

Project Completion Report

Strengthening aquaculture advisory services through One Stop Service Centers (OSSCs)

Submitted by

Petrochem Bangladesh Limited



Submitted to

Feed the Future Bangladesh Aquaculture and Nutrition Activity

WorldFish Bangladesh and South Asia



August 31, 2023

Project Brief

Project Title	Strengthening aquaculture advisory services through One Stop Service Centers (OSSCs)	
Agreement Period	Start Date: 01-08-2021	End Date: 31-08-2023
	Extension Date: 21/11/2022 & 08-05-2023	
Duration	25 Months	
Total Agreement Amount	US Dollar: 295,630	
Feed the Future Bangladesh Aquaculture Activity Contribution	US Dollar: 145,764	Percentage: 49%
Sub-grantee Contribution	US Dollar: 149,866	Percentage: 51%
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List of Abbreviation

ABC	Aquaculture Business Centers
AMP	Aquaculture Medicinal Products
AQ	Aquaculture
BAA	Bangladesh Aquaculture Activity
BDT	Bangladesh Taka
BFRI	Bangladesh Fisheries Research Institute
BMP	Best Management Practice
DO	Dissolved Oxygen
DoF	Department of Fisheries
FtF	Feed the Future
IR	Intermediate Result
LSP	Local Service Provider
MEL	Monitoring, Evaluation and Learning
NGO	Non-Government Organization
NCE	No-cost extension
OSSC	One Stop Service Center
PCL	Petrochem (Bangladesh) Limited
pH	Potential of Hydrogen
POC	Point of Contact
SGA	Sub Grant Agreement
SOP	Standard operation system
TDS	Total Dissolved Solids
USD	United States Dollar
WF	WorldFish Bangladesh and South Asia
WMF	Women Micro Franchisees
ZOI	Zone of Influence

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1. Executive Summary

Farmers in remote areas struggle to access quality input and advisory services. Petrochem Bangladesh Limited (PCL), with support from Aquaculture Activity, extended advisory and aqua input services to small-scale aquaculture farmers through 60 women micro-franchisees (WMF) who are linked with the master franchisees (company dealers). The Activity extended the contract of Petrochem BD to establish an additional 40 One-Stop Service Centers (OSSC). Through this business model, PCL had a plan to reach 16,800 farmers (12,300 directly from technical events, and 4,500 from sales and advisory services) with particular attention to women and youth in the aquaculture sector.

During their activity implementation period, Petrochem BD established 60 WMF points and 40 One Stop Service Centers, and capacitated them with providing training on aquaculture technical advisory services & business development services, equipped with water parameter testing kits & meters, and different types of business promotional materials (festoons, leaflets, and signboard). With the assistance of these WMFs and OSSC, PCL organized 619 “Technical Knowledge Sharing Events” at farmers’ courtyards to disseminate improved aquaculture technologies and knowledge on appropriate usage of aquaculture products. A total of 14,098 farmers including 3,437 women participated in these technical events. During their project period, 4,700 smallholder farmers received technical services and products from the business centers (WMF & OSSC). PCL established “one-stop service centers” and “women micro-franchisees” will ensure advisory services for the smallholder farmers through meeting and training, printing documents, water and soil testing facilities, aquaculture machinery and equipment, access to information about finance, disseminate information of fish seeds, and market information related to sell products and buy inputs. Through this intervention, customer base and sales volume are increasing for both PCL and their distribution channel (OSSC & WMF) and the farmers are getting appropriate advisory services through these service providers.

2. Introduction

2.1 Background of the Project

Smallholder fish farmers in Bangladesh face a number of considerable limitations that affect their productivity and profitability. These can be generally summarized as-

- High levels of informal competition at each layer of the value chain
- Lack of institutional support systems for key value chain actors at various layers
- The exclusion of smallholder fish farmers from higher value markets
- Lack of formal capital appropriate for the fish farmers
- Lack of enforcement of standards and policies
- Widespread use of low-quality inputs
- Many of these could be solved by improved access to inputs-- feed, packaging, chemicals, machines, and other items
- There are several reasons why supplies do not reach rural areas-- small orders do not justify the cost of delivery, small farmers do not want or are not able to buy the large packages of the product, farmers do not know the product available in the area, and
- Last but not the least, women of remote area are mostly out of main stream income generating activities

"Micro-franchising" is a model with good potential that can pave the way of addressing these challenges. In this business model, PCL have the opportunity to expand the marketing area and sales by developing women micro-franchise (WMF) in the remote rural area and through them our products will be available in the untapped market area with appropriate embedded services. This can also be a very a good way to bring women and young people into business.

To address the market challenges, PCL will develop a HUB and SPOKE model where women entrepreneurs will be the spoke owner to spread deep into the rural areas. Spoke will be created only for those areas where the market opportunity is high but Petrochem's presence is low. PCL will embrace various activities like the development of the Women Micro Franchises (WMF), build up their capacity on technical & business aspect, and establish WMF Business Center (Fisheries and Agriculture products' booth) as spoke to ensure availability of quality fisheries and agricultural product among the farmers of the untapped area. PCL will ensure both quality products and technical advisory services through establishing the WMF sales points, capacity development (farmers meeting, training, demonstrations etc.) and different types of branding & market promotion materials (festoons, posters, leaflets etc.). WMF will assist in the market promotion, market linkage, product branding, positioning, and advertising, etc. for Petrochem. The women entrepreneur will be carefully selected through a comprehensive assessment process. The process will include a reference model, investment capacity, social acceptance, captive positioning of

the spoke, household assets, and the like "Micro-franchising" is a model with good potential that can pave the way of addressing these challenges. In this business model, PCBL have the opportunity to expand the marketing area and sales by developing women micro-franchise (WMF) in the remote rural area and through them our products will be available in the untapped market area with appropriate embedded services. This can also be a very a good way to bring women and young people into business.

Petrochem Bangladesh Limited (PCL) found these constraints as opportunities for business development and market growth in aquaculture. Fish farmers always in a demand for quality information and associated services that could increase farm productivity. By ensuring the services and delivering products of their choice, PCL wants to help these farmers to increase their farm performance by creating trust on the PCL brand, and by developing a women micro franchise (WMF) network who offers necessary information and advisory services on aquaculture and connect farmers with PCL's products on feed and aqua medicine.

PCL wants to extend this advisory network services by transforming selected WMFs and dealer and sub-dealer points in to One-Stop Service Center (OSSC) points and increase their capacities to delivers a 360-degree service solution to fish farmers. PCL will support the OSSCs on branding, training, linkage to testing facility, forward market and financial service providers. Inclusion of these services in the aquaculture OSSCs will proliferate the business of PCL in return, as farmers will have an increased demand for such services that are linked to sales of aquaculture inputs

2.2 Proposed Solution

The main goal is to facilitate the growth of the fishery subsector in the FtF zone by creating a market-driven model, which would enable Petrochem to tap into the untapped market through a women-inclusive distribution business model. The project would help Petrochem enable its services among the farmers, and create additional income opportunities for rural women by deploying them in the commercial supply chain.

Petrochem Bangladesh Limited (PCL) is one of the leading Agro based company in Bangladesh. They have diversified Agricultural Products for Crops, Livestock and Fishes. Under this Intervention "Women Micro-franchise Model", PCL will establish a last mile supply/distribution channel for all of their products (Crops' Seeds, fertilizers, Micro-nutrients, pesticides, AMPs etc..) with special emphasis on the AQ farmers especially women and youth.

To address the market challenges, PCL will expand its business in deep to the rural areas and create additional income opportunities by placing rural women in the commercial

supply chain. PCL will establish a hub and spoke-based business model where WMFs will be the ‘SPOKE’ owner to spread PCL’s products and services deep into the rural areas. WMF’s will be strategic market actors for penetrating PCL’s aqua input business in new or untapped markets. On the other hand, the HUB will be the ‘Upazila Master Dealer’ who supplies and controls the distribution of Petrochem’s aqua inputs at Upazila level. All the spoke owners will be connected to the Upazila Master Dealers for effective and on-time distribution of PCL’s products and services. Petrochem will design an incentive model for the WMFs so that this network of women sales agent can sustain and operate in long run. Petrochem will build the capacity of these WMFs in a way that they graduate as future retailer for Petrochem and help Petrochem grow their aqua input business in remote rural areas.

The WMF will provide technical services on small-scale aquaculture and homestead gardening & pond dyke cropping to the smallholder farmers especially to the women and youth (50% women and Youth). The WMF will specially trained as door-to-door sales and service agents with a particular focus on aquaculture productivity and nutrition. These groups will be self-managed, under close oversight of Petrochem, and be responsible for maintaining financial records and documentation to improve their entrepreneurial status and claim financial support from formal institutions. Based on their credit history, they will be linked to Bank Asia/City bank for availing quick finance. For business record keeping, we will supply them Business Record-Keeping Book. Furthermore, pond, garden, and dyke cropping demonstration will establish by the WMF to show the results of quality products, and this activity will attract and induce the people to increase their household production & productivity.

PCL has already created a network of 60 women micro franchisees, branded their shops as an Aquaculture Business Centers, trained them with the right knowledge and information on aquaculture advisory services and equipped them with business promotion and knowledge materials such as festoon, product brochure and technical handbook. WMFs currently provides technical services on small-scale aquaculture and homestead gardening & pond dyke cropping to the smallholder farmers especially to the women and youth (50% women and Youth). Considering the women’s social acceptance and influence of PCL’s Master Dealers, selected WMFs and Master Dealers will be specially trained as One-Stop Service Provider with a particular focus on aquaculture productivity and nutrition. These Centers will be then linked with other Activity partners and they will gradually introduce services such as water quality testing facility, forward market linkage and financial services such as opening bank account and apply for loans.

2.3 Objectives of the Partnership

The main goal is to facilitate the growth of the fishery subsector in the FtF zone by creating a market-driven model, which would enable Petrochem to tap into the untapped market through a women-inclusive distribution business model. The project would help Petrochem enable its services among the farmers, and create additional income opportunities for rural women by deploying them in the commercial supply chain.

2.4 Geographic Coverage

PCL will conduct the activities in thirty (30) Upazila of thirteen (13) districts of FtF-ZOI & ZOR area. The geographical area of this project is given below.

SL#	Districts	Upazila
1	Khulna	Dumuria, Paikgacha, Sadar
2	Bagerhat	Sadar, Fakirhat, Chitolmari
3	Satkhira	Shyamnagar, Kaliganj, Debhata
4	Kushtia	Sadar & Mirpur
5	Faridpur	Sadar, Modhukhali, Boalmari
6	Rajbari	Sadar & Baliakandi, Kalukhali
7	Jashore	Keshobpur & Monirampur
8	Jhalakathi	Sadar, Nalcity
9	Bhola	Sadar, Charfashion, Lalmohon
10	Jhenaidah	Sadar
11	Gopalganj	Sadar, Kotalipara
12	Cox's Bazar	Chokoria
13	Barishal	Sadar, Uzirpur

2.5 Project KPI and Budget Summary

Overall Key Performance Indicator (KPI) of this project has shared below:

Activity	Means	Unit	Targets	When	MOV
Scoping and Need Assessment for WMF selection and product basket development (FGD, Individual Interview, KII etc.)	# Of Study	Number	1	Sep'21	Report
Women Micro-franchise identification and development	# Of Micro-franchise	Number	60	Oct'21- Nov'21	List of Micro-franchise

Establish WMF Business Center (Fisheries and Agriculture products' booth)	# Of business center	Number	60	Oct'21-Nov'21	Report with business center details
WMF Entrepreneurship Development (training-technical & business)-Basic	# Of event	Number	4	Sep'21-Oct'21	Attendance sheet
Technical Knowledge Sharing Event with Farmers (small-scale aquaculture and homestead & dyke cropping) (20 participants / event)	# Of event	Number	240	Dec'21-Sept'22	Attendance sheet
	# Of participants (UHC)	Number	4,800		
Linkage building workshops between WMF and Distribution Channel Actor	# Of workshop	Number	4	Nov'21-Dec'21	Attendance sheet
Establish OSSC	# Of OSSC	Number	30	May'22	List of OSSC
Technical Knowledge Sharing Event with Farmers/Community session (small-scale aquaculture and other crops)	# Of events	Number	150	Jun-Sep'22	Attendance sheet
	# Of participants (UHC)	Number	3000		
Staff Capacity Development on Aquaculture	# Of training	Number	1	Nov'22	Attendance sheet
OSSC Skills Development (training-technical & business development)	# Of training	Number	3	Jan-Feb'23	Attendance sheet
Technical Knowledge Sharing Event with Farmers (small-scale aquaculture and homestead & dyke cropping)	# Of events	Number	150	Dec'22-Aug'23	Attendance sheet
	# Of participants (UHC)	Number	3000		
Linkage building workshops between OSSC and Market Actors	# Of training	Number	4	Feb-May'23	Attendance sheet, Report
Result demonstration (small scale aquaculture and homestead gardening & dyke cropping) pond	# Of Demo	Number	60	Dec'22-Feb'23	Pond list
Technical Knowledge Sharing Event with Farmers (small-scale aquaculture and homestead & dyke cropping)	# Of events	Number	75	Jun-Aug'23	Attendance sheet

3. Project Performance

3.1 Outreach Summary

This project was implemented for 25 months where PCL worked with WMF and OSSC to promote their products, build up their capacity and to increase their brand image. We have established 60 WMF, where 12 of the WMF have been transformed into OSSC. With 12 number of the transformed OSSC PCL has established a total of 40 OSSC. PCL had reach 14098 farmers through technical knowledge sharing event.

3.2 Key Performance Indicators

KPIs	Total target	Achievement	Cumulative achievement (%)
Staff onboard	23	23	100%
Women Micro-Franchisees	60	60	100%
Master Franchise (Dealers)	14	14	100%
OSSC	40	40	100%
Small holder farmer (Direct-through events)	7800	14098	114.62%
Small holder farmer (Indirect-through product sell)	4500	4500	100.4%

3.3 Activity Performance

Activity SL No.	Planned Activity Name	Activity Target (Number)	Achievement (Number)	Achievement (%)
Activity-01	Staff Recruitment	1	1	100%
Activity-02	Project orientation to field staffs and management (Kickoff Meeting)	1	1	100%
Activity-03	Project coordination meeting (Quarterly/Bi-Monthly)	9	9	100%
Activity-04	Selection of Women Micro-franchise Scoping and Need	1	1	100%
Activity-05	Establish (60) WMF Business Center (Fisheries and Agriculture products' booth)	60	60	100%

Activity-06	WMF Entrepreneurship Development (training-technical & business)	4	6	150%
Activity-07	Technical Knowledge Sharing Event with Farmers (small-scale aquaculture and homestead & dyke cropping)- 515 events	615	619	100.65%
Activity-08	Linkage building workshops between WMF and Distribution Channel Actors (4 events)	4	5	125%
Activity-09	Product Demonstration (small scale aquaculture and homestead gardening & dyke cropping)	60	60	100%
Activity-10	Result demonstration (small scale aquaculture and homestead gardening & dyke cropping)	60	60	100%
Activity-11	Communication and Promotional Materials			
	Festoon - printing and distribution	2031	2031	100%
	Product Brochure cum Technical Handbook on small-scale aquaculture and dyke cropping- printing and distribution	1400	1400	0
	Leaflet- printing and distribution	40000	40000	0
	T-Shirt printing for PCL branding	700	700	
	Business Record Keeping Book- printing and distribution	260	260	
	Promotional advertisement in print/electronic media			
	Video Documentary on Aquaculture Activities	1	1	100%
	PETROCHEM Sonali Din (ATN Bangla)	2	2	100%
	Standing board at OSSC & WMF	85	85	100%

Activity-12	Project Closing Meeting	2	2	100%
Activity-13	Selection of One Stop Service Center (OSSC)	30	30	100%
Activity-14	Establish (30) OSSC (Fisheries and Agriculture products)	30	30	100%
Activity-15	Establish One Stop Service Center (10 New OSSC especially in Barishal and Cox's Bazar)	10	10	100%
Activity-16	DO Testing kit (Re Agent)	50	50	100%
	pH testing kit (Re Agent)	50	50	100%
	Ammonia Testing kit (Re Agent)	50	50	100%
Activity-17	OSSC Skill Development (training-technical & business)	5	5	100%
Activity-18	Linkage building workshops between OSSC and Market Actors	4	4	100%
Activity-19	Participate in aquaculture fair/science fair/National days (02 stall in 02 region)	2	2	Abandoned Activity
Activity-20	Staff Capacity Development on Aquaculture- ToT (2 days training event)	1	1	100%
Activity-21	Call Center Operation for advisory services:	8	8	100%
Activity-22	Refreshers Technical Capacity Building training for Staffs, OSSC-40 and WMF-48 (Regional Level)	3	3	100%
Activity-23	Mobile testing lab to provide services at farmer's farm gate	8	8	Abandoned Activity

4. Lessons Learnt

4.1 Key Lessons Learnt

- One time training is not sufficient for the WMF and OSSC
- Most of the OSSC are not well equipped to use kits box
- Short time project is not enough to achieve the project goal
- One time training not sufficient for the officers
- Those who are active have much higher sell and more customers
- Those who are providing quality services have a greater number of customers

4.2 Challenges

- a) It was very difficult ensure participation of women in different events.
- b) We faced difficulties organizing farmers meeting through WMF, due to lack of proper technical knowledge in conducting a meeting. We are giving more effort to build up their capacity.
- c) Facing difficulties in organizing farmers meeting in house hold level due to family and social restriction. We need to motivate financial and social aspect.
- d) It's also tough to fill-up attendance sheet by single person during farmers meeting time.
- e) Tough to ensure male and female in same meeting.
- f) Inadequate of technical staff at regional level to conduct farmers meeting. We are giving more effort to build up their capacity.
- g) Due to lack of technical instrument not getting out come in optimum level
- h) Lack of knowledge of OSSC regarding testing kits use

4.3 Key Innovation of the Project

We have established 60 Women Micro Franchise (WMF), from the 60 WMF we converted 12 WMF into One Stop Service Center (OSSC). Including that 12 OSSC we have established a total of 40 One Stop Service Center (OSSC). PCL built their capacity and most of the WMF and OSSC are providing proper service to farmers.

4.4 Impact and Sustainability of the Intervention/ Business Model

PCL business model was to establish 60 WMF and 40 OSSC and build up their capacity thus they can provide services to fish farmers. Most of the service providers are involved in

the events and providing services to farmers. Right now, we are getting positive feedback from the field. We have developed new distribution network and increased sales volume significantly.

a) Impact on PCL:

i. Increased Demand for Aqua Medicines: Project activities help PCL to increase demand of their aqua medicine products by conduction TKSE. Through these events farmers aware about good aquaculture practices, water quality and health management of fishes. As a result, there is trend of increasing use of feed supplement, water quality management and disease management products. This help PCL to create a larger market for their aqua products. The intervention has creased demand of aqua products of PCL by three times.

ii. Diversification of Product Lines: At the beginning of the project PCL has only three basic aqua products. Throughout the project period, PCL expand their product lines to cater to the specific needs of fish farm. TKSE, Farm visit helps to develop new products like Petro-Guard, Aqua Meal, Hydro Clear etc., and farm management services tailored to the requirements of the fish farmer. Now PCL has ten products in the market and five more products in the pipe line.

iii. Increased Revenue: With a growing market for aqua medicines and related products, PCL has experienced an increase in revenue and profitability. After the intervention sales volume increase by 60% from the starting point sales volume.

iv. Job Creation: As the business of aqua medicine expand, PCL team employed more people in this sector. Which ultimately increase the job opportunities in this sector. PCL team recruited another 4 people, in this project period. Through this project we have developed capacity of 25 staffs.

v. Area Expansion:

While working with this project we have identified new potential areas which will help in future growth. Along with the aqua products, our others product sales have also increased.

b) Impact on fish farmers:

Technical Knowledge Sharing Events greatly benefited fish farmers by providing them with essential knowledge and expertise to enhance their fish farming practices. Though these meetings farmers get valuable insights into improved culture techniques, disease management, water quality control, access to aqua medicine products, increased income, access to finance, and sustainable farming methods. By attending such gatherings, fish farmers had shared their pain point in fish culture and get solution of their pain point. Now fish farmer can test water at their nearest OSSC and get advice for improved culture techniques. 13 thousand new farmers have been contacted through this project which are our assets. Increased income of farmers about 25-30%.

c) Impact Input retailers:

PCL team work hard to improve of aqua input seller which help them to provide technical support and training to fish farmers. Throughout the intervention their revenue and customer base increase by 25% and 40% respectively. We will replicate this model other areas in the country.

4.5 Recommendations / Future Directions

- To be needed more capacity building events for the project staffs
- Need more training for the service providers on kits operation as well as production technology

5. Project Budget and Financial Management

Budget:	Investment Ratio		Total Budget		
	% of WorldFish	% of Grantee	Total	FtF BANA	Grantee
Position of Project Staffs					
Staffs Salary	42%	58%	9,820,500	4,086,950	5,733,550
Staffs Benefits	44%	56%	755,500	330,100	425,400
Equipment, Supplies and Operation Cost	8%	92%	2,358,270	199,570	2,158,700
Travel	45%	55%	2,937,517	1,316,512	1,621,005
Activity Cost	66%	34%	12,367,655	7,894,757	4,472,898
Direct Cost	49%	51%	28,239,442	13,827,889	14,411,553
Others Cost					
Direct Cost (BDT)	49%	51%	28,239,442	13,827,889	14,411,553
Direct Cost (USD)	49%	51%	295,230	145,764	149,866

6. Annexure

6.1 Annex 1: Case Story-1

At the beginning of the project, we have found Mr. Ripon Sardar. During our scoping Mr. Ripon had a small business, where he sells only seed and pesticides in small scale. So, his income was limited before connecting with us.

Under the project, we provide regular training to Mr. Ripon. Through this training, he learnt about fish farming and vegetable cultivation in home yard and fish farming in pond. After training we he felt motivated and get enough confidence to start commercial fish farming. To achieve his goal, he leases a pond to start fish farming. Through our consultation he had prepared the pond and released the fishes. Mr. Ripon always consult us for regular care in fish farming and providing food as per the feeding list. Finally, he has seceded by selling the first lot of his farmed live fish in the market. Apart from this, due to fish farming, he knows what are the problems in fish farming, how to solve these problems, and to solve the problems, he gives advice to fish farmer and suggest our products to boost up production. Later, under the project, various testing kits and meters used in fish farming are provided. By checking the quality of water through the given meter and testing kit, he advice products through which the problems caused in fish farming were solved. From PCL Mr. Ripon is getting technical support as well as business support. He has expanded his business in agriculture products as well as in aquaculture products.

As a result of the establishment of the One Stop Service Center, the farmers of the surrounding area can come to the service center to test the water and take advice. Today Mr. Ripon Sardar is self-sufficient through training and taking the advantages of the project materials.

6.2 Annex 2: Case Story-2

Meet Bipasa Gain & Sanjib Gain, a couple with a passion for aquaculture and a dream of turning their small-scale fish farming venture into a successful business. Over the years, they have not only achieved success in fish farming but also ventured into fish medicine marketing. Their journey is an inspiring example of dedication, hard work, and innovation in the aquaculture industry.



Starting Small:

Bipasa Gain & Sanjib Gain began their journey in the world of aquaculture with a small fish pond in their backyard. With limited resources and knowledge, they initially stocked Black Tiger Shrimp in their pond. Due to WSSV virus they did not get success on that time. They attended Technical Knowledge Sharing Event in our project and gain new idea for fish farming, after that they started poly culture of carp fish, and black tiger shrimp. They learned the technical part of fish farming through capacity building training and studying literature developed for this intervention.

Growth in Fish Farming:

As they gained experience, Bipasa Gain & Sanjib Gain steadily expanded their fish farming operation. They implemented good practices for water quality management, feeding, and disease prevention. They also invested in improving the infrastructure of their fish ponds, adding netting to protect their fish from predators and bird attacks.

One key turning point in their fish farming journey was the introduction of sustainable farming practices. They adopted eco-friendly methods such as organic feed, efficient water usage, and natural pond fertilization. This not only improved the quality of their fish but also appealed to environmentally conscious consumers.

Diversifying into Fish Medicine Marketing:

While their fish farming business was thriving, Bipasa Gain & Sanjib Gain noticed a gap in the market for high-quality fish medicines and healthcare products. They realized that many local fish farmers struggled with diseases that could be prevented and treated effectively with the right medicines and knowledge.

To address this need, they decided to diversify their business and venture into fish medicine sales. They enlisted their organization name (M/S Opu Enterprise) in the intervention as One Stop Service Center. They gain insights into the most common fish diseases and the best treatment options through OSSC Skill Development training. They then ordered and stocked a range of fish medicines, vitamins, and supplements from Petrochem Bangladesh Limited and other reputable suppliers.



Success in Fish Medicine Marketing:

Bipasa Gain & Sanjib Gain's dedication to providing quality products and excellent customer service quickly earned them a reputation as a reliable source of fish medicines. They supplied educational materials, including festoon, booklet, leaflet supplied from project resources, to help local fish farmers understand common diseases and their prevention and treatment. On the other hand, they provide free service to test pH, Ammonia, Dissolve oxygen, TDS of pond water by testing kit which they get from this intervention.

Word-of-mouth recommendations and positive reviews from satisfied customers helped their fish medicine business grow rapidly. They also began offering Technical Knowledge sharing event on fish health management, further establishing their authority in the field.

Current Status:

Today, Bipasa Gain & Sanjib Gain's small-scale fish farming operation has grown into a flourishing business. They have expanded their fish pond network, diversified their fish

species, and have become a significant supplier of high-quality fish products to local markets and restaurants.

Their fish medicine marketing venture has also thrived, making a significant impact on the local aquaculture industry. Bipasa Gain & Sanjib Gain are now exploring opportunities to expand their business further by developing their own line of fish and potentially exporting to neighboring regions.



Conclusion:

Bipasa Gain & Sanjib Gain’s journey from small-scale fish farming to a successful fish medicine marketing business is a testament to their passion, hard work, and commitment to excellence. Their story serves as an inspiration to aspiring fish farmers and entrepreneurs, demonstrating how innovation and a deep understanding of the industry can lead to success in even the most niche markets.

6.3 Annex 3: Photo gallery:



Photo of Staff Orientation Meeting, Date: 09/09/2021



Photo of Staff Orientation Meeting, Date: 09/09/2021



Photo of Staff Orientation Meeting, Date: 30/11/2022



Photo of Staff Orientation Meeting, Date: 30/11/2022



Women Micro Franchises Development Training



WMF Development Training



WMF Development Training



Linkage Building Workshop with WMF & Market Actors



Technical Knowledge Sharing Event



Technical Knowledge Sharing Event



Technical Knowledge Sharing Event



One stop service center skill development training



Visit Program of WMF Business Center



Visit Program of OSSC Business Center



Feeding the Fish



Exposure Visit



Technical Knowledge Sharing Event with Farmers



Advising Fish Farmer at Their Farm



Water Testing Service at Farmer's Door Step



Advising Farmer for Prawn Nursery Management



Advising Farmer to Increase Production



Linkage Building Meeting with OSSC and Market Actors



Video Shooting at One Stop Service Center on project impact



Branding at One Stop Service Center



Project Coordination Meeting



Refresher Technical Capacity Building Training



Project Closing Meeting



Project Closing Meeting