

# SAFETI Boosts Aqua-Input Trader's Business



Mr Enamul Hoque in his shop

Md. Enamul Haque Mollick, owner of M/S Tasin Fish Feed Marketing, lives on Goruhati Road, Noapara, Abhoynagar, Jashore. He started his business in 2014 as a dealer for the Mega brand of feed and until 2018 sold only fish feed, oilcake, lime and rice polish (bran).

The SAFETI project had identified limited

availability of quality inputs as a constraint. Farmers often face a scarcity of supply of the quality inputs they need for successful shrimp and prawn farming. Given his experience in this sector, willingness to work with the project, ability to make inputs accessible for the farmers and good business reputation, Mr. Enamul was selected as a partner retailer in December 2017. He then participated in three SAFETI training sessions on technical issues, business development and ethical business practice.

Though the training, Mr. Enamul recognized the benefits of using high-quality inputs for farming and the limited availability of these products in his area. In response, he expanded the range of his product line to include bleaching powder, calcium carbonate, prebiotic ingredients (yeast, molasses, rice polish [bran]), tea seed cake, probiotics, mineral and vitamin mixes, and branded products including Timsen, Bioaqua-50, Bioprob, Gaspro and Super Gasomill. As his business expanded he took on the dealership for aqua-chemicals and medicines for several companies, including Unibiocare, Primecare, EON group, ACI and ACME.

In addition to training on the good business ethics of selling quality inputs and the benefits for farmers of using them, SAFETI also taught him the “Six Key Steps for Successful Shrimp and Prawn Farming” and how to make feed calculations. This has proved to be beneficial for him and his shrimp-farming customers. While selling inputs, Mr. Enamul now also helps farmers by sharing the technical knowledge that he learned from the SAFETI training. He has also helped his customers by carrying out soil and water quality tests for free (ammonia, pH).

Two of the local farmers from Abhoynagar, Pinaki Mandol, Arpara group, and Rathin Majumder, Harishpur group, commented, “Md. Enamul Haque Mollick is contributing a lot to prawn production in Abhoynagar through supplying all sorts of quality inputs including chemicals and medicines — and on time. Moreover, he provides us with technical advice and water test facilities free of charge; this is a big help to us.”

As part of his strategy to expand his business, Mr. Enamul has increased communication with his customers by attending SAFETI-organized events such as farmers’ training and coaching sessions and Farmers’ Field Days (FFD). During 2019, he participated in 20 of the 34 local FFDs and subsequently had more than 150 farmers contacting him to learn more about the benefits of prebiotics, probiotics, calcium carbonate and the correct dose levels. Also, as a result of participating in the FFDs, he received orders for an additional 50 tonnes of feed, increasing his income and the sustainability of his expanding business.

In 2019, while his target was to sell 400 tonnes of feed, his sales volume reached 470 tonnes (valued at BDT 22,090,000) and he received an additional BDT 200,000 as an incentive reward from the feed company. This year he has set a

*Mr. Enamul Haque said, “SAEFTI helped me to design my business strategy. Through attending the farmers’ training, meetings, and Farmer Field Days, I made new connections with farmers and this is helping me to expand my business”*

target of selling 600 tonnes of feed and wants to acquire more knowledge about prawn culture and the business. Mr. Enamul says, “I thank SAFETI for helping me to expand my business.”



Input provider Mr. Enamul Haque, delivering a speech at a Farmers’ Field Day

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