



Outreach, Training & Capacity Building Activities under Pradhan Mantri Matsya Sampada Yojana

NODAL AGENCY - National Fisheries Development Board,
Ministry of Fisheries, Animal Husbandry & Dairying, GoI





Training and Awareness programs since PMMSY inception to Oct