

Securing Livelihoods and Futures of the Fishing Community in Telangana

In the rural landscape of Telangana, Bhemghanpur village has long been plagued by poverty and limited opportunities. The 230-member fishing community, established in 2009, relied on traditional fishing methods and equipment to eke out a livelihood from the village pond. However, their struggles and challenges were manifold.

Before the intervention, the fishing community faced numerous challenges:

- Outdated fishing techniques and equipment limited their efficiency and productivity.
- Street vending restricted their market reach and income potential.
- Safety concerns led to injuries and fatalities while fishing in the expansive village tank.
- Economic instability due to low productivity and limited market access made it difficult to provide for their families.

In 2023, the National Agro Foundation (NAF), with financial support from HDFC Bank Parivartan, launched the Holistic Rural Development Program to uplift the Bhemghanpur fishing community. The project aimed to transform their fishing practices and business model.

Empowerment through Modernization

NAF provided the community with:

- Modern fishing nets to improve efficiency and productivity
- Fishing boats to enhance safety and comfort
- Life jackets and rain coats to reduce risks while fishing
- Fish storage boxes to preserve and transport fish effectively
- High-yield fishing's to boost productivity
- Training and capacity building on community management, fish management, and business transformation

The community transitioned from street vending to systematic contract selling, securing better prices and stable incomes. This shift enabled them to negotiate fair prices for their produce, access wider markets and customers; and increase their earnings and improve their livelihoods.

The intervention yielded remarkable results:

- Increased production and sales of prawns
- Improved livelihoods for 230 fishing community members
- Enhanced food security and nutrition
- Contribution to local economic growth and development
- Total income earned by the society: Rs. 1,28,400 (April-June 2024)

"The National Agro Foundation, with financial support from HDFC Bank Parivartan, has provided us with advanced equipment. This support has secured our livelihood, increased our production, and boosted our income... Thank you to HDFC and NAF."



