



EMPOWERING BLUE ENTREPRENEURS- ENTREPRENEURSHIP DEVELOPMENT & FISHERIES SCHEME AWARENESS UNDER PROJECT MATSYA SAATHI

As part of Project Matsya Saathi, Oleevia Foundation's flagship initiative under the Blue Economy Entrepreneurship Program, an Entrepreneurship Development and Fisheries Schemes Awareness Session was organized in association with the Bharat Benz. The programme was designed to empower aspiring entrepreneurs, fishermen, and coastal communities with the knowledge and resources required to build sustainable enterprises and strengthen livelihood opportunities in the fisheries sector.

Building Entrepreneurial Mindsets

The session focused on developing an entrepreneurial outlook among participants by introducing modern business opportunities within the fisheries value chain. Discussions covered sustainable aquaculture, fish processing, ornamental fisheries, value addition, marketing strategies, post-harvest management, and emerging business prospects. Participants were encouraged to explore entrepreneurship not only as a source of income but also as a pathway towards economic resilience and community development.



Creating Awareness on Government Schemes and Grants

A key highlight of the programme was the comprehensive awareness session on government schemes, subsidies, and financial assistance available for the fisheries sector. Experts from the Bharat Benz explained various entrepreneurship support programmes, grants, infrastructure assistance, and credit-linked schemes. The session equipped participants with practical knowledge on eligibility, application procedures, and institutional support.



Collaboration for Sustainable Coastal Livelihoods

The partnership between Oleevia Foundation and the Bharat Benz reflects a shared commitment to promoting sustainable livelihoods through institutional collaboration. By combining technical expertise with grassroots outreach, the programme created a platform where innovation, policy support, and entrepreneurship converged. Such partnerships strengthen the Foundation's vision of building self-reliant coastal communities capable of adapting to changing economic and environmental challenge.



Advancing the Vision of Project Matsya Saathi

The Entrepreneurship Development Session marks another significant milestone in Project Matsya Saathi's mission to transform the fisheries sector through knowledge, innovation, and inclusive economic growth. By empowering individuals with entrepreneurial skills and awareness of government support systems, Oleevia Foundation continues to foster a new generation of blue economy entrepreneurs.



Program Spotlight

- Entrepreneurship Development Session under Project Matsya Saathi
- Organized in association with Bharat Benz
- Awareness on government schemes, subsidies, and grants
- Capacity building for fisheries and blue economy entrepreneurs
- Promoting sustainable livelihood opportunities for coastal communities

SDGs Targeted:

