



Jaljeevika

Water for Livelihood, Water for All

ANNUAL REPORT

Nurturing Aquatic Ecosystems,
Empowering Communities



2025-26

OUR SUPPORTERS

Working together for resilient aquatic food systems, inclusive livelihoods and a sustainable tomorrow.



FINSERV



Azim Premji
Foundation



COLLABORATING FOR A STRONGER
TOMORROW





The year 2025–26 has been one of learning, consolidation and renewed ambition for Jaljeevika.

When we began this journey, our central question was simple: can India's ponds, wetlands, rivers and coastal ecosystems become a stronger foundation for the livelihoods, food security and resilience of the communities that depend on them? Year after year, our work has reaffirmed that these are not merely sources of fish or income. They are living ecosystems that sustain food, nutrition, employment, biodiversity, culture and local economies - and their health is inseparable from the well-being of the communities around them. This understanding has increasingly shaped how we work.

Over the past year, we continued working with small and marginal producers, fishers, women, youth, community institutions and local enterprises across diverse aquatic landscapes- through aquaculture and fisheries development, women-led enterprises, post-harvest management, aquatic food systems, capacity building, community institutions, and convergence with government programmes. But our field experience has also reminded us, again, that livelihood support alone cannot create lasting change. Communities need institutions, knowledge, market access, appropriate technology, and above all, a stronger relationship with the natural resources their livelihoods depend on. This is why we have begun looking beyond individual interventions and individual beneficiaries, toward the landscape as a whole.

Our growing emphasis on wetlands, aquatic food systems, climate resilience and community-led resource management reflects this shift. We are working to build models where restoration and livelihood reinforce each other- where a healthier waterbody supports better production, better nutrition and stronger incomes, and where the communities with a stake in a resource also become its custodians. Women remain central to this transition. Across our programs, we continue to see women stepping into roles well beyond household-level livelihood work- as producers, fish vendors, entrepreneurs, seed rearers, members of producer institutions, and increasingly, as local leaders. Recognising and strengthening this economic role is essential to building rural economies that are genuinely inclusive. Partnerships remain fundamental to everything we do. Working with government institutions, CSR partners, development organisations, financial institutions, technical agencies and community institutions has let us carry field-tested ideas beyond the boundaries of any single project. We're encouraged, too, by the growing recognition of aquatic livelihoods within broader conversations on climate resilience, food and nutrition security, rural employment and ecosystem restoration.

Yet perhaps the year's clearest lesson is this: development is, in the end, about relationships. Training, technology, infrastructure and financial support all matter- but lasting change happens when communities trust the process, participate in decisions, and come to see development as genuinely their own. Going forward, we want to deepen this social foundation of our work, and build Jaljeevika's presence within communities rather than simply delivering projects to them.

As we look ahead, our ambition is to contribute to a larger movement for the responsible use and restoration of aquatic ecosystems. Jaljeevika 2.0 is not simply an expansion of our programmes- it is a renewed commitment to connect ecosystem health with human well-being. Through our emerging focus on Revive–Restore–Rebuild and Engage–Empower–Expand, we hope to work alongside communities and partners to show that ecological restoration and economic development need not compete with one another. The challenges ahead are real- climate change, ecological degradation, fragmented markets, technological gaps, and mounting pressure on natural resources. But so are the opportunities. India holds an extraordinary diversity of aquatic resources, and millions of people carry generations of knowledge tied to them. Our responsibility is to help connect that knowledge, those resources and those communities with the institutions, technologies and markets a resilient future will require.

I am grateful to our community partners, field teams, institutional partners, government agencies, donors and supporters for walking this journey with us. And most of all, I thank the communities who continue to teach us, challenge us, and remind us why this work matters. The journey ahead is larger than Jaljeevika. We hope to contribute, in our own way, to a future where healthy aquatic ecosystems support healthy communities, resilient livelihoods, and a more equitable rural economy.

Yours,
Neelkanth Mishra
Founder & CEO



ABOUT US



Centre for Aquatic Livelihood Jaljeevika is a non-profit organization working at the intersection of aquatic livelihoods, ecosystem restoration, climate resilience, and inclusive rural development. This year, Jaljeevika has received prestigious *Technical Recognition from the Food and Agriculture Organization (FAO) of the United Nations* for its contribution to sustainable aquatic food systems. We works with small and marginal farmers, fishers, women, youth, and other underserved communities to develop sustainable aquatic and nature-based livelihoods. Our interventions span fish farming, integrated aquaculture–agriculture, seaweed cultivation, value addition, ornamental fisheries, and wetland-based enterprises such as makhana, lotus, and water chestnut.

What began as a fisheries-focused initiative has evolved into a holistic development institution working with rural and coastal communities across several Indian states and reaching over 50,000 households. For more than a decade, Jaljeevika has demonstrated how ponds, rivers, wetlands, and coastal ecosystems can serve as foundations for resilient livelihoods, food and nutrition security, and sustainable local economies.

The organization combines livelihood development with ecosystem stewardship, ensuring that economic opportunities are aligned with the ecological capacity of local resources. A key strength of Jaljeevika is its ability to combine field implementation with innovation, enterprise development, institutional strengthening, and technology.

Jaljeevika brings multidisciplinary expertise in aquaculture, fisheries, marine ecosystems, agroecology, market systems, community institutions, enterprise development, policy engagement, and digital technology. It has experience designing and implementing multi-stakeholder programmes with government, development agencies, civil society organizations, financial institutions, and private-sector partners, including participatory planning, climate adaptation pilots, DPR support, institutional development, market linkage, and convergence with public schemes and institutional finance.

Jaljeevika's approach is rooted in the belief that ecological resilience and economic resilience are mutually reinforcing. Through ecosystem restoration, climate-resilient livelihoods, inclusive enterprise development, and community stewardship, Jaljeevika works to build resilient communities and sustainable aquatic economies while contributing to India's climate goals, blue economy agenda, food and nutrition security, and the Sustainable Development Goals.



50,000+
HOUSEHOLDS
REACHED



10+
INDIAN
STATES



**SUSTAINABLE
AQUATIC
LIVELIHOODS**



Water security is breathing new life into communities from Tikamgarh to Purnia. By combining local tradition with modern solutions, these efforts showcase the power of resilience- demonstrating that empowering women is the foundation of lasting community prosperity. [Scan the QR code to watch NDTV coverage on our work.](#)





VISION

Enhancing human capability and ensuring well-being through knowledge transfer, empowerment, and collective processes. We believe in an evolving journey where everyone can become a changemaker. Our vision is to create an equal, gender-just, ecologically balanced, and sustainable community by fostering knowledge systems and building resilient institutions.

People
at the centre
of change

PURPOSE

To empower small and marginal farmers and associated communities by enhancing their knowledge, improving access to resources, and enabling the adoption of sustainable practices that improve productivity and income through aquatic livelihoods.

WHY IT MATTERS?

-  Small and marginal farmers
-  Women and youth
-  Healthy ecosystems
-  Sustainable livelihoods
-  Stronger communities



Rooted in Nature
Driven by
People.

MISSION

Jaljeevika is committed to address the critical challenges faced by small and marginal farmers through comprehensive training, resource facilitation, and technological integration. Our mission is to foster economic stability, environmental sustainability, and socio-economic growth in aquatic communities by creating comprehensive value chains for freshwater, wetland, and marine-based production systems.

OUR GOAL FOR NEXT DECADE



50,000+

hectares of
wetlands to restore
in next decade



1,00,000

households to
empower



10,000

women-led
enterprises

OUR

INTERVENTIONS



02

Integrated Aquaculture -Agriculture

Promoting integrated farming systems for higher productivity and diversified income.



01 Fisheries & Aquaculture

Supporting small and marginal farmers with scientific, sustainable fish farming practices.



03

Wetland-based Enterprises

Enabling value chains for makhana, lotus, water chestnut and other wetland products.

05

Value Addition & Market Linkages

Supporting processing, branding and market access for aquatic products.



04

Ecosystem Restoration

Working with communities to restore ponds, rivers, wetlands and coastal ecosystems.



