

1 NO POVERTY



8 DECENT WORK AND ECONOMIC GROWTH



13 CLIMATE ACTION



14 LIFE BELOW WATER



RURAL MICROENTERPRISE TRANSFORMATION PROJECT (RMTP)

Safeguarding Fisheries for a sustainable Future

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

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

🏠 Major Activities

- Advance Training of fish and shrimp beneficiaries
- Training on the use of safe fishing equipment in fish farming
- Training on Business Management, BAP, GMP, HACCP
- Establishment of demonstration plots Semi-intensive; Bottom Cleaning, Pen Culture, Probiotic using, Farm Mechanization, IoT Device, G-3 Rohu.
- Skill development training on 'Good Handling Practice'
- Establishing demonstration plots on the production of black soldier Fly
- Providing assistance to entrepreneurs in activities such as Ready to Cook and Ready to Eat
- Local fish market quality improvement (Arat Development)
- Establishment of fisheries service and advisory centers.
- Training for small entrepreneurs on Facebook page and content
- Training of lead beneficiaries

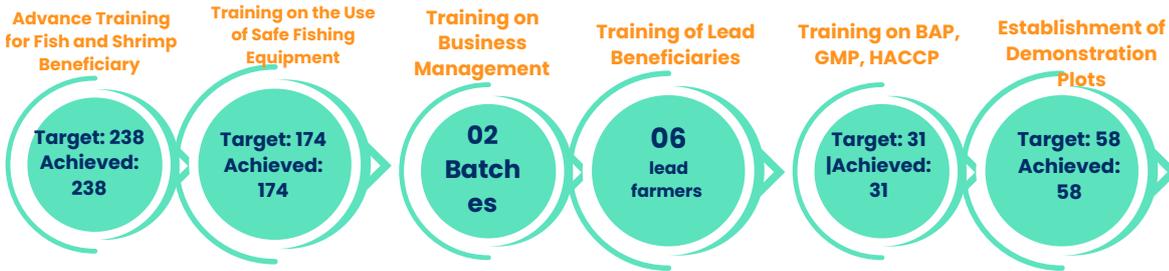
Overview

The Rural Microenterprise Transformation Project (RMTP), implemented by RRF with support from PKSF, DANIDA, and IFAD, began in January 2023 with a focus on the sub-project "Production and Marketing of Safe Fish & Fish Products." Covering four upazilas in Jashore District—Monirampur, Keshabpur, Abhaynagar, and Jashore Sadar—the initiative seeks to strengthen rural fish farmers and entrepreneurs by promoting safe and sustainable aquaculture practices. The project enhances food security, improves family nutrition, and supports economic growth by building capacity in Good Aquaculture Practices, biosecurity, and environmentally friendly production, while also developing market linkages and post-harvest infrastructure.

📌 Specific Objectives

- Increasing the income of entrepreneurs through safe fish production and marketing;
- Increasing the income of entrepreneurs through the production and marketing of processed fish products;
- Increase the use of safe fisheries equipment and modern farming technologies at the local level;
- Creation of employment and sustainable sector through creation of service market at local level;
- Reaction of production and market systems considering the environment, safe and nutritious food and climate change issues; And
- Increasing participation of women and youth in initiatives.

Achievements in FY 2024-25



- Establishment of Demonstration Plots for Black Soldier Fly Production – Target: 5 | Achieved: 5
- Assistance to Entrepreneurs in Ready-to-Cook and Ready-to-Eat Activities – Target: 7 | Achieved: 7
- Local Fish Market Quality Improvement (Arat Development) – Target: 1 | Achieved: 1
- Establishment of Fisheries Service and Advisory Centers – Target: 5 | Achieved: 5
- Training for Small Entrepreneurs on Facebook Page and Content Management – Target: 50 | Achieved: 50

Key successes & milestones

- Demonstration & adoption of smart aquaculture / mechanization
- Training & capacity building on safe aquaculture & marketing
- Large-scale capacity building in Good Aquaculture Practices (GAqP)
- Value-chain expansion and piloting value-added Ready-to-Cook (R2C)/Ready-to-Eat (R2E) fish products
- Promotion of probiotics and safer input packages
- Fisheries-based eco/echo-tourism model (Bhabodah Beel)
- Service-market linkages (LSPs, collection points, branding)

Innovative practices:

- Combining GAqP with digital monitoring, Value-addition (R2C/R2E) at micro scale
- Probiotic promotion and inputs training, Fisheries ecotourism as a demand and awareness lever

Challenges and Lessons Learned

1. Major Challenges Faced:

- The people are not accustomed with the new technology like aerator.
- New technology such as producing and using Black soldier fly and ready to eat and ready to cook product is also a challenge.

