

training programs are provided here in VK –Jammu.

Plan Your Setup: One can design their own setup according to what his/ her pocket allows, from 2 to 4 tanks minimum.

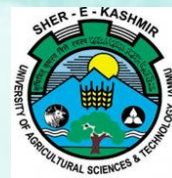
Choose Your Species: Start with hardy, popular varieties that are easy to breed. I would say livebearers are best beginner friendly fish to start with.

Market Your Product: Connect with local pet shops, aquarists, and online platforms.

Government Schemes: Benefit from initiatives like the **Pradhan Mantri Matsya Sampada Yojana (PMMSY)**, which offers financial assistance, training, and support for setting up ornamental fish units.

Expert Institutions: Support & Guidance Available at KVK Jammu.

Unlock Your Entrepreneurial Potential Today!



**Krishi Vigyan Kendra
Jammu**



Ornamental fish culture to Empower Women

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Women empowerment through ornamental fish farming.

Ornamental fish farming has opened a gateway for women empowerment in India offering a path for financial stability and independence. It's an easy job and can be easily done with minimal help and with household chorus. Acquiring new technical and entrepreneurial skills boosts women's self-confidence and self-worth

Why Choose Ornamental Fish Farming as Your Enterprise?

High Demand, High Value: These colourfull ornamental fishes fetch excellent prices, offering better returns per unit space compared to traditional fish farming.

Low Initial Investment: only a small backyard is enough with some tanks, tubs, and basic water management to start your very own small business.

Supplementary or Primary Income: For many rural women, it starts as a supplementary income activity, often fitting around existing household responsibilities. Over time, as skills and production grow, it can become a primary source of livelihood, leading to greater financial control and decision-making power.

Export Potential: India Harbors some of the native species which are quite valuable globally, opening doors to international markets.

Reduced Migration: By providing a viable income source within their villages, ornamental fish farming can reduce the need for distress migration by male family members, keeping families together.

How to Get Started?

Gain Knowledge: Learn about species selection, water quality, feeding, and disease management