fishery, the use of safe fishing materials in fisheries.
- Training of lead farmers and other local service providers (fish doctors) on 'Good Aquaculture Practices' and 'Good Handling Practices'
- Fish scale collection activities and processing, market creation, linkages & Transport of fry in oxygenated vans.
- Piloting the use of IOT technology for water quality monitoring of fish farms/ponds/hatcheries
- Establishment of demonstration plots for extension of safe fish and shrimp culture technologies in semi-intensive system; bottom cleaning; farm mechanization and smart aquaculture solutions (aerators, feeding trays etc.); probiotic use in safe fish production; pen culture system of fish farming in Bhubodah waterlogged areas.
- Providing assistance to entrepreneurs in 'Ready to Cook' and 'Ready to Eat' fish products in small scale enterprises.
- Cost effective and safe food production and marketing using black soldier bugs, trash fish, sea-weed and fish by-products etc. at local level
- Provide assistance in development of aqua eco-tourism through activities such as floating restaurants/boat trips, fishing etc.
- Improvement of working environment of local fish market (Arat) & Setting up Fisheries "Service and Advisory Centre" at the local level
- Organizing campaigns through local service providers to encourage fish farmers to conduct soil and water testing.



MILESTONE

About 4,700 beneficiaries have capacity building on good aquaculture practice (GAP), Business plan management, marketing of fish and fish products, nutritional sensitivity and financial knowledge of microcredit.

About 50 lead farmer and 7 Fish Services and Advocacy Center owner have got capacity building on water parameter test and served as a local service provider for 9000 beneficiaries for the better production in the working areas.

About 15 nursery demo owner got g-3 rui fry, 1 demo got SPF Golda PI and 3 demos got Halda Fish Fry.

22 semi-intensive culture demo owner got 4 paddle wheeler aerator machines for aeration in their pond.

About 72 different demo plot owner got G-3 Rui fish in their pond and 10 carp hatchery owner got halda and G-3 Rui brood for better fish fry development.

About 9 café owner have gotten ready to eat fish Demo for making value added product like Fish Bar-B que, Fish ball, Fish Finger, Fish Stick, Fish Barger which is the unique item in this project. About 1 beneficiary gotten ready to cook fish Demo like cutting fish item which is the unique item in this project.

ACHIEVEMENT IN FY2023-24

Sl. No.	Name of Activities	Target (FY 2023-24)	Achievement till June, 24
1	Information and introductory meetings on financial knowledge of microcredit and producer organization members	278	228
2	Training on nutrition, climate, environmental and social issues	278	228
3	Training of members of small entrepreneurs and producer associations on business management (record keeping, profitability, cash flow-analysis etc.)	8	6
9	Training on conservation of fishery resources during floods and natural calamities and adverse effects of overuse of non-conventional chemicals/antibiotics, chemical fertilizers, feed in fish farms	15	15
11	Training on the use of safe fishing materials in fisheries	120	90
12	Training of lead farmers and other local service providers (fish doctors) on good fisheries practices and use of modern technologies in fisheries	3	3
13	Training of fish and shrimp farmers on fisheries management in light of good fisheries practices	60	12
14	Fish scale collection activities and processing, market creation, linkages	1	1
15	Transport of fry in oxygenated vans	1	1
16	Piloting the use of IOT technology (active) for water quality monitoring of fish farms/ponds/hatcheries	1	1
17	Training of fish farmers on good aquaculture practice	164	128
20	Establishment of demonstration plots for extension of safe fish and shrimp culture technologies in semi-intensive system	23	23
21	Establishment of demonstration plots on safe fish production using intensive (bottom cleaning, RAS etc.) systems	6	6
22	Setting up demonstration plots on extension of high-value fish farming technologies using farm mechanization and smart aquaculture solutions (aerators, feeding trays etc.)	12	12
23	Support to nurserymen for PL nursing of fast growing fish (Halda river source, Suborno Rui and G-3 rue) and Galda shrimp	8	8
24	Assistance in setting up demonstration plots for black soldier fly production as an alternative to commercial fish feed	12	12
25	Establishment of demonstration plots for technology expansion of probiotic use in safe fish production	13	13
26	Setting up demonstration of pen culture system of fish farming in Bhobodah wetlands waterlogged areas	6	6
27	Conducting field days to demonstrate the results of demonstration plots	10	5
28	Providing assistance to entrepreneurs in packaging, setting up of marketing centers, product branding etc. for pilot production and marketing of 'Ready to Cook' fish products in small scale enterprises.	2	1
29	Support to entrepreneurs in production and marketing of small scale value added fish products (fish balls, fish cutlets, fish sticks, fish fry, fish barbecue etc.)	9	9
30	Cost effective and safe food production and marketing using black soldier bugs, trash fish, sea-weed and fish by-products etc. at local level	2	2
31	Improvement of quality of local fish market or hatchery (watering house, SS grading table, SS basin, plastic crate, ice crusher, fresh water supply, cool chain development, sanitation and hygiene etc.)	8	8
32	Provide assistance in development of aqua eco-tourism through activities such as floating restaurants/boat trips, fishing etc.	3	3
33	Skill development of staff engaged in marketing and transportation of fish and fish products on 'Good Handling Practice'	2	2
34	Setting up Fisheries "Service and Advisory Centre" at the local level in collaboration with LEAF of the Department of Fisheries, Lead Farmers and Input Suppliers.	6	6
35	Organizing campaigns through local service providers to encourage fish farmers to conduct soil and water testing	5	5
36	Providing incentives to local service providers to provide technical services to encourage soil and water testing by fish farmers.	200	200
37	Formation of Value Chain Steering Committee/Value Chain Governance Committee and holding quarterly meetings	4	4

SPECIAL FEATURE

Vasoman Café and Restaurant with fishing and boat riding. That is a very much popular entertaining activities in our working areas.Mr. Razikul Islam, owner of the Niribili Vasoman Café and Restaurant. It is situated in Sarutiya village of Keshobpur upazila under Jashore district. He established this Café with the financial and technical support of RRF-PKSF RMTP project.



PROJECT IMPACT

- **Enhanced Aquaculture Practices and Nutrition Awareness:** The project successfully trained around 4,700 beneficiaries in good aquaculture practices (GAP), business management, marketing, and nutritional awareness, leading to a 15% increase in semi-intensive farming practices. Additionally, 60% of the beneficiary families have shown improved awareness of family nutrition.
- **Strengthened Local Fisheries Services:** About 50 lead farmers and seven Fisheries Service and Advocacy Center owners now provide essential water quality testing and advisory services to local fish farmers.
- **Increased Production and Market Supply:** The project facilitated the establishment of demonstration plots and provision of advanced resources, like G-3 Rui fish fry and aerators, helping to increase safe fish production by 10%. Furthermore, 34% of entrepreneurs expanded their fisheries-related enterprises, boosting market availability of quality fish products.
- **Introduction of Fisheries-Based Eco-Tourism:** The project introduced eco-tourism elements, including floating restaurants and recreational fishing, which will enhance income opportunities.
- **Value-Added Products:** Value-added products like ready-to-eat fish items are gaining market traction, adding diversity to local income streams and introducing high-value indigenous fish products.

PROJECT CHALLENGES

- **Resource Accessibility and Financial Constraints:** Farmers often face difficulties in accessing high-quality fry and financial resources, which limits their capacity to scale operations and adopt innovative technologies, hindering full project benefits.
- **Skill Shortages and Capacity Gaps:** The people are not accustomed with the new technology like Black Soldier Larva Fly culture. So they are not willing to accept the technology.
- **Environmental and Climate-Related Risks:** Frequent flooding and waterlogging, especially in regions like Bhobodah, disrupt fish farming cycles, damaging infrastructure and complicating production schedules, which reduces overall project efficiency.
- **Weak Market Linkages:** Local people are not habituated with ready to eat and ready to cook product, so its take some time to popularized.

PARTICIPANT REFLECTION

I'm GM Fahim, founder of "Pond to Plate," a ready-to-eat fish café in Manirampur, Jashore. In 2021, I turned my love for fresh, local fish into a thriving business, despite initial hurdles like finding a location, funding, and skilled staff. With RRF's support and local partnerships, we secured a steady supply of high-quality fish, serving both traditional Bengali and international dishes. Today, "Pond to Plate" is beloved by locals and tourists, providing jobs to our community and supporting local fish farmers. In my café I have 7 support staff and 2 chefs in the kitchen. And on an average 50,000 BDT in monthly revenue I am earning, and I plan to expand to new cities soon.



Name: GM Fahim
Age: 32 Years
Owner of Moonlet Café & ready to eat fish product, Monirampur, Jashore.