



**Award of Excellence in Fisheries Sector
For**



Best Fisheries Enterprise - Partnership Firm

Presented by


Department of Fisheries
Ministry of Fisheries, Animal Husbandry and Dairying
Government of India

**On the occasion of World Fisheries Day
21st November, 2021**

to

AGRAWAL TRADING COMPANY




(Dr. C. Suvarna)
Chief Executive, NFDB



Agarwal into Aquaculture



Agarwal Trading Company established in 2008 is one of the premier companies manufacturing, marketing, and promoting ICAR-CIFA's Technologies (CIFAX, Diagnosis kits, CIFA Carp Starter, CIFA Carp Grower, and Nano plus). The Agarwal Trading Company is ISO 9001:2015 certified partnership firm, popularly known for its optimum quality products and transparent dealings.

Mr Agrawal is a proponent of branding and hence has trademarks registered for CIFAX, CIFA Carp Starter, CIFA Carp Grower, and CIFA Nano and attained patents for the two technologies. He established various machinery and infrastructure related to fisheries over the years for better positioning of the units such as the CIFAX production unit in 2014 with a production capacity of 1,000 litres per day, the disease diagnostic production unit in 2017 and feed mill unit of 200 tonnes in 2020. Mr Sanjay Agrawal visited a plethora of feed companies located in different parts of India to obtain in-depth knowledge about processing technology like grinding and mixing feed ingredients, extraction technology, drying and packing, and reprocessing activities and followed the sale of value products commercialized by ICAR-CIFA. The company developed notable associations because of which they were able to acquire quality raw material and market products through dealer networks and financial linkage with banks. The company took the initiative of producing diagnosis kits for several fish diseases.

The company has earned a net profit of ₹ 30 lakhs with an annual turnover of ₹ 15 crores during the FY 2021-22. During COVID-19, the company faced challenges with procurement and supply of products due to restrictions on transportation but later managed it well without losses. The company has reached out to 20,247 farmers in a year to ensure the continuous supply of the required technology for the development of aquaculture. They conducted 30 awareness programs, 10 ToTs (Training of Trainers), and 17 seminars/ workshops to enrich the fisher communities with access to knowledge, and technology on various subjects.

Name	Sanjay Agrawal
District	Raipur
State	Chhattisgarh
Education	12th standard
Category	General
Occupation	
Mobile number	7024148417
Firm's name	M/s. Agrawal Trading Co.
Year of establishment	2008
Position	Director
Activity	Production and distribution of CIFAX and fish feed
Annual turnover	₹ 15 crores
Annual Production	40,00 tonnes
Employment generated	47





WORLD FISHERIES DAY 2021 AWARDS



Best Performing Fisheries Enterprise (Partnership Firm) Agrawal Trading Company

BACKGROUND:

Agrawal Trading Company established in 2008 is one of the premier companies manufacturing, marketing and promoting ICAR-CIFA's Technologies (CIFAX, Diagnosis Kits, CIFA Carp Starter, CIFA Carp Grower and Nano plus). The founder, Sanjay Agrawal is a revered personality in the market. The Agrawal Trading Company is ISO 9001:2015 certified partnership firm, popularly known for its optimum quality products and transparent dealings. Mr. Agrawal's dexterity for preciseness and conformity to the standard has allowed him to sustain a strong footing in the industry. The company is in operation to foster the fisheries sector for the betterment of fisheries and fish farmers.

JOURNEY OF RISK AND INNOVATION:

The total funds received in the last 3 years from 2017-20 from different State Governments were Rs.952 lakhs and the company incurred an expenditure of Rs.921 lakhs. The company carried out risk management measures commendably and reached out to ten thousand farmers during COVID pandemic. All the COVID protocols were followed sternly and the management apportioned medical and dietary support to the entire team. Furthermore, the company emphasized the well-being of its workers by offering financial aid to their respective families in such a challenging time.

Mr. Agrawal is a proponent of branding and hence has trademarks registered for CIFAX, CIFA Carp Starter, CIFA Carp Grower, and CIFA Nano and attained patents for the two technologies. He took up the establishment of various machinery and infrastructure related fisheries over the years for a better positioning of the firm as given below:

Sl. No	Plant & Machinery	Details of Plant & Machinery /Unit established			Investment (Rs.in Lakhs)
		Year of establishment	No. of units established	Production capacity per day	
1	CIFAX Production	2014	1	1000 litres	30
2	Disease Diagnostic production unit	2017	1	500 kits	7
3	Feed Mill	2020	1	200 MT	75

STRATEGIES TO SUCCESS:

Mr Sanjay Agrawal visited a plethora of feed companies located in different parts of India to obtain in-depth knowledge about processing technology like grinding and mixing feed ingredients, extraction technology, drying and packing and reprocessing activities and followed the sale of value products commercialised by ICAR-CIFA. The company developed noteworthy associations because of which they were able to acquire quality raw materials, and



market products through dealer networks and financial linkage from banks. The company took the initiative of producing of diagnosis kits for several diseases of fish.



PROSPEROUS OUTCOME:

The company has earned a net profit of Rs.15.57 lakhs with an annual turnover of Rs. 986 lakhs during the FY 2019-20. It managed to overcome the obstacles in procurement and supply during COVID-19 because of transportation restrictions. The firm has produced the following.

Year	Business Activity	Production Related		Service-Related	Total Expenditure (Rs.in lakhs)	Returns (Rs.in lakhs)
		Annual Production	Annual Quantity marketed	Annual Value of Services (Rs.in lakhs)		
2018-19	CIFAX	13,500 litres	11,250 litres	110.00	101	9.00
	Spot Agglutination kit	100	77	2.00	1.80	0.20
2019-20	CIFAX	17,500 litres	16,100 litres	160.00	138.00	22.00
	Spot Agglutination kit	20	10	0.10	0.80	0.20
2020-21	CIFA Carp Starter	20 MT	20 MT	12.00	11.70	0.30
	CIFA Carp Grower	300 MT	290 MT	130.00	125.00	5.00

IMPACT:

The company has successfully reached out to 20,247 farmers in a year to ensure a continuous supply of the required technology for the development of aquaculture. Conducted 30 awareness programmes, 10 trainings of trainers and 17 seminars/workshops to enrich the fishermen communities with access to knowledge, technology on various subjects. CIFAX Fishery focuses on stimulating growth and immunity post-application of fish seed.



प्रमाण - पत्र

छत्तीसगढ़ शासन, कृषि एवं जैव प्रौद्योगिकी विभाग तथा व्यापक इंटरप्राइजेस, रायपुर द्वारा आयोजित

कृषि समृद्धि राष्ट्रीय मेला - 2018

इंदिरा गांधी कृषि विश्वविद्यालय, जोरा, रायपुर-छत्तीसगढ़

24 से 28 जनवरी, 2018

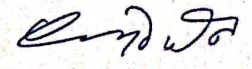
AGRAWAL TRANDING CO.

की सहभागिता के लिए सहर्ष प्रमाण-पत्र प्रदान किया जाता है।

स्थान : रायपुर

दिनांक : 28.01.2018




बृजमोहन अग्रवाल
कृषि मंत्री, छत्तीसगढ़ शासन

कृषि समृद्धि



राष्ट्रीय
कृषि

मेला छत्तीसगढ़

2017



आयोजक



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कृषि विभाग छग.

प्रमाणपत्र

AGRAWAL TRADING COMPANY

EXHIBITOR

को कृषि समृद्धि राष्ट्रीय कृषि मेला, छत्तीसगढ़,
२७ से ३१ जनवरी २०१७, रायपुर में सम्मिलित होने के लिए,
सहर्ष प्रमाणपत्र प्रदान करते हैं।

बृजमोहन अग्रवाल
कृषि मंत्री, छत्तीसगढ़ शासन