



World Fisheries Day -2020 Awards

**"Assam Apex Cooperative Fish Marketing and processing Federation Ltd, Assam" awarded as
Best Hilly & North Eastern Quasi Government Organization**

GENESIS OF FISHFED:



Fig 1: Good haul by a Cooperative member

Fish farming is one of the main occupations for many segments of population in India. Erstwhile fish farming practices were completely dependent on climatic conditions, availability of water, land and skill of the fish farmers. In earlier days, supply chain was complex and middlemen used to gain advantage over fishermen. Also, the conventional practices in fish farming were not robust to withstand the adverse market and operational effects. To overcome such challenges of the State, Assam Apex Cooperative Fish Marketing and Processing Federation Ltd (FISHFED) was established in 1978. Its main objective is to cater to the needs of fish farmers' community by increasing the production of fish and fishery products.

OBJECTIVE & FOCUS AREAS:

The objective of FISHFED is to increase fish productivity, assured market for fish sales, ensure better price for the fish produce and thereby improve the socio-economic standards of the fish farmers. FISHFED focusses on increasing the annual fish production of the State by providing quality seed supply at a reasonable price and introducing modern farming techniques, identifying opportunities for integrated farming which are complimentary in nature, eliminating middlemen intervention by direct marketing through own Fish sale booths and fish markets and there by passing on the profits directly to the fish farmers.



Fig 2: Mobile Fish sale during lockdown period under FISHFED

FISHFED INITIATIVES:

FISHFED ventured into multiple activities for the benefit of the fishers. It has set up 6 fish farms in the State covering an aggregate area of 100 hectares. Three cold rooms with a capacity of 14700 CFT have been installed to store the fish. One air-conditioned fish retail outlet has been setup in Guwahati through which an average of about 4200 kgs of fish is sold per month. Further, five mobile fish outlets were started that benefited 2.25 lakh beneficiaries in three years. To educate the community on fish culture practices and technical knowhow, multiple seminars, workshops and exposure visits were organized on best practices in fishing & fish farming.

During the lockdown, FISHFED encouraged its cooperative members to sell their produce through retail outlets by following all advisories of COVID-19 protocols. In a span of three months, 43,985 Kgs of fish was sold with a total sale value of Rs. 141 Lakhs.

FUTURE PLAN:

FISHFED is planning to develop a mobile app for marketing activities to ensure increased access by the consumers. For offering good quality fish to the customers, live fish marketing vans are being introduced. Establishing a 'Boat Making Centre' in collaboration with ICAR-CIFT to train fishers, setting up of modern training centre with hostel facilities for benefitting the members of the cooperative societies of the federation, establish association with government bodies, lateral agencies and other organisations to strengthen its financial base for sustainable implementation of projects and initiatives undertaken are some of the initiatives planned and taken up by the FISHFED.

KEY ACHIEVEMENT BETWEEN 2017-2020 YRS

Introduced high yielding species like Jayanti Rohu and Amur Carp at FISHFED farm

Large quantities, ~28020 kgs of fish was sold

859 trainings were conducted

750 beneficiaries benefitted from integrated fish culture

Launched a website to deliver fish to customers in Guwahati



Fig 3: High yielding Jayanti Rohu culture