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Innovative Programme for Creating Entrepreneurs: Success Stories in Sea Food Micro Enterprises

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Abstract

Krishi Vigyan Kendra (Ernakulam) formulated a special training programme with an intention to create micro –sea food entrepreneurs. There was no stipulated time for the training programme, instead it continued till the selected entrepreneurs become successful. Follow up services are also being given to the successful entrepreneurs. Selection of the trainees was based on their accessibility to the raw material and availability of space for processing, packing and forwarding. The programme covered all aspects of initiating a sea food enterprise. The syllabus covered selection of good quality raw fish at a cheaper price from the auctioning centers near Kochi. The first lesson was to learn the process of fish auctioning. Subsequently, the candidates were trained in the transportation of bulk quantity of fish without quality degradation followed by temporary storage and scientific cutting and cleaning. Selection of quality additives like spices, oil etc. in bulk quantities in cheaper price and their storage were covered. Introduction of processing gadgets, labor & time management, product formulation, packing, attractive label designing, designing of trademark, registration of trademark, the importance of branding etc. were covered. In addition, the statutory licenses and certificates required for the industry and step by step procedure to obtain the same were also included in the syllabus. Tie-ups were made with retail marketing outlets and test marketing of the products were done by the participating trainees. Methods in finding out the marketing channels and waste utilization were also covered. Two entrepreneurs started products under their own brand name. The products are fish pickle, squid pickle, dry prawn roast, prawn chutney powder and ready to cook dry prawn. One entrepreneur started exporting dry prawn products and prawn wafers.