Holistic Wetland-Community Development



06

Community Institutions & Capacity Building

Strengthening SHGs, collectives and building leadership, with a focus on women, youth and underserved communities.



07

Innovation, Research & Digital Solutions

Using technology, data and knowledge systems to enhance productivity, resource and scalability.



08

Policy Engagement & Partnerships

Collaborating with government, creating policies that support academia and private sector to create enabling policies and scale impact.



FROM
WATER BODIES
TO OPPORTUNITIES



1NO
POVERTY

2ZERO
HUNGER

3GOOD HEALTH
AND WELL-BEING

4QUALITY
EDUCATION

5GENDER
EQUALITY

6CLEAN WATER
AND SANITATION

10REDUCED
INEQUALITIES

12RESPONSIBLE
CONSUMPTION
AND PRODUCTION

13CLIMATE
ACTION

14LIFE BELOW
WATER

15LIFE
ON LAND

17PARTNERSHIPS
FOR THE GOALS

ALIGNMENT TO
UN SDG

We are
committed to
the UN
Sustainable
Development
Goals

FAO80

GLOBAL TECHNICAL RECOGNITION

SUSTAINABLE AQUATIC
FOOD SYSTEMS

Center for
Aquatic Livelihood
Jaljeevika

#FAO80

15 October 2025

OUR JOURNEY

Over the last decade, Jaljeevika has worked with communities, partners and government to transform aquatic resources into thriving livelihoods, resilient ecosystems and stronger rural economies.

2013

INCEPTION & EARLY INTERVENTIONS

Established as a not-for-profit focused on promoting aquatic livelihoods for small-scale and rural producers in India.

Initial fisheries-based interventions begin in tribal regions like Malkangiri (Odisha), Palamu (Jharkhand), Madhubani (Bihar), Bankura (West Bengal), and Mahboobnagar (Telangana).

2014-15

WOMEN SHG & STATE PARTNERSHIPS

Collaboration with Maharashtra SRLM (UMED); women Self-Help Groups (SHGs) are mobilized for fisheries, especially in the Vidarbha region. Over 4,000 women engaged in fisheries-based livelihood programs

2016-17

SCALING WITH PARTNERSHIPS

Partnerships with major CSR entities: Tata Trusts, Bajaj Finance, ICICI Foundation; community-led models are scaled in Andhra Pradesh, Jharkhand, and Maharashtra. Introduction of cage fish farming in Andhra Pradesh reservoirs; cooperatives produce over 200 Metric Tons of fish.

2018-2020

TECHNOLOGY, ADVISORY, & GLOBAL RECOGNITION

Joined Microsoft- & Accenture-led programs; launched IoT pond advisory and digital apps, with pilots alongside FFEM and Frugal Labs. Collaborated with World Bank, PwC, and Nudge Foundation; national cohorts with ICCW-IIT Chennai, Social Alpha, and IAIN enabled expansion to Uttar Pradesh

2021-23

EXPANSION & IMPACT

Partnered with GIZ, FAO, World Bank, IFAD, NFDB, NABARD, and others to advance aquaculture knowledge, data governance, and ecosystem development. Engaged 35,000+ fish farmers, created 700+ micro-entrepreneurs, and formed cluster federations.

2024-26

DIVERSIFYING WETLAND ECONOMIES

Expanded beyond fisheries, holistic and sustainable development of the wetland communities, Recognition from FAO.

VISION FOR 2035

Impact one million small-scale fish farmers and micro-entrepreneurs, expand tech-enabled advisory, data-based certification, and training centers for sustainable aquaculture.



JALJEEVIKA 2.0

Transforming Wetlands,
Empowering Communities

Jaljeevika 2.0 envisions a future where wetlands become vibrant ecosystems that integrate ecological conservation with sustainable livelihoods.



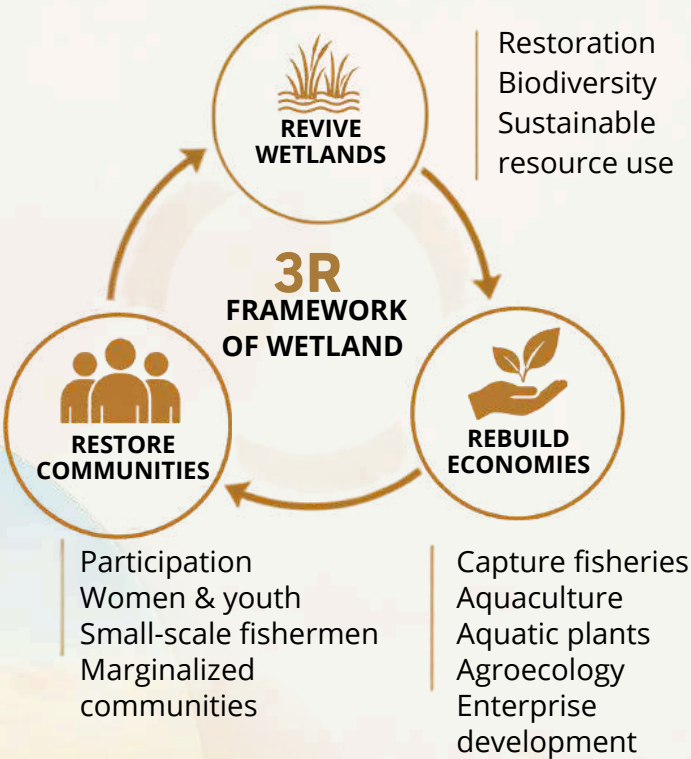
HEALTHY ECOSYSTEMS



INCLUSIVE COMMUNITIES



SUSTAINABLE ECONOMIES



OUR HORIZON 2035

A decade of resilient wetlands, thriving communities and inclusive blue economies.



50,000
HECTARES OF
WETLANDS
RESTORED



1 LAKH+
EMPOWERED
HOUSEHOLDS



10,000
WOMEN-LED
ENTERPRISES
ESTABLISHED

Our INTERVENTIONS

Jaljeevika transforms aquatic and natural resources into pathways for resilient livelihoods and inclusive rural prosperity.

Our interventions empower small-scale fish farmers, women, Adivasis, youth, and underserved groups through sustainable aquaculture, agroecological practices, ecosystem restoration, enterprise development, and market access. By connecting healthy ecosystems with thriving communities, we create livelihood solutions that are economically viable, socially inclusive, and environmentally sustainable.



AQUATIC
LIVELIHOODS



SUSTAINABILITY
& LIVELIHOODS



COMMUNITY
EMPOWERMENT



MARKET LINKAGE
& ENTERPRISES



FINANCE &
CONVERGENCE



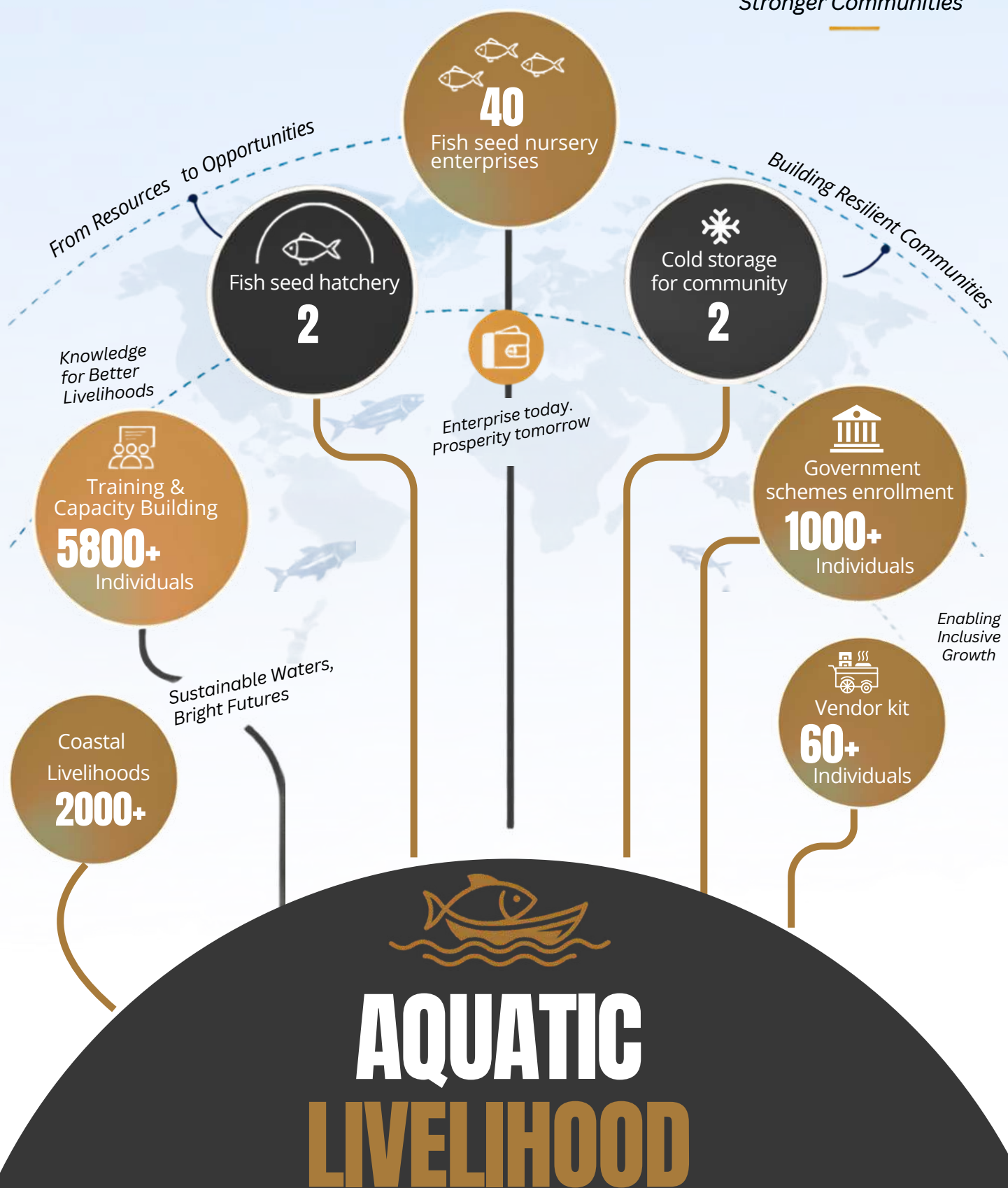
FOOD & NUTRITION
SECURITY



INNOVATION &
AFFORDABLE TECHNOLOGY



TRAINING &
CAPACITY BUILDING





Aquatic food systems are increasingly central to global food security, nutrition, and rural livelihoods. According to FAO's *State of World Fisheries and Aquaculture 2026*, global aquatic animal production reached a record 195 million tonnes in 2024, with aquaculture accounting for more than half of production for the first time. The sector now supports more than 600 million livelihoods worldwide, underscoring its growing importance for food systems and inclusive economic development. India is the world's second-largest producer of aquatic animals and a global leader in inland fisheries.



INDIA

at the forefront
of aquatic
transformation



19.77
million tonnes
Total fish production
in FY 2024-25



15.16
million tonnes
From inland
fisheries (= 76%)



~28 million
Fishers and fish
farmers at the
primary level

Yet, India's vast aquatic resources remain unevenly utilized, while challenges such as ecological degradation, limited technical knowledge, inadequate infrastructure, climate risks, and restricted access to finance and markets continue to restrain their livelihood potential. Jaljeevika has worked to bridge this gap by transforming underutilized aquatic resources into sustainable and resilient livelihood opportunities. We have supported small and marginal farmers, fishermen, women, youth, and tribal communities through technical training, capacity building, enterprise incubation, improved aquaculture practices, integrated farming systems, access to finance, and market linkages. Our approach went beyond increasing production. By combining sustainable aquaculture with ecosystem stewardship, climate-adaptive practices, and community institutions, Jaljeevika seeks to improve productivity and household incomes while strengthening food and nutrition security with the long-term health of aquatic ecosystems.

OUR KEY INTERVENTIONS



Seed Nursery
Quality seed for higher productivity



Integrated Agri-Aqua
Sustainable and climate-resilient
production



Wetland Fishery
Harnessing natural productivity



Pen Culture
Innovative models for enhanced yield



Capacity Building
Learning, sharing and scaling success



JOURNEY OF CHANGE

STRENGTHENING FISHERIES THROUGH PEN CULTURE

A PRACTICAL INTERVENTION TO IMPROVE FISH SEED SURVIVAL, COMMUNITY MANAGEMENT AND LOCAL FISHERIES PRODUCTION



“

Through seed rearing in the pen we realised that our input cost can be reduced drastically every year. We can sell fish seed to other farmers if we increase the pen size.

— Pankaj Sahni,
Collective Member

Spread across more than 375 acres, Daini Maun is an important wetland fishery of the region. For generations, local fishing communities have depended on its waters, building a deep practical understanding of its fish, seasonal changes and fishing patterns. The wetland is managed by the *Khagaria Matsyajivi Sahyog Samiti*, a cooperative of nearly 1,200 members and a significant of them are dependent fulltime-directly on Daini Maun for their livelihood. The cooperative's role has traditionally centred on coordinating fishing activity and access to the wetland. But fish production is shaped just as much by what happens before the fishing starts- by the availability of quality seed and the ability of stocked fish to survive and grow in a large, open-water environment. It was in this context that Jaljeevika introduced pen culture at Daini Maun.

Creating a protected space for fingerling rearing

In a large open waterbody, small fish released directly into the wetland face considerable risk from predators and other environmental pressures- and once released, their growth and survival are hard to track. To address this, three pen culture units were installed at Daini Maun for rearing fingerlings: relatively controlled spaces within the natural wetland where fish could be kept, monitored and cared for before release into the larger waterbody. Jaljeevika supported the pens' establishment and provided technical guidance and inputs, while the local group associated with Daini Maun took on their day-to-day management.

In effect, the intervention added one simple but important stage to existing practice: instead of releasing fish directly into open water, they were first raised under close community supervision until they reached a stronger size and condition.

From the pen to the open wetland

The pens quickly became a new area of responsibility for the local group, who monitored the fish, maintained the structures, and ensured the fingerlings were properly cared for. Once the fish reached a suitable size and healthy condition, fish seeds stocked in the pen- were released into the 375+ acre wetland. As they were gently released into open water, there was a palpable sense of excitement in the community. These were not simply an external input brought in for stocking; they had been reared and cared for locally, with the community involved at every step before the fish became part of the larger wetland fishery. The immediate goal was straightforward: put healthier, better-developed fish into the wetland. What this stocking ultimately delivers- in survival, growth and harvest- will become clear only through continued monitoring in the seasons ahead.

A new role for the fishing cooperative

Pen culture also brought a different kind of responsibility to the Khagaria Matsyajivi Sahyog Samiti. Where the cooperative's work has traditionally centred on fishing itself, members are now engaging with a production activity that demands sustained attention long before any fishing takes place. Responsibilities for monitoring the pens and maintaining the structures were worked out within the group, with members taking turns at the site and combining their local experience with the technical guidance provided through the intervention. The process also drew in different generations of fishers- experienced fishermen contributing their knowledge of the wetland's seasonal behaviour, and younger members bringing fresh interest in this new fisheries practice. It is too early to call this a transformation of the cooperative. But it has given the group a genuine opening to take on a more active role in managing a fisheries production process, rather than simply coordinating access to one.

Building towards local seed availability

The pen culture experience has surfaced a broader need in the local fisheries system: reliable access to quality fish seed. For a wetland fishery as large as Daini Maun, timely availability of good seed is essential for regular stocking and production planning- yet communities currently depend entirely on external sources for it. A fish seed hatchery is now being established in the area to help close this gap, gradually building local capacity for seed production and reducing the community's dependence on outside supply. Over time, the hatchery and pen culture can reinforce each other: locally produced seed reared and managed through community-level nursery systems, and eventually used to stock suitable waterbodies- creating a more locally connected fisheries system, from seed production through nursery management to wetland harvest.

Exploring the next step: a Fisheries Producer Organisation

The Daini Maun experience has also opened up discussion around forming a Fish Farmer Producer Organisation (FFPO)- a way for fishers, who today participate mainly in fishing itself, to come together around the broader fisheries value chain: input procurement, seed access, production planning, aggregation, harvesting and marketing. This idea remains at the discussion and development stage. Its shape and relevance will need to emerge from the needs and readiness of the fishing community itself, rather than being introduced as another institutional structure from outside.

Learning from a practical field experiment

The Daini Maun pen culture initiative is still evolving. Its first cycle has already demonstrated something important: that pens can be established, fingerlings managed locally, and healthy fish released into a large open wetland. What this means for the fishery's longer-term production and economics will depend on how the stocked fish fare in open water and what is ultimately realised at harvest. For Jaljeevika, the value of this work lies as much in the learning it generates as in the infrastructure itself. It has introduced the community to a new way of managing fish seed, given the local fisheries group a new area of responsibility, and sparked discussion around local seed production and stronger collective enterprise. The next phase will focus on learning from this stocking cycle, strengthening pen management, establishing the local hatchery, and supporting the community as it explores the right institutional path for collective fisheries development. Daini Maun is, in that sense, a practical step toward strengthening an existing wetland fishery- not by replacing traditional fishing practices, but by adding better seed management, deeper local participation, and new institutional possibilities around the resource.

ENVIRONMENTAL SUSTAINABILITY

HEALTHY WETLANDS BRIGHTER FUTURES

“Conserving
today for
generations
tomorrow”



300+

water hyacinth-based
product development
training



5000
ha

Community-led
wetland
management



2000+
people

Coastal area
stewardship
drive



13000+

Horticulture
plant distributed





Healthy aquatic ecosystems are the foundation of resilient livelihoods, biodiversity, food systems, and water security. Yet India's ponds, wetlands, rivers, and coastal ecosystems face increasing pressures from pollution, encroachment, siltation, overexploitation, invasive species such as water hyacinth, unsustainable groundwater extraction, habitat degradation, and climate change. These pressures threaten ecological health as well as the communities that depend on these ecosystems.



Jaljeevika is promoting environmental sustainability through a community-led approach that combines ecosystem restoration, responsible resource use, biodiversity conservation, and local governance. We work with communities to restore degraded waterbodies, strengthen stewardship of aquatic commons, and develop practical solutions that reduce pressure on natural ecosystems.



Our interventions include cluster-level Wetland Management Plans, community-led waterbody restoration, biodiversity conservation, and strengthening local institutions for sustainable ecosystem governance. We address invasive water hyacinth by converting it into handicrafts, compost, and organic inputs, while fish waste is transformed into organic fertilizer- turning environmental challenges into circular resource solutions.

Among the communities, we have promoted sustainable use of aquatic resources through singhara and lotus cultivation, sustainable aquaculture, seaweed cultivation, and mangrove restoration. These nature-based solutions helped restore ecosystems, diversify resource use, and reduce pressure on vulnerable aquatic and coastal habitats. Water-efficient practices and integrated water-resource planning further contributed to addressing growing pressure on groundwater and surface-water systems. Biodiversity stewardship has strengthened through community and youth engagement for the protection of wetlands, migratory birds, turtles, and other aquatic species and habitats. Through this integrated approach, we seek to build healthy, productive, and resilient aquatic ecosystems where restoration, conservation, sustainable resource use, and community livelihoods reinforce one another.



Biodiversity Conservation



Water Hyacinth Products



Seaweed Cultivation



Wetland Sustainability Plan



Wetland Mitra



Sea turtle Conservation



Mangrove plantation



Migratory Birds Conservation



JOURNEY OF CHANGE

TURTLE CONSERVATION AWARENESS PROGRAMME

BUILDING A GENERATION OF COASTAL GUARDIANS, ONE CLASSROOM AT A TIME



Along the Konkan coast, the rhythms of the sea turtle's life- its nesting, its long incubation, its return to the same shore year after year- have quietly continued for generations. But these rhythms are increasingly vulnerable to disturbance, and protecting them depends as much on human behaviour on the beach as on the biology of the species itself. It was with this understanding that Jaljeevika, working closely with Mr. Mohan Upadhye- known locally and affectionately as "Kasavanche Baba" for his lifelong dedication to sea turtle conservation- carried a Turtle Conservation Awareness Programme into schools and educational institutions across Ratnagiri.

Why awareness, and why in schools

Sea turtles face many of their greatest threats not far out at sea but close to shore: disturbed nesting beaches, artificial lighting, waste, and the collection of eggs, whether from habit, misinformation or economic need. Much of this can change- but only if communities understand why it matters and what role they can play.

Students were a deliberate starting point. They carry what they learn home to their families, and they will be the ones living alongside this coastline, and its turtles, for decades to come.



What the sessions covered

Each session combined ecological knowledge with practical, actionable guidance. Students learned why sea turtles matter to marine and coastal ecosystems, and how nesting beaches- along with the turtles and hatchlings that depend on them- are affected by human disturbance, lighting and waste. They were taught what to do if they came across a turtle on the beach or in distress: not to touch, handle or disturb it, but to alert the concerned authorities or local conservation team.

The programme also introduced students to the different turtle species found along the Konkan coast, their characteristics and habitats, and walked them through the nesting cycle- egg-laying and the incubation period that follows. A significant part of each session addressed why turtle eggs should never be collected or consumed, both for ecological reasons and because doing so carries legal consequences under wildlife protection law. Long-held myths and misconceptions about turtles were gently addressed and replaced with scientific fact, so that traditional belief no longer stood in the way of protection.

One topic drew particular curiosity: metal tagging. People learned that along the Konkan coast, flipper tagging is used as a long-term method for monitoring Olive Ridley sea turtles. Unlike satellite tags, metal tags don't transmit real-time location- but each time a tagged turtle is observed or recaptured, it adds another data point to a much longer story: nesting-site fidelity, migration patterns, reproductive behaviour, growth, survival, and whether a turtle returns to the same beach season after season. Trained conservation personnel attach these small, corrosion-resistant, numbered tags to a turtle's flipper, and students were told what to do if they ever found one: not to disturb the turtle, but to note the tag number and location and report it to the Forest Department or an authorised conservation team.

The team has conducted 20 Turtle Conservation Awareness Programmes across schools and educational institutions in Ratnagiri, reaching a total of 4,064 participants.

What it leaves behind

Awareness of this kind is rarely tested in a single moment- its value shows up later, in a student who chooses not to disturb a nest, who reports a stranded turtle instead of walking past, or who corrects a myth at home instead of repeating it. By the end of each session, students understood not just facts about turtle biology, but their own possible role: protecting nesting beaches, leaving eggs undisturbed, keeping beaches clean, reporting turtles in distress, and choosing scientific understanding over harmful tradition. Many were encouraged to carry these lessons back to their families and communities- turning a single classroom session into a wider ripple of awareness along the coast.

Led by the Jaljeevika Ratnagiri team with the guidance and support of Mr. Mohan Upadhye, the Turtle Conservation Awareness Programme brought practical, science-based knowledge about sea turtles- their nesting, eggs, incubation, legal protection and conservation- to over 4,000 students across Ratnagiri. In doing so, it planted the seeds of a coastline where turtles and communities can continue to coexist.



AGRO ECOLOGY

PEOPLE | NATURE | PROSPERITY | TOGETHER

Jaljeevika's agroecology initiatives promote nature-based, climate resilient and inclusive farming systems that work with local ecosystems, strengthen livelihoods and restore biodiversity.

By integrating agriculture, aquaculture and natural resource management, we help communities build sustainable and nutritious food systems for a resilient future.



Sustainable Waters,
Bright Futures

Knowledge for
Better Livelihoods



Agroecology is a core approach underpinning Jaljeevika's work to build sustainable, resilient, and inclusive rural livelihoods. As climate change, resource degradation, rising input costs, and declining natural resource productivity, increasingly challenge smallholder farmers, agroecology offers a pathway to produce more by working with ecological processes rather than against them. It promotes biodiversity, nutrient recycling, efficient use of land and water, and reduced dependence on external inputs while strengthening household food, nutrition, and income security.



Jaljeevika has encouraged and capacitated farmers to apply agroecological principles by moving beyond single-enterprise production towards diversified and integrated farm ecosystems. Our integrated aquaculture–agriculture models bring together fish, crops, vegetables, horticulture, livestock, and aquatic resources, enabling farmers to use land, water, nutrients, and farm residues more efficiently while creating multiple sources of food and income.

In flood-prone and water-rich landscapes, these approaches have enabled productive use of seasonal water resources and strengthen resilience to climate variability. A key component is closing nutrient and resource use, minimizing waste production, and increasing centre, natural and organic farm inputs, fish-waste-based fertilizers, composting, and the productive reuse of aquatic biomass such as water hyacinth. These circular solutions have reduced waste and dependence on external inputs while generating additional livelihood and enterprise opportunities. We have supported farmers through training, demonstrations, technical handholding, and community-based learning, enabling them to adopt context-specific and climate-adaptive practices.

Through this approach, aquaculture, agriculture, horticulture, nutrition, and resource recycling are brought together to create production systems that are economically viable, ecologically balanced, and resilient.



Restoring Ecosystems



Diversifying Resource Use



Stronger Livelihoods

KEY AGROECOLOGY MODELS



Wetland/
lowland based
farming



Lotus,
Makhana,
Singhara



Pond based
integrated
farming



Receding
agriculture



Bio
Fertilisers



Livestock



JOURNEY OF CHANGE

AQUATIC ABUNDANCE: REVIVING BUNDELKHAND'S TRADITIONAL UKHRA-DOOBA

HOW A CENTURIES-OLD WATER-RECESSION FARMING PRACTICE IS REBUILDING LIVELIHOODS AND WOMEN'S STANDING WITHIN THEM



Aquatic-based livelihoods have long sat at the margins of India's development agenda, leaving communities whose survival depends on water resources with limited institutional support. Over the last two years, the Jal Nidhi initiative supported by Herbalife has worked to change that, repositioning aquatic ecosystems as genuine drivers of sustainable and equitable growth. At the centre of this effort in Bundelkhand is the revival of *Ukhra-Dooba*, a traditional receding-water agriculture practice now emerging as a real catalyst for women's empowerment, climate resilience and inclusive development.

A practice rooted in Bundelkhand's water heritage

Ukhra-Dooba draws on Bundelkhand's long hydraulic history. Between the 8th and 17th centuries AD, the region's Bundela and Chandela rulers built an estimated 8,000 water harvesting structures- comprehensive systems designed to capture monsoon runoff and support fisheries, agriculture and livestock together. The communities who settled around these tanks, predominantly fishing and other underserved groups, built sophisticated ecological knowledge over generations, learning to use the tanks' seasonal water fluctuations for multiple, overlapping livelihoods.

At its core, Ukhra-Dooba is climate-adaptive agriculture. As water recedes from tanks and reservoirs through the year, it exposes fertile backwater land suited to intensive cultivation. This has long sustained communities through *singhara* (water chestnut) and lotus stems, alongside *bhent*, pond-based paddy and integrated fisheries- a system that supported both livelihoods and biodiversity for centuries, before it began to weaken under changing rainfall patterns and a lack of institutional backing. We took an action-research approach to reviving and scaling Ukhra-Dooba across Niwari and Chhatarpur, pairing traditional ecological knowledge with modern agricultural inputs in a framework built around women as primary agents of change. The strategy rested on two pillars: strengthening institutions, by supporting and sensitising eight fishermen cooperatives, and strengthening practice, by introducing high-yielding seed varieties and natural fertilisers. Together, these brought over 5,000 hectares of wetland under more sustainable management, while directly addressing the livelihood needs of marginalised communities.

Putting women at the centre of the market

The clearest shift has been in women's economic role. Over 100 farmers- predominantly women from fishing and other backward communities- were supported with high-yielding varieties of melon, bitter gourd, pumpkin and cucumber, along with natural fertilisers, generating seasonal incomes exceeding ₹15,000 per household and a real improvement in family economic security. What changed wasn't just income, but who controls it. Rather than selling through male intermediaries or local traders, women now transport and sell their produce directly in daily and weekly markets- negotiating prices, coordinating input supplies and deciding how returns get reinvested. That shift has carried into the household too, with women gaining a stronger voice in family decision-making as their economic identity has grown more independent. This agency extends into collective spaces as well. Women are now active participants in fishermen cooperative committees, helping shape resource-management norms and influencing how income is distributed within fisher households- a shift from fragile, individual coping strategies toward more resilient, shared systems of support.

Diversifying what the water produces

Building on early success with vegetables, eight farmers piloted water chestnut cultivation, each harvesting an average of 400 kilograms- a strong signal of both technical viability and market potential for a crop that already carries deep cultural significance in Indian festivals. Moringa saplings and seeds were introduced alongside this, adding another layer of sustainability to the farming system: fixing nitrogen to improve soil fertility, providing quality livestock fodder, and adding an iron-rich green to household diets, a single intervention touching soil, livestock and nutrition at once. The revival also extended to traditional aquatic foods like lotus stems and bhent, which have strengthened women's connection to ancestral knowledge even as they open up new market opportunities- positioning these crops as both income sources and a form of cultural and biodiversity preservation.

Institutions built to last

The impact reaches beyond individual farms. Jaljeevika's support for eight fishermen cooperatives, managing over 5,000 hectares of wetland between them, has laid firmer institutional foundations for how these resources are governed. Through these cooperatives, communities have lowered aquaculture input costs using locally available feed and natural fertilisers, introduced fish seed support and fish seed production through mini cages, and built stronger collective decision-making capacity through participatory training. Women's presence on these committees marks a genuine departure from resource-management structures that have traditionally excluded them. They now weigh in not just on day-to-day operations but on policy questions- water allocation, fishing schedules, conservation practices- bringing gender perspectives directly into decisions that were previously made without them, and building a platform for longer-term women's leadership.

A model suited to a changing climate

The Ukhra-Dooba revival also functions as a working model of climate adaptation for semi-arid regions. By working with seasonal water fluctuation rather than against it, the system buffers against rainfall variability while keeping land productive, and combining aquaculture with agriculture gives households a more diversified, climate-resilient livelihood base. This aligns closely with India's Blue Economy priorities- a sector that contributes an estimated 4% of national GDP and employs roughly 2.8 crore people in fisheries and related activities- and with existing frameworks like the Pradhan Mantri Matsya Sampada Yojana (PMMSY) and the Blue Revolution schemes, both of which offer natural pathways for scaling this work further. The shift toward natural farming within these aquatic systems also supports broader ecosystem health, through reduced chemical inputs, better soil organic matter and improved groundwater recharge- with women, as stewards of these integrated systems, playing a central role in advancing multiple Sustainable Development Goals around poverty, gender equality and environmental sustainability.

What could get in the way

The gains are real, but not without friction. Women's participation in distant markets depends on infrastructure- transport, storage, and ways to maintain produce quality- that isn't always in place. The technical complexity of integrated aquatic-agricultural systems also demands ongoing capacity building rather than a one-time push. And the cooperatives themselves will only remain effective if they stay financially viable and well governed- which means continuing to build local leadership and keeping resource management transparent enough to prevent benefits concentrating among a few.

The revival of Ukhra-Dooba is more than an agricultural intervention- it has given women in Niwari and Chhatarpur a tangible stake in a practice that was fading, turning traditional ecological knowledge back into a functioning source of income, food security and institutional voice. It offers a replicable model for how India's wetland resources- including its 85 internationally recognised Ramsar sites- might be turned into engines of inclusive, climate-resilient growth. As more farmers take up water chestnut cultivation and more women take seats on cooperative committees, Ukhra-Dooba is proving what's possible when women are given real institutional support, technical knowledge and market access: not just individual success, but a genuine shift in how rural development can work.

FOOD & NUTRITIONAL SECURITY

NOURISHING PEOPLE
NURTURING NATURE BUILDING
RESILIENT COMMUNITIES



10L

Fish Seed
Stocked



13k

Horticulture
plants



1500+

Nutri
garden
seed kit



Food and nutrition security is not only about producing more food- it is about ensuring that households have regular access to diverse, safe, nutritious, and affordable foods. In vulnerable rural communities, poverty, limited dietary diversity, low productivity, and inadequate access to nutritious foods often contribute to persistent undernutrition and micronutrient deficiencies. Building resilient local food systems is therefore essential for healthier communities and sustainable livelihoods.



Jaljeevika integrates food and nutrition security into its livelihood interventions by promoting diverse, locally available, and nutrient-rich food production. We supported households to establish Nutrition Gardens (Poshan Vatika), cultivate vegetables, fruits, and moringa, and adopt diversified horticulture and agroecological practices that improve household access to nutritious foods while reducing dependence on purchased food.



Aquatic foods are a key part of this approach. We have promoted sustainable production and value-chain development around nutrient-rich and locally important aquatic and wetland foods such as fish, makhana, singhara, bhent, exotic rice, millet, and lotus. By strengthening the capacities of producers, women, and value-chain actors, we seek to increase both the availability of nutritious foods and the incomes generated from them.

Our approach connects production, consumption, nutrition, and livelihoods. Diversified farms and aquatic food systems provide households with multiple sources of food and income, while strengthening agro-biodiversity and making local food systems more resilient to climate and economic shocks. We also promote awareness and community-level learning to encourage greater consumption and utilization of locally available nutritious foods. Through nutrition-sensitive agriculture, aquaculture, horticulture, and wetland-based food systems, Jaljeevika works to transform local food environments- particularly in vulnerable and resource-constrained regions. Our goal is to build food systems where healthy ecosystems produce diverse foods, diverse foods support healthier communities, and stronger food systems create more resilient livelihoods.



Nutrition garden



Moringa promotion



Horticulture



Mushroom cultivation



Aquatic food promotion



Dry fish and other value added promotion



JOURNEY OF CHANGE

SOWING SEEDS OF CHANGE

HOW A POSHAN VATIKA IN KUMURAM BHEEM ASIFABAD TURNED IDLE BACKYARD SPACE INTO FOOD, INCOME AND INDEPENDENCE



In Easgoan, a village in Kagaznagar, Kumuram Bheem Asifabad district of Telangana, Mrs. Pinky Sarkar's household of four ran on a familiar rural equation: land under monocropping, income tied to an unpredictable local market, and a family diet shaped more by what was affordable than what was nutritious. Vegetable consumption was limited to just a few types, and the family spent roughly 15–20% of its monthly income simply buying vegetables it could otherwise have grown itself. It was this gap- nutritional and economic at once- that the Jal Nidhi program of Jaljeevika, set out to address with a Poshan Vatika intervention.

Reaching the right households

Rather than distributing support broadly, the project's field team conducted a Participatory Rural Appraisal to identify households with genuine need. Mrs. Sarkar, a small farmer whose family relied primarily on agriculture, was selected and provided with a Nutrition Garden Seed Kit- nine climate-resilient vegetable varieties chosen specifically for Telangana's agro-climatic conditions: nutrient-dense greens like spinach and amaranthus, alongside tomato, chilli, okra, bittergourd, bottlegourd, ridge gourd and clusterbean.



Building the garden, the low-cost way

Mrs. Sarkar secured her backyard plot with cost-effective, locally sourced fencing and relied on traditional organic practice throughout- using home-generated cow dung (gobar) as her only fertiliser. No pesticides, no purchased land preparation, no cost for seeds. On paper, her total investment in the garden came to zero; what she brought to it instead was her own labour and the technical training that came with the kit. The first change showed up at mealtimes. Where the family had previously eaten vegetables just once or twice a week, they were now eating fresh, organic produce from their own garden every day- a direct improvement in dietary diversity that came before any income was counted.

From gardener to entrepreneur

As the garden matured, its value moved beyond the household. Mrs. Sarkar stopped buying vegetables entirely for several months of the year, saving the family an estimated ₹2000-2,500 a month. But she didn't stop at self-sufficiency- she began selling her surplus, pesticide-free produce to her community and the local market, turning what started as a household garden into a source of daily cash income. Altogether, the garden now generates enough vegetables for own consumption as well as about ₹1,500 a month in direct sales- a total monthly financial benefit of approx. ₹3,500, against an initial investment of essentially nothing.



Beyond the numbers

The change registered beyond the family's finances, too. Encouraged by her results, Mrs. Sarkar became an advocate for the program in her own right, encouraging several other women in her community to take up kitchen gardening themselves. They have now installed solar dryers supported by Jaljeevika. As she put it:

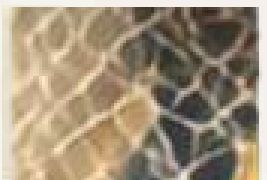
"The garden hasn't just given us food; it has given us independence. We eat better, spend less, and I feel proud to contribute to my family's income."

Mrs. Pinky Sarkar's journey shows that a livelihood transformation doesn't need a large landholding or a large investment- it needs the right tools and the knowledge to use them. With a set of climate-resilient seeds, basic organic techniques and integrated pest management training, she turned an unused backyard into a high-yield household asset: better nutrition, a meaningful new income stream, and a stronger sense of independence for her family.

PEOPLE
NATURE
OPPORTUNITIES



SKILLED
PEOPLE
STRONGER
COMMUNITIES



SKILLING & CAPACITY BUILDING

KNOWLEDGE TODAY
RESILIENT TOMORROW

- 250+ on fish seed enterprise
- 2000+ on better management practices
- 130 on seaweed cultivation
- 250+ on fish based value addition
- 292 on water hyacinth product development
- 700+ on financial literacy
- 400+ on mushroom cultivation
- 4000+ on coastal ecosystem conservation





Skilling and capacity building has been central to Jaljeevika's approach to enabling communities to adopt improved practices, develop enterprises, and build resilient livelihoods. We combine practical, field-based training with technical handholding and continuous mentoring, helping farmers, fishermen, farmers, women, youth, and community institutions translate knowledge into sustainable action.



Practical
Training



Technical
Handholding



Stronger
Enterprises



*Building skills
today for thriving
aquatic communities
tomorrow.*

Jaljeevika has also built capacities beyond primary production. Communities and entrepreneurs are trained in value-added product preparation, hygienic processing, packaging, branding, enterprise development, and market readiness. Emerging livelihood opportunities such as water hyacinth product development, including handicrafts and organic inputs, are used to build skills while converting environmental challenges into livelihood opportunities.

Financial and enterprise literacy form another important component. We have supported communities with financial literacy, business planning, costing and pricing, record keeping, access to credit, government schemes, and market linkages, enabling producers and emerging entrepreneurs to make informed economic decisions and strengthen the viability of their enterprises.

In coastal and ecologically sensitive landscapes, Jaljeevika combined livelihood skilling with environmental sensitisation, enabling fishing and coastal communities to understand ecosystem pressures, biodiversity conservation, responsible resource use, waste management, and climate risks. Through this integrated approach, Jaljeevika moves beyond one-time training towards continuous capacity development- building the technical, entrepreneurial, financial, and environmental capabilities required for communities to manage resources sustainably, adopt better practices, and create viable livelihood enterprises.



Better management
practices in
fisheries



Integrated
aquaculture



Fish based
value added
products



Capacity building
to collectives and
FPOs



Seaweed
cultivation



Aqua Schools
& Field Training



Exposure Visits
& Demonstrations



Enterprise
& Market Readiness



Financial Literacy
& Access to Credit



Environmental
Sensitisation



Climate Resilient
Communities

JOURNEY OF CHANGE

WEAVING DIGNITY FROM WATER HYACINTH

HOW TWO WOMEN TURNED AN INVASIVE WETLAND WEED INTO CRAFT, INCOME AND LOCAL LEADERSHIP



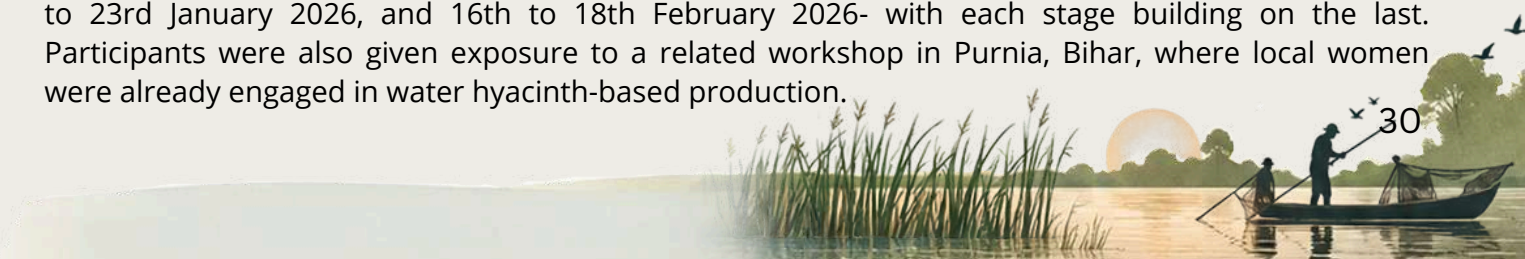
In Pakri Bujurg Panchayat, Badraon Block, Mau district, a quiet shift has been underway around Pakri Taal- one that began not with machines or capital, but with two women, Sunita and Anamika, and a plant most people had written off as a nuisance. Water hyacinth spreads fast across waterbodies and is usually treated as waste to be cleared. In the hands of these two women, it has instead become the raw material for purses, mats, yoga mats, pen holders, foot mats and decorative items- and, alongside the products, a source of confidence and standing that neither woman had access to before.

A livelihood shaped by the wetland, but not by fishing

Sunita and Anamika belong to a poor, socially disadvantaged Scheduled Caste community living in the landscape around Pakri Taal. Their lives aren't built around fishing, but the wetland still shapes almost everything about their circumstances- their access to local resources, the seasonal opportunities available to them, and the strategies they rely on to get by. Like many families nearby, they have lived close to the water but far from any secure livelihood, managing a household economy defined by uncertainty and limited choice. Both women were already associated with Jaljeevika's Nutri Garden program, when a training-cum-workshop on water hyacinth-based craft opened up something new- not just a skill, but a different way of looking at a resource they had lived beside their whole lives.

Learning in phases, learning by doing

The programme ran across four phases- 3rd to 5th September 2025, 16th to 18th January 2026, 21st to 23rd January 2026, and 16th to 18th February 2026- with each stage building on the last. Participants were also given exposure to a related workshop in Purnia, Bihar, where local women were already engaged in water hyacinth-based production.



The sessions combined orientation on the project's vision, live craft demonstrations, market and design guidance from experts, field visits and resource assessment, treating this not as a single training event, but as a genuine rethinking of a local ecological problem as a livelihood opportunity. The process started at the source: Sunita and Anamika learned to harvest water hyacinth stems from the water and dry them correctly for use as raw material. That first step mattered more than it might seem it changed what the plant meant. Water hyacinth stopped being simply an invasive weed and became a resource: something to collect, process and shape into value. From there, they moved into the craft itself, working under trainers' guidance and live demonstration to turn dried stems into finished, usable products. The early stages demanded patience: careful handling, steady weaving, neat finishing, but both women were attentive learners, practising repeatedly until they could work independently, producing purses, showcase items, mats, yoga mats, foot mats, pen holders and other household products.

Why this particular opening mattered

Women from marginalised communities typically face a familiar set of constraints: little access to land or capital, limited mobility, and few openings into formal employment. Water hyacinth craft sidestepped several of these at once. It needed no land, no significant investment, and no move away from the village, drawing instead on a raw material that was already, quite literally, right outside their door. In that sense, this wasn't only an income intervention; it was a form of economic inclusion built around what was already locally available. The training environment reinforced this. By bringing artisans, industry experts and local officials into the same space, the workshops gave the women more than technique- they gained a working sense of design preference, product quality and market demand, connecting their craft to real planning rather than leaving it as an isolated skill.

From participants to local champions

Sunita and Anamika's progress didn't go unnoticed. When their products were appreciated by the district administration, it marked a turning point- recognition, from outside the workshop itself, that their work and skill had value. That validation shifted their role in the community. They moved from being participants in someone else's programme to becoming local champions of a new livelihood path in their own right, now teaching other women in Pakri Bujurg and nearby areas how to see water hyacinth differently, how to process it, and how to turn it into product- extending the programme's reach well past its original two participants.

What this represents, and where it could go

The initiative remains small-scale and non-commercial for now, but that is exactly where its potential lies. It sits at the intersection of several things worth strengthening deliberately: environmental sustainability, since the work gives economic value to removing an invasive species from the waterbody; circular economy, since a discarded material is converted into usable products through local skill; livelihood diversification, in a setting where income options are otherwise limited; and women's leadership, now genuinely held by women who had previously been excluded from this kind of opportunity. With further training, design development, collective production and stronger market linkages, what began as a skills workshop has a clear path toward becoming an organised, women-led enterprise.

Sunita and Anamika's story is a reminder that meaningful change doesn't always need external inputs to begin. Sometimes it starts with what's already there: a wetland, a weed nobody wanted, and two women willing to learn. In Pakri Bujurg, they've shown what's possible when women are trusted with skills and given the support to build on them: livelihoods that are not just profitable, but genuinely regenerative and locally owned.



COMMUNITY SUPPORT

Securing sustainable livelihoods require more than technical training. Jaljeevika provides continuous handholding that helps communities move from learning and adoption to sustained livelihood development.



HEALTH CAMPS

Community wellbeing support



LIVESTOCK HEALTH CAMPS

Animal health and livelihood productivity



GOVERNMENT SCHEME ENROLMENT

Awareness, documentation and facilitation



CREDIT LINKAGE

Connecting eligible farmers, entrepreneurs, SHGs and community institutions with finance



COLLECTIVES & PG GROUPS

Strengthening producer groups, cooperatives and community-owned enterprises



ASSET DISTRIBUTION

Productive assets and inputs for livelihood activities

Sustainable livelihoods require more than technical training. Communities particularly small-scale farmers, fishers, women, youth, tribal groups, and households in vulnerable regions—often face interconnected barriers related to finance, assets, government schemes, health, institutional capacity, and sustainability. Jaljeevika therefore provides continuous and holistic support that helps communities move from learning and adoption to sustained livelihood development.

Addressing Barriers, Enabling Opportunities



This year we facilitated several individuals and collectives in accessing government schemes and entitlements through scheme enrolment camps, awareness drives, documentation support, and direct facilitation with relevant departments.



We also supported credit linkage, helping eligible farmers, entrepreneurs, SHGs, and community institutions connect with banks and other financial services. Jaljeevika strengthens collective institutions such as Product Groups (PGs), Fish Farmer Producer Organizations (FFRs), Fish Farmer Producer (FCCs), Fish Producer Companies (FPCs), and cooperatives.



-  Credit linkage
-  Health camps
-  Collectives and PG groups
-  Govt scheme enrolment
-  Asset distribution

Field-Level Support for Lasting Impact

These collectives enable small producers to aggregate inputs and produce, reduce transaction costs, improve bargaining power, access markets and finance, and build stronger community-owned enterprises. We provide practical field-level services including soil and water quality testing, technical advisory, extension support, enterprise guidance, and regular monitoring. Where required, communities receive productive assets and inputs through asset distribution, enabling them to establish or improve livelihood activities and adopt better production practices.

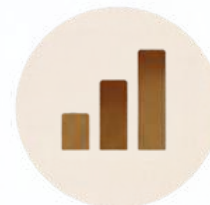
Community wellbeing has been an integral part of our approach. We organize health camps and livestock health camps, particularly in underserved communities, helping address basic health and animal health needs that directly influence household wellbeing and livelihood productivity. Specialized workshops and community events further strengthen awareness, problem-solving, and local leadership.



Through sustained handholding, Jaljeevika has created an enabling ecosystem in which communities can access knowledge, assets, finance, institutions, government support, essential services, and markets—strengthening their capacity to build and sustain resilient livelihoods.



Expansion Support



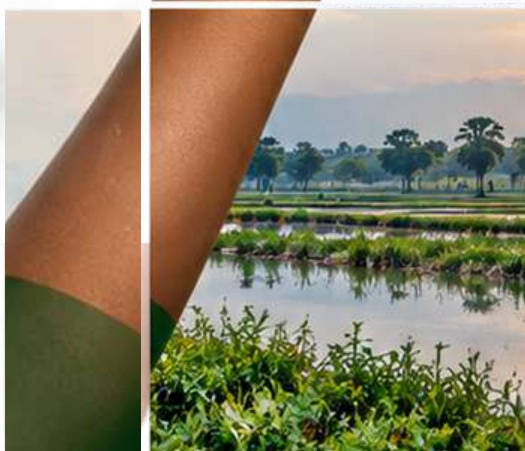
Regular Monitoring



Soil & Water Quality Testing



Technical Advisory



In a drought-prone village, a woman who once struggled to feed her family now runs her own fish hatchery and leases ponds from men who used to oppose her. A farmer who survived on erratic rain-fed crops is suddenly earning over ₹1 lakh a year from the same small pond behind his house. Entire villages are turning unused water bodies into steady sources of income and food, but the most surprising part isn't the money—it's who is leading the change, and how a simple idea about “mini farms” in every pond is rewriting the rules of rural life. To find out what happened next—and how water became a lifeline instead of a limitation— [scan to read the full story here:](#)



INNOVATIVE & AFFORDABLE TECHNOLOGY

We harness simple, practical and affordable technologies to make aquatic livelihoods more productive, resilient and inclusive.



2,000+

farmers reached through digital advisory services



farmer-friendly mobile platform (Matsya Mitra)



500+

community resource persons trained on digital tools



100+

digital learning modules developed (in local languages)



PARTNERSHIPS

with research institutions and tech innovators for scalable solutions

Access to appropriate technology can significantly improve the productivity, profitability, and sustainability of small-scale agriculture and aquaculture. However, technologies designed for large commercial operations are often too expensive, complex, or resourceful, and often require multiple technologies. Jaljeevika therefore focuses on innovative, affordable, and field-adapted technologies that can be adopted and scaled by small and marginal farmers, fishermen, women, and rural entrepreneurs.

Jaljeevika has promoted technologies that improve resource efficiency, reduce production costs, minimize environmental impacts, and enhance productivity. These include Green Mini RAS (Recirculating Aquaculture Systems), BioFloc, Mini Cage Systems, and Portable Fish Seed Hatcheries, enabling aquaculture in locations with limited land, water, or infrastructure. These technologies are complemented by integrated farming models that combine aquaculture with agriculture, horticulture, vegetables, and livestock to maximize resource use and diversity household incomes. We have also promoted solar-powered sun dryers for hygienic drying and value addition of fish and agricultural products, helping to reduce post-harvest losses and improve marketability. Soil and water quality testing supports farmers in making evidence-based production decisions and improving the efficiency of critical inputs.

Technology at Jaljeevika extends beyond production systems, MIS and GIS-based cluster planning enable real-time monitoring, spatial planning, resource mapping, and data-driven programme management. Digital advisory solutions, including WhatsApp-based chatbots, help farmers and entrepreneurs access timely technical information and guidance. By combining appropriate hardware, digital tools, data systems, and integrated production models, Jaljeevika seeks to bridge the rural technology gap. Our focus is not technology for its own sake, but technology that is affordable, practical, environmentally responsible, and capable of improving livelihoods at scale.

OUR TECHNOLOGY SOLUTIONS



Green Mini RAS, Biofloc, Mini Cage
Efficient and scalable aquaculture systems



Portable Fish Seed Hatchery
Access to quality fish seed



Solar Sun Dryer
Value addition and reduced post-harvest losses



Integrated Farming Models
Diversified and resilient livelihoods



MIS and GIS based Cluster Planning
Data-driven planning and monitoring



IT based Solution – Soil & Water Quality Testing
Actionable insights for better production



WhatsApp Chatbot, Advisory
Timely technical guidance at farmers' fingertips



Soil & Water Quality Testing
Healthy ecosystems for sustainable growth



POLICY & ADVOCACY

PARTNERSHIPS FOR LARGER GOALS

Ideas become impact when we work together.



PEOPLE AND COMMUNITIES



PARTNERSHIPS

POLICY CHANGE

THRIVING WETLANDS



EVIDENCE
Generating field-based research and insights



ENGAGEMENT
Bringing diverse stakeholders together



INFLUENCE
Advancing for inclusive and sustainable solutions



IMPACT
Better policies, Stronger communities. Resilient wetlands.

Transforming India's aquatic livelihoods at scale takes more than work on the ground. Underused water resources, climate change, technology gaps, weak market access, and fragmented institutions can only be addressed through supportive policy, stronger institutions, and partnerships across sectors. Jaljeevika bridges field experience, evidence, knowledge, and policy to drive systemic change in fisheries, aquaculture, and aquatic resource management.

OUR APPROACH



OUR PARTNERS

We engage with a diverse ecosystem of stakeholders to generate evidence, strengthen policy discourse, and translate innovation into practical solutions.

• Innovators • Research Institutes • Policy Makers • Think Tanks • Lead Practitioners

Through stakeholder consultations, knowledge-sharing platforms, capacity-building workshops, policy dialogues, strategic partnerships, and research and innovation pilots, we strengthened collaboration and advanced solutions for sustainable development.

OUR GOAL

To create an ecosystem where knowledge, institutions, and policy work together to scale sustainable aquatic livelihoods across India.

FINANCIALS

Particulars	FY 2025 -26	FY 2024 -25
 Income		
 Grants & Donations	5,44,36,153	3,65,17,340
 Unrestricted Donations	3,55,407	1,28,088
 Other Income (Dep reserve)	5,466	15,882
 TOTAL INCOME	5,47,97,026	3,66,61,310
 Expenditure		
 Program Implementation Expenditure	3,68,50,283	3,21,27,958
 Other Administrative Expenditure	15,53,919	14,33,391
 Depreciation	6,57,947	5,87,149
 TOTAL EXPENSES	3,90,62,149	3,41,48,498

LEGAL DETAILS

Organization Name	Centre for Aquatic Livelihood Jaljeevika
Legal Structure	Section 8 Company, CIN: U05010PN2013NPL148986
Reg. Address	11, Snehkunj Apartment, Jambhulkar Chowk, Wanowarie, Pune, Maharashtra, 411040
Contact	Email: info@jaljeevika.org, Phone: 912079609381
Chief Functionary	Mr. Neelkanth Mishra
PAN	AAFCC4979A
TAN	PNEC09944E
80G Registration No.	AAFCC4979A25PN02
12A Registration No.	AAFCC4979A25PN01
CSR 1	CSR00005051
Darpan ID	MH/2019/0235582
Year of Establishment	2013

Are you involved in fish farming or fisheries and looking for the right information or expert guidance to grow your business?



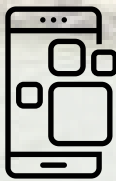
Jaljeevika presents Matsya Mitra! your own AI-powered assistant! Specially designed for people engaged in aquatic livelihoods, this chatbot provides practical guidance and relevant information to help you make informed decisions at every step of your business journey.

Matsya Mitra

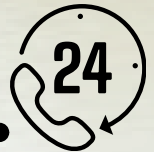
a step towards empowering fish farmers



Multi-lingual
Support



Reliable
Information



24x7 Service



AI-based
Support



SCAN HERE

Scan this QR code or send "HI" to
this number: +91 9156695501

Centre for Aquatic Livelihood Jaljeevika
11, Snehkunj Apartment, Jambhulkar Chowk,
Wanowarie, Pune- 411040 (Maharashtra)
+912079609381 | info@jaljeevika.org
www.jaljeevika.com