



सत्यमेव जयते

# Fish Festivals

## Promoting Fish Consumption in the Country



### Fish for Health and Wealth

Fish touch our lives in countless ways in terms of providing food, nutrition, livelihood, employment, recreation, and many more. Fish is an excellent source of protein and it provides more than 25% of the world's dietary protein. Human population annually consumes over 100 million metric tonnes (MMT) of fish.

India is the second largest fish producing country in the world with the estimated fish production of 13.7 MMT during 2018-19. Fish and fish products have presently emerged as one of the largest groups in agricultural exports of India with 13.92 lakh tonnes in terms of quantity and Rs. 46,589.37 crore in value (2018-19). However, domestic fish consumption in India is relatively low.

### Per Capita Fish Availability

#### Profile of Fish Utilization

Profile	India	Global
Total production (MMT)	12.6	171.0
Human consumption (MMT)	11.3	136.0
Non-food uses (MMT)	1.3	35.0
Per capita fish consumption (kg)	9	21

In India 40% people are vegetarians. In some States/UTs, especially the North-eastern States, fish consumption is quite high. There is a need to promote domestic fish consumption across the country as there are several health benefits. This would create adequate demand and spur further production & consumption.

### Health Benefits of Fish Consumption

#### Fish is an Excellent Health Food

- Rich in protein and minerals like calcium, phosphorous, potassium, selenium magnesium, and vitamins like A, D, K, B3, B12, and E
- Good source of Omega-3 fatty acids
- Contains mono-unsaturated fats
- Regulates metabolism
- Strengthens immune system

- Enhances brain activity and keeps nervous system healthy
- Helps in regulating hormone levels, and improves elasticity of blood vessels and capillaries
- Improves heart functioning as it contains polyunsaturated fats
- Reduces bad cholesterol (LDL) and blood pressure levels
- Helps in alleviating pain of migraine and arthritis
- Helps in preventing cancer by lowering cancer causing agents

### National/State Fish Festivals

There is a need to popularize fish as food and increase the per capita consumption of fish. NFDB is extending financial assistance for construction of hygienic wholesale and retail fish markets, fish outlets, mobile fish vending vehicles, processing units, etc. Further, to popularize fish consumption, 'Fish Festivals' are organized in different parts of the country to campaign and create awareness among consumers by exhibiting preparation of different fish menu and showcasing various ready to cook and ready to eat value added fish products. Each year National Fish Festivals were organized by NFDB at different places as per the Annual Calendar, while financial assistance was provided to organize State Fish Festivals across the country during the year 2019-20. The list of Fish Festivals as follows:

1. National Fish Festival, Telangana
2. National Fish Festival, Tamil Nadu
3. State Fish Festival, Tamil Nadu
4. National Fish Festival, Telangana
5. State Fish Festival, Tripura
6. State Fish Festival, West Bengal
7. State Fish Festival, Telangana

### 1. National Fish Festival, Hyderabad

A 3-day National Fish Food Festival was organized by the NFDB at People's Plaza, Necklace Road, Hyderabad from 7th to 9th June, 2019. The event was visited by officials from Telangana Government and attended by many people during the event. There were 19 participants represented in 21 stalls, with

participation from major Restaurants, Govt. Organization, Entrepreneurs, Women SHG's, Individuals, etc., to popularize consumption of fish and fish products. Different varieties of fish, shrimp, crab, squids and snail dishes were prepared and served to the visitors during the Fish Festival. The response is very good with daily average attendance of 10000 people to taste the varieties of fish food. An average of 2 tonnes of fish sold per day during the Fish Festival.



People's Plaza, Necklace Road, Hyderabad, 7<sup>th</sup> to 9<sup>th</sup> June 2019

## 2. National Fish Festival, Tamil Nadu

A 3-day National Fish Food Festival was organized by the NFDB at Sashtri Ground, R.S. Puram, Coimbatore, Tamil Nadu from 26<sup>th</sup> to 28<sup>th</sup> July, 2019. The Fish Festival was organized with 20 stalls where restaurants, Government organizations, entrepreneurs were participated with special fish cuisines, traditional dishes on fish/shrimp, display and sales of live fish, value added fishery products, dry, frozen & ready-to-eat fish / shrimp. The response was very good with more than 20000 people visited the festival to taste the varieties of fish food during the event.

## 3. State Fish Festival, Tamil Nadu

A 3-day Fish Festival at YMCA grounds, Royapettah, Chennai was organized by Tamil Nadu Fisheries Department with the financial assistance from NFDB from 18<sup>th</sup> to 20<sup>th</sup> October 2019. The Chief Executive, NFDB and the Honorable Minister for Fisheries, Tamil Nadu state were visited the event. Twenty stalls were put up in a grand manner with participation of government organizations, entrepreneurs, restaurants and SHG offered traditional and special cuisines of fish, shrimp,

value added fish and fishery products. Government Organizations like MPEDA, TNFDC, TAFCOFED were actively participated in the event. Live demonstration by reputed chefs were arranged and special recipes of fish and shrimp were demonstrated to the visitors. The response from the public was very good with more than 25,000 visitors.