2. Actions Taken to Overcome Challenges:

- Awareness Campaigns
- Conduct training and practical sessions led by Local Service Provider (LSPs)



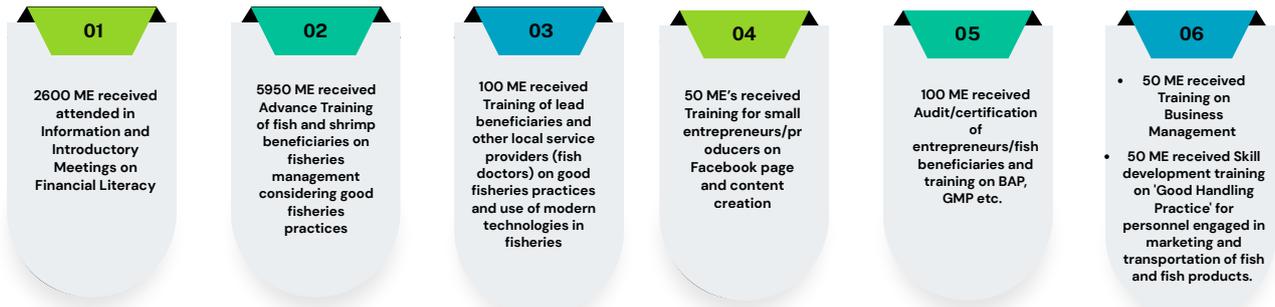
Environmental & Social Impact

The RMTP project has generated positive social impacts while producing mixed environmental effects, including improved climate-smart practices and small resilient works, alongside moderate environmental risks.

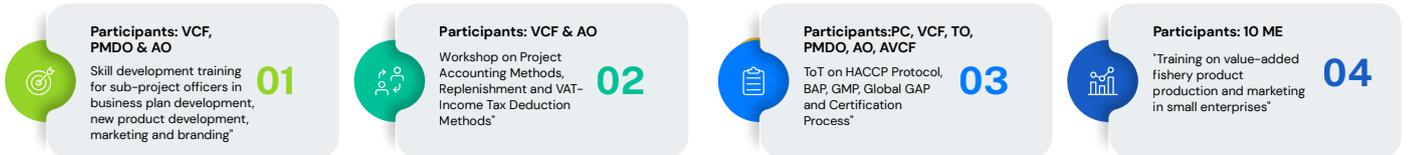
- **Water Quality Management:** Training on safe input use and regular pond monitoring reduces chemical and antibiotic contamination.
- **Reduced Pollution:** Proper disposal of sludge, minimizing feed waste, and lower chemical use reduce effluent pollution.
- **Climate Resilience:** Improved pond design, including raised embankments and better drainage, protects fish stock from floods and temperature shocks.
- **Ecosystem Awareness:** Encourages community-based management and awareness of wetland protection and biodiversity conservation.
- **Post-Harvest Loss Reduction:** Hygienic handling and cold storage lower spoilage, reducing environmental waste.



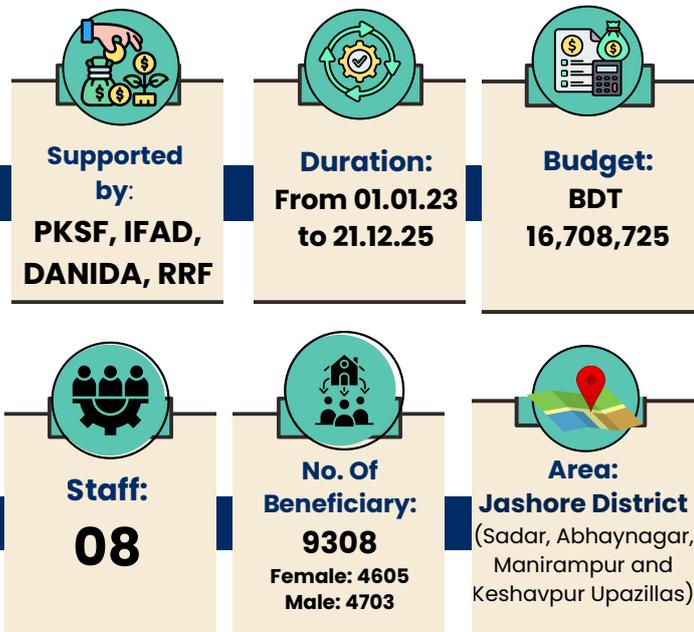
Capacity Building and Training for ME



Capacity Building and Training for Staff



Basic Information



Voice of Transformation



Plaboni Boksi from Manirampur, Jashore turned her passion for fish-based cuisine into "Pond to Plate," a ready-to-eat fish café launched in 2022. Despite challenges in financing, location, and staffing, she moved forward by investing her savings, taking an RRF loan, and hiring an experienced chef. By sourcing fresh, safe fish directly from RMTP-supported farmers, her café quickly gained popularity for its local and traditional dishes. Social media promotion boosted customer traffic, helping her generate BDT 20,000–30,000 monthly profit with a total revenue of around BDT 50,000. Today, "Pond to Plate" employs four people and continues to grow. Plaboni aims to expand her café and introduce new fish-based products—showing how determination and support can turn a small idea into a successful rural enterprise.