



WORLD FISHERIES DAY 2020

Best Quasi Government Organization (Marine)

awarded to

Tamil Nadu Fisheries Development Corporation Ltd
A Corporation par Excellence

The Department of Fisheries, Government of Tamil Nadu has been implementing various fisheries activities and fishermen welfare schemes for the benefit of the fishermen community. The commercial fisheries activities are predominantly carried out by Tamil Nadu Fisheries Development Corporation Ltd (TNFDC) which was established in 1974 and currently has an average annual turn over of Rs.550 Crores. At present, 92 Permanent employees and 270 outsourced employees are working in TNFDC.



TNFDC OVERVIEW:



Fig 1: Thirumoorthy Farm



Fig 2: Public Aquarium maintained by TNFDC

With the objective of producing fish sustainably, TNFDC effectively and efficiently manages over eight reservoirs using best practices in the sector. Various fish farms have been set up in an area of 3.83 hectares for rearing quality fish seed of *Catla*, *Rohu*, *Mrigal* and *Common Carp*. The produce is supplied to private fish farmers. TNFDC operates fish production centers at Aliyar and Thirumoorthy Nagar and currently produces 15 varieties of ornamental fishes. Public aquariums in these areas are also operated by the corporation. Best quality pelletized fish feed is produced at the feed mill at Achampatti of Thanjavur district and supplied to local fish farmers at reasonable market prices.

Various marketing strategies have been adopted to sell fish to the consumers like direct

“DIAL A FISH” brand name and logo “Idhu Namma Ooru Meengal” was introduced to increase the reach



marketing, franchising and commissioning agents under the supervision of TNFDC. Marketing of fresh, ready to eat, ready to cook and value-added fish products is being carried out through retail fish outlets and sea food restaurants established across the state. Overall, 20 modern stalls, 11 mobile stalls, 22 fish kiosks, 3 franchise stalls, 4 mobile fish food restaurants and one modern sea food restaurant with dining facilities have been set up.

VALUE ADDED PRODUCTS:

The Corporation operates mobile sea food restaurants at all the major locations in Chennai which serve delicious seafood varieties such as prawn biryani, fish biryani, fried fish, finger fish, soup, fish cutlets, grilled fish, fish balls, fish, prawn fried rice, squid rings, prawn noodles etc.

A state-of-the-art centralized kitchen with modern facilities has been set up at a cost of Rs.304 Lakhs at Royapuram, Chennai under the financial assistance of NADP. The facilities are being utilized to upgrade the socio-economic status of the fishermen by imparting training on production of value-added fish and fishery products. Trainings on production and marketing of **Ready to Cook** and **Ready to Eat** fishery products are being provided to the fisherwomen Self-Help Groups. With the financial assistance from National Fisheries Development Board (NFDB), TNFDC is also taking steps to popularize and promote domestic consumption of Tuna and Shrimp through value addition.



Fig 3: Centralized Kitchen, Royapuram



Fig 4: Eco Park

Nadu Government. The park houses many amusement activities like boating, fishing, amphitheatre, acupressure walkway, roof top restaurant and others. Until October 2020, about 8.20 lakh people have visited the park. The facilities in the park are leased out for income generation and maintenance of the park. There is a provision for recycling fish waste into usable byproduct and fish oil that can be used for fish feed production.

OTHER KEY INITIATIVES:

TNFDC operates 31 diesel outlets in fishing harbors and fish landing centers located along the coastal areas in the State. It supplies tax exempted high-speed diesel to motorized traditional and mechanized fishing crafts. It is the nodal agency to carry out maintenance and operational activities of the Sports Fishing cum Eco Park developed by Tamil

VISION OF TNFDC:

With its remarkable achievements, TNFDC has made its mark in all endeavors it has undertaken. From various initiatives undertaken by the corporation, fishermen & fisherwomen have benefitted significantly. The Corporation is also expanding its area of work by initiating various e-commerce and e-governance activities. The conviction and perseverance of TNFDC to uplift the standards of living of the fishermen community is commendable that duly deserves them the place for the 'Best Quasi Government (Marine)' award on the World Fisheries Day-2020.



Fig 5: Completion of training by SHG Women

for the 'Best Quasi Government