

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.

Support & Guidance Available!

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: Organizations like ICAR-CIFA and the National Fisheries Development Board (NFDB) provide invaluable training and technical guidance.



**Krishi Vigyan Kendra
Jammu**



Ornamental fish farming for Livelihood Development



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Ornamental fish farming

REASON?

Ornamental fish are those fish that are not used for eating but as pets plus as home decor because who would not love an aquarium in their room. Ornamental fish have vibrant colors and amazing personalities that will shine bright with love and care. Ornamental fish industry has bloomed in past decade in India also due to urbanization and increasing economy. People who are having low land or apartment living cannot keep big pets but an aquarium can be easily adjusted in a small space. This is also giving good business opportunity because of:

- **High Demand, High Value**
- **less space compared to traditional fish farming.**
- **Growing Indian Market.**
- **No need to grow the fish to an adult size.**

- **Small fish gives bigger profits.**
- **No extra care needed once you know how to maintain the tanks.**
- **Can be easily cared for by women and children.**
- **Keeps stress level low.**
- **Enjoyable hobby for anyone interested.**

How to Get Started?

Gain Knowledge: Learn about species selection, water quality, feeding, and disease management training programs are provided here in KVK –Jammu.

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

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