YMCA grounds, Royapettah, Chennai, 18<sup>th</sup> to 20<sup>th</sup> October 2019

## 4. National Fish Festival, Telangana

The National Institute of Rural Development & Panchayat Raj (NIRD & PR) has organized the 17<sup>th</sup> Rural Technology and Craft Mela from 29<sup>th</sup> November to 03<sup>rd</sup> December, 2019 at NIRDPR, Hyderabad. In this event, Fish Food Festival with 10 stalls with the participation from Women SHGs/Fishers Cooperative Societies/ Federation and Restaurants was organized by NFDB .

## 5. State Fish Festival, Tripura

A 3 days Fish Food Festival at International Fair Ground Hapania, Agartala, Tripura was organized by the Tripura State Fisheries Department in collaboration with National Fisheries Development Board (NFDB) from 13<sup>th</sup> to 15<sup>th</sup> December, 2019. The Chief Minister of Tripura Shri. Biplab Kumar Deb was inaugurated the event and Dr. S. Ayyappan, Chancellor, CAU, Imphal and Officials from the Fisheries Department were participated in the event. Twenty-Nine stalls were put up in a grand manner with participation of government organizations, entrepreneurs, restaurants, fisheries colleges and SHG offered traditional and special cuisines of fish, shrimp, value added fish and fishery products. 2 Seminars and 1 Investors meet was also organized during the Fish

Festival with participation of investors from other states and various companies.



*International Fair Ground, Agartala, Tripura, 13<sup>th</sup> to 15<sup>th</sup> December 2019*

## 6. State Fish Festival, West Bengal

The Department of Fisheries, Government of West Bengal organized the Bengal Fish Fest 2020 for the Fifth year in a row jointly with the Indian Chamber of Commerce and with the financial assistance from NFDB during 10<sup>th</sup> to 12<sup>th</sup> January, 2020 at Nalban Food Park, Kolkata. On one hand while the fish fest showcased stalls of food products, new machineries, services and technologies, on the other, it also conducted four different technical sessions focusing on various opportunities and challenges in the fisheries sector. The Three-Day Exhibition also witnessed unique display of all kinds of inputs, accessories, machineries manufacturers from the fisheries sector along with prospects related to technology, large business oriented audiences and fishermen. The Fish fest was hosted by 45 fisheries restaurants and organizations from several districts of West Bengal who put up stalls and exhibitions. The fest turned out to be a huge success as more than 1 lac visitors came to the venue to enjoy various delicacies and cultural shows as also to learn about new technologies and processing techniques. The event was inaugurated in the presence of Sri Chandra Nath Sinha, Hon'ble Minister, Department of Fisheries, Govt of West Bengal, Sri Sujit Bose, Hon'ble Minister of State, Dept. of Fire & Emergency Services, Govt of West Bengal, Dr. S. Kishore, IAS Addl. Chief Secretary, DoF, Govt of West Bengal, and Sri. Rajesh Kumar Sinha, IAS, Secretary, DoF, Govt of West Bengal and various other dignitaries.



*Nalban Food Park, Kolkata, 10<sup>th</sup> to 12<sup>th</sup> January 2020*

## 7. State Fish Festival, Telangana

The Telangana State Fishermen Co-op Societies Federation Ltd (TSFCOF), Hyderabad in collaboration with National Fisheries Development Board (NFDB) has organized a 3- day "Fish Food Festival" at NTR Stadium (Telangana Kala Bharathi) from 28<sup>th</sup> February to 1<sup>st</sup> March, 2020 through District Fisheries Cooperative Society, Hyderabad. Fish Food Festival was inaugurated by Sri. Talasani Srinivas Yadav, Hon'ble Minister for Animal Husbandry, Dairy Development, Fisheries & Cinematography along with Sri. Muta Gopal, Hon'ble MLA, Musheerabad & Dr. C. Suvarna, IFS, Commissioner of Fisheries. During the event, 22 stalls were set up and 106 Fisherwomen & men from 13 Fishermen & Fisherwomen Coop. Societies of Hyderabad District had participated in food preparations and serving. In the evening, cultural programmes were arranged to mobilize and entertain customers by Jagathi Art Productions, Hyderabad. About 12,500 visitors have attended the event.



*NTR Stadium, Hyderabad, 28<sup>th</sup> Feb to 01<sup>st</sup> March 2020*

## **Outcome of the Fish Festivals**

During the financial year 2019-20 a total of 7 Fish festivals were organized across the country. Around 2 lakhs people participated in these festivals and tasted the varieties of fish cuisines and fishery products. These fish festivals also helped the restaurants, SHG groups, entrepreneurs to show case their products to the public and earn good profits during the event.