

ICAR-NBFGR Promotes Women-led Micro-Entrepreneurship

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ICAR-NBFGR's Mission Navshakti programme under the SCSP component, facilitated the design and development of traditional *zari-zardozi* (a GI-embroidered craft) based fish motifs "Matsyakritika", designed by *Om Namah Shivay*, a women-led SHG. As part of ICAR-NBFGR's sustained efforts toward livelihood augmentation and micro-entrepreneurship development among rural women, the fish motif was released by Dr. Himanshu Pathak, Hon'ble Director General, ICRISAT, in a function organised at the Rani Lakshi Bai Central Agricultural University, Jhansi, on February 3, 2026, in the presence of Dr. A. K. Singh, Hon'ble Vice Chancellor, RLBCAU and Dr. Kajal Chakraborty, Director, ICAR-NBFGR. The initiative highlights the successful convergence of traditional artisanal knowledge with fisheries-based craft, creating new market-oriented products while empowering women SHGs through skill enhancement and income generation. Scientists and Technical Officers from ICAR-NBFGR, Dr. Poonam Jayant Singh, Dr. L. K. Tyagi, Dr. Santosh Kumar, Sh Ravi Kumar, Dr. Vikash Sahu and Dr. Ranjan Singh were also present at the event.

