

ANGLING A SUCCESS STORY TOGETHER...

Market Xcel as Project Management Consultant of Uttarakhand Cooperative Development Program



Market Xcel Data Matrix Pvt. Ltd., in association with Kula Aqua, had bagged the prestigious Project Management Consultant role with 'Uttarakhand Cooperative Development Program (UKCDP)' in July 2020 and has since scripted a story of unexampled success in the state.

The Department of Fisheries Govt of Uttarakhand envisions escalating the indigenous fish production in the state by 10X till 2023, and we, as PMC, are playing an instrumental role in helping the department craft and implement a 360-degree growth plan.

BRAND UTTARAFISH:

The PMC conducted primary and secondary research to assess fish demand in the state, helped conceptualise a world-class fish outlet, 'UttaraFish', and identify lucrative outlet locations. While the key offering 'Rainbow Trout' was used as a mascot to design the brand identity, a mix of online print, outdoor, digital, and social media was successfully used to create and sustain the buzz. With one pilot outlet running successfully in Dehradun, 12 more outlets are in the offing.



MODERNISATION OF FARMS:

The PMC has revamped the existing farms by introducing water recirculation in the trout farms, oxygen generation, pellet feed, etc. The implementation of the specialised knowledge is already bearing fruits, with farmers reporting an increase in their income.

Furthermore, on PMC's recommendation, high-quality trout eggs are being imported from Denmark, which is expected to bolster the fish farmers' position and profitability.

INFRASTRUCTURE DEVELOPMENT:

The PMC has redesigned a new hatchery and used new techniques for incubation and fertilisation. New raceways have been designed in the state incorporating cutting edge technology and infrastructure. Nursery ponds have been introduced for better production management, and an ultra-modern process plant has been established for better cold chain management, including quick freezing process, cooking.

“WE ARE DOING MORE WORK THAN PRIME MINISTER SHRI NARENDRA MODI JI'S TARGET OF DOUBLING FARMERS' INCOME IN 2022”



DR. DHAN SINGH RAWAT
Minister Cooperative,
Govt. of Uttarakhand

Our efforts are helping the department to reel in more farmers who are fishing around for success!