

SCIENCE MEETS THE SHORE- MERA GAON MERA GAURAV CAMPAIGN STRENGTHENS COASTAL LIVELIHOODS IN ALAPPUZHA

As part of the Mera Gaon Mera Gaurav (MGMG) Campaign, a community outreach programme was successfully organized on 23 June 2026 at Pathirappally, Alappuzha, through the collaborative efforts of ICAR–Central Institute of Fisheries Technology (CIFT), Oleevia Foundation, and the Indian Leadership and Community Council (ILCC). The programme brought together over 30 participants, predominantly women, creating a vibrant platform for scientific learning, sustainable livelihood promotion, and community empowerment.

Bridging Science with Sustainable Practices

The technical session was led by Mr. Sreejith S., Scientist, ICAR–CIFT, who introduced participants to CIFT–Microboost technology and innovative methods of preparing organic manure, fish silage, and animal feed from fish processing waste and discarded raw materials. The session demonstrated how scientific innovations can transform waste into valuable resources, encouraging environmentally responsible practices while creating new livelihood opportunities for farming and fishing communities.



Unlocking Opportunities in Fisheries Entrepreneurship

Participants also gained valuable insights into the growing opportunities within the fisheries sector, with discussions focusing on value addition, resource optimization, and entrepreneurship development. The programme encouraged participants to explore sustainable income-generating activities by adopting modern technologies and scientific approaches. By promoting innovation at the grassroots level, the initiative reinforced the vision of creating resilient communities equipped to build prosperous and sustainable enterprises.



Collective Leadership for Community Development

The success of the programme was made possible through the active mobilization efforts of Oleevia Foundation and ILCC, ensuring enthusiastic participation from farming and fishing communities. Mr. Ajitkumar Varma, CEO, Oleevia Foundation, Mr. Gautam Ramakrishnan, Chief Manager – Projects, Oleevia Foundation, Mr. Sunil Jacob, State Chairman, ILCC, and other ILCC office bearers addressed the gathering, inspiring participants to embrace knowledge, innovation, and collective action for community advancement.



Building Sustainable Communities Through Knowledge

The programme concluded with a renewed commitment to sustainable agriculture, responsible waste management, and community-led development. By integrating scientific expertise with grassroots participation, the initiative demonstrated the transformative impact of collaborative partnerships.



Program Spotlight

- Mera Gaon Mera Gaurav (MGMG) programme organized at Pathirappally, Alappuzha
- Joint initiative by ICAR-CIFT, Oleevia Foundation, and ILCC
- Technical training on CIFT-Microboost technology, fish silage, and organic manure preparation
- Strong participation from farming and fishing communities, with over 30 participants, predominantly women

SDGs Targeted:

