

## **CMFRI Honour for Successful Women Entrepreneurs Ivy Jose, Rethi Kumari**



Kochi: Ivy Jose and K G Rethi Kumari were honoured by the ICAR-Central Marine Fisheries Research Institute (CMFRI) for their perseverance and hard work which have led them to become successful women entrepreneurs in the fisheries sector.

Ivy, hailing from Munambam, excelled in fish manure production, while Rethi Kumari, from Alappuzha's Onattukara, carved a niche in

ornamental fish farming. Both women are beneficiaries of CMFRI's Science-Technology Innovation (STI) Hub scheme and were acknowledged for their dedication and management skills in their respective fields. Ivy's journey began with a training session in organic fish manure production offered by CMFRI's Krishi Vigyan Kendra. Inspired by the potential to transform fish waste into a valuable product, Ivy Jose ventured into fertilizer production. She now runs the 'Ivy's Agro-hub' near Munambam harbour. The fish waste is combined with a bacterial inoculum and attractively packaged in a powder format. This fertilizer not only enhances crop yield but also improves soil quality. She acknowledged the crucial role of CMFRI's STI Hub in materialising her entrepreneurial taste.

Rethi Kumari's passion for ornamental fish farming blossomed from a hobby into a successful business. With scientific training and dedicated efforts, she established 'Dear Guppy', a well-stocked ornamental fish farm. A pivotal point in her growth was a training programme conducted by the National Fisheries Development Board (NFDB). A team of experts from CMFRI also provided crucial guidance and visited her farm to offer necessary advice under the STI Hub project. According to her, the entrepreneurial venture generates nearly half of her family's income and creates employment opportunities for other women in the neighbourhood.

Well-known playback singer Chitra Arun was the chief guest at the Women's Day celebration held by the CMFRI. She said that financial self-reliance empowers women and helps leading a life of dignity and respect for women. She stressed the crucial role of family support in fostering women's ambition in both employment and entrepreneurial ventures, emphasizing that gender equality should begin at home. "There is a need for teaching boys and girls from a young age that they have equal participation in household chores and other matters", Chitra Arun added. CMFRI Director Dr. A Gopalakrishnan presided over the function. CMFRI Women Cell Chairperson Dr. Miriam Paul Sriram and Member Secretary Dr. Sandhya Sukumaran were also present at the event.