

MATSYA SAATHI PROMOTES FISHERIES ENTREPRENEURSHIP

Oleevia Foundation, under its flagship initiative Matsya Saathi, organized the Blue Economy Entrepreneurship Program in collaboration with Fisheries Station, Beypore. The program aimed to create awareness about entrepreneurship opportunities in the fisheries sector and empower fishermen, women, and youth with knowledge on government schemes, sustainable livelihoods, and emerging business opportunities within Kerala's growing blue economy.

Understanding Government Support Mechanisms

Participants were introduced to major fisheries development schemes including PMMSY, PM-MKSSY, and FIDF. Resource persons explained various subsidies, financial assistance mechanisms, infrastructure support, and entrepreneurship opportunities available under these schemes. The session enabled participants to understand how government-backed initiatives can support the establishment and expansion of fisheries-related enterprises and livelihood ventures.



Building Future-Ready Fisheries Enterprises

The program highlighted opportunities in aquaculture, mariculture, fish processing, value addition, cold chain development, ornamental fisheries, and fisheries-based startups. Participants gained insights into modern technologies and innovative business models that can enhance productivity and profitability. Discussions also emphasized sustainable resource management as a foundation for long-term growth in the fisheries sector.



Strengthening Community Livelihoods

A major focus of the program was the promotion of community-based enterprises and self-employment opportunities. Fishermen, women entrepreneurs, self-help groups, and youth were encouraged to explore entrepreneurship as a pathway towards economic independence. The initiative reinforced Oleevia Foundation's commitment to creating sustainable livelihood opportunities while strengthening the socio-economic resilience of coastal communities.



Inspired by Visionary Leadership

The successful implementation of the program reflects the visionary leadership of Shri Krishnakumar K. T., CMD, Oleevia Group. His unwavering belief in empowering communities through entrepreneurship, innovation, and sustainable development continues to guide the Foundation's interventions. Under his leadership, Matsya Saathi is emerging as a catalyst for transforming fisher communities.



Program Spotlight

- **Organized under Oleevia Foundation's flagship fisheries initiative, Matsya Saathi.**
- **Conducted in collaboration with Fisheries Station, Beypore, Kerala.**
- **Awareness and capacity-building session on PMMSY, PM-MKSSY, and FIDF schemes.**
- **Benefited fishermen, fish farmers, women entrepreneurs, SHGs, and youth.**

SDGs Targeted:

