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Success Story**"From Backyard Pond to Aquaculture Triumph: The Inspiring Journey of Purvi Fish Farm"****B. Nightingale Devi* and Devendra Verma****Dept. of Fisheries Basic Science and Humanities****Late Shri Punaram Nishad College of Fisheries, Kawardha****(Chhattisgarh)*****Corresponding author: devi.cof12@gmail.com**

In the serene district of Durg, Chhattisgarh, a remarkable success story was born - that of Shri Roopchand Dhiwar. With humble beginnings, Roopchand rose above the challenges to become a prominent figure in the field of fish farming. This is the inspiring tale of how he founded Purvi Fish Farm in Dhamdha area of Durg district and transformed it into a thriving enterprise.

Born into a modest family, Roopchand Dhiwar learned the value of hard work and perseverance from a young age. He completed his education up to the 2nd year of his Bachelor of Arts (BA) degree, displaying an eagerness to learn despite facing financial constraints. His determination to carve a better future for himself and his community remained undeterred.

Venturing into Fish Farming:

Having grown up in a region surrounded by water bodies, Roopchand observed the potential of fish farming as a sustainable livelihood option. In 2010, armed with his knowledge of fish breeding and a vision to make a difference, he established Purvi Fish Farm in the picturesque town of Dhamdha. Starting with just a small pond of 1 acre near his backyard, he embarked on his journey as a fish farmer with a dream to create a successful business. His dedication to fish farming was unwavering, and he was willing to take risks to



turn his passion into a reality. The initial phase of his venture was not without challenges. Managing water quality, feeding the fish, and preventing diseases required constant attention and effort. However, Roopchand viewed these obstacles as opportunities to learn and grow. He embraced his mistakes as valuable lessons, and with each experience, he improved his skills and knowledge in the field of fish farming. Recognizing the importance of modernizing his operations, Roopchand invested in modern equipment, including a diesel pump, generator, and paddle wheel aerator. These investments enhanced the efficiency of his farm and allowed him to scale up his production capacity. With strategic planning and hard work, his business started to grow rapidly.

Purvi Fish Farm's Diversified Operations:

Under Roopchand's capable leadership, Purvi Fish Farm rapidly expanded its operations, encompassing a range of activities. The farm focused on seed production, which involved meticulously nurturing fish eggs and fry until they were ready for sale. Additionally, they engaged in grow-out culture, providing optimal conditions for the fish to thrive until they reached market size.

As Roopchand gained more experience, he displayed an entrepreneurial spirit by expanding his business. He ventured into selling his fish to local markets and nearby villages, which proved to be a wise decision. This not only increased his income but also created a reputation for the quality of his produce, attracting more customers to his fish farm.

As his fish farm expanded, Roopchand understood the value of teamwork. He hired more workers to assist him in managing the farm, enabling him to focus on strategic decision-making and business development. This not only boosted employment opportunities in the region but also allowed the farm to handle larger production volumes.

Species Diversity and Sustainable Practices: Recognizing the importance of species diversity, Roopchand Dhiwar introduced Indian Major Carp (IMC), Exotic Major Carp (EMC), Tilapia, and Pangasius to the farm. This decision not only ensured a variety of products but also promoted ecological balance in the water bodies.



Furthermore, Purvi Fish Farm was committed to sustainable aquaculture practices, minimizing environmental impacts and adhering to responsible feed management. This ethos resonated with environmentally-conscious consumers, further enhancing the farm's reputation.

Growth and Success: With Roopchand's dedication and commitment to excellence, Purvi Fish Farm thrived. Their annual turnover reached an impressive 1 crore rupees, a testament to the quality of their produce and services. The farm produced an astonishing 7 tonnes of grow-out fish and a staggering 4 crore fish seeds each year.

Creating Opportunities and Empowering Others:

Roopchand's success not only improved his life but also uplifted the community around him. Purvi Fish Farm became a beacon of hope, providing employment to 30 individuals, thereby boosting the local economy. As a person from the Other Backward Class (OBC) category, Roopchand inspired many youngsters to dream big and work hard to achieve their goals.

Roopchand's dedication and success did not go unnoticed. His contributions to the field of fish farming earned him several prestigious awards and recognitions. Receiving the "BILASA BAI KAWTIN MATSYA VIKAS AWARD" and being recognized as the best fish farmer in Chhattisgarh were the crowning achievements of his efforts.

Conclusion: Roopchand Dhiwar's journey from a small village in Durg to becoming the Director of Purvi Fish Farm is a testament to the power of resilience, dedication, and foresight. Through his fish farming venture, he not only built a successful enterprise but also brought about positive change in his community. Roopchand's story continues to inspire budding entrepreneurs, proving that with determination and sustainable practices, success is within reach, no matter the circumstances.



Shri Roopchand Dhiwar Receives 'BILASA BAI KAWTIN MATSYA VIKAS AWARD' from Honourable Chief Minister Shri Bhupesh Baghel" Purvi Fish Farm