ABIS of IB Group launches Extruded Shrimp Feed

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Shrimp, fish and paddy cultivation in same field is lucrative

Pokkali farming is a system in which paddy and shrimp are grown alternately in the same field.

But the sad fact is that the area under this system of farming is becoming smaller day by day and not proving to be remunerative.

To give a fillip to this system of farming, the Central Marine Fisheries Research Institute (CMFRI) suggested a new method of integrating fish growing in iron cages along with regular paddy and shrimp cultivation.

FUNDING
A young farmer from Ezhikkara, Mr. Saibil, readily agreed for this new experiment in his field, which was funded by the National Initiative on Climate Resilient Agriculture (NICRA).

He was trained on pond construction, nursery rearing, fish transportation, feeding, cage maintenance, etc. Nursery reared mullet and pearlspot fishes were stocked in iron cages.

They were fed using floating formulated pellet feeds during morning and evening. Cages were cleaned fortnightly and nets changed once in two months.

In eight months time the fishes were harvested and the farmer was able to get a good profit of Rs 80,000 from the fishes alone. In addition, he also earned an income of Rs 50,000 from the paddy and shrimp.

The harvest was also celebrated as a festival by the local Pokkali farmers.

"Growing paddy alone is not very remunerative for farmers. Paddy along with shrimp cultivation can get Rs 50,000 but in this new technique the profit margin is quite high for a farmer since fish is also grown.

INCOME
"If implemented in a hectare a farmer can get anything from Rs 80,000 to Rs 85,000 from this cage culture of growing fishes in addition to paddy and shrimp that can fetch Rs 50,000," says Dr Shinoj Subramannian, Programme Coordinator and Senior Scientist, KVK (Ernakulam) of CMFRI.

Pokkali fields are spread in about 5,000 hectares area in Ernakulam, Alappuzha, parts of Kottayam and Thrissur districts of Kerala.

Paddy is grown during June to October (120 days maturity period) followed by shrimp farming during November to April.

Residue from the paddy crop forms the feed for the shrimps and the residue of the shrimp culture forms the fertiliser for the paddy.

"It is a purely organic system and the paddy and prawn possess good taste since there are no chemical inputs used," says Dr. Subramannian.

Size of a typical pokkali field ranges from two to 30 acres and each field is confined within bunds. There is a sluice gate for water movement to and from the field. The area inside the field adjacent to the sluice gate is called sluice pit (Thoombukuzhi in Malayalam).

SUB CHANNELS
In addition there are many sub channels to drain water from other parts of the field into a main drainage canal.

These sub channels are shallow and paddy is planted in the field as well as on top of these sub channels. The sluice pit and the sub channels are filled with water at all phases of pokkali cultivation.

"Since Pokkali farming is climate dependent, constant attention is required at each
ABIS of IB Group launches Extruded Shrimp Feed

ABIS Holds feed launch meets at different places in A.P and Gujarat

ABIS (I) Pvt. Ltd., an IB Group of company has recently introduced India's first ever Extruded Shrimp Feed to the shrimp industry. ABIS Exports (I) Pvt Ltd has added another feather in their cap by offering EXTRUDED Feed even to Shrimp Feed industry after successful introduction of ABIS EXTRUDED FISH FEED. The chain of Customer launch meets of the ABIS EXTRUDED SHRIMP FEED were conducted across coastline in Andhra Pradesh and Gujarat.

ONGOLE:
ABIS Extruded shrimp feed launch meet was held in Ongole in Hotel Sarovar on the April 23. The meeting was attended by the leading shrimp farming consultants duo Mr Ravichandran and Mr K. Suresh, progressive shrimp farmers, consultants, technicians and dealers.

BHIMAVARAM:
ABIS Extruded shrimp feed launch meet was held in Bhimavaram in Hotel Falcon Nest on the 24th April 2013 at 11.00am. The meeting was attended by Dr. Munichandra Reddy and Mr. Srinivas, leading shrimp farmers, consultants, technicians and dealers.

NEILLORE:
ABIS Extruded shrimp feed Customer launch meet was Held in Nellore in Hotel New Celebrations on the 22 April 2013. The meeting was attended by Mr S. Gopal reddy, the president of the Nellore District Shrimp farmers association, Dr. P. Haribabu, Professor College of Fisheries Science (Muthukur, A.P), leading shrimp farmers, consultants, technicians and dealers.

AMALAPURAM:
ABIS shrimp feed launch meet was held in Amalapuram in Hotel Surya International on 25 April. The meeting was attended by Dr Ram Mohan Rao, Assistant Director of Fisheries, SIFT-Kakinada, the leading shrimp farmers, consultants, technicians and dealers.

Mr SS Hussain, Zonal Manager, ABIS Exports (I) Pvt. Ltd, welcomed the gathering and introduced the principal speaker and chief guest Dr Chin How Cheong, a Singapore based nutritionist having more than 30 years of experience in Shrimp & Animal feeds and Dr Savyed Ahmed Ali, an eminent retired Chief Nutritionist of CIBA and Mr. Pramod Kumar Singh, General Manager, ABIS Exports (I) Pvt. Ltd.

Mr Pramod Kumar Singh gave the audience an over view about IB group, the giant Agri-conglomerate based at Rajnandgoan, Chhattisgarh in central India. The Corporate vision of research oriented product development in the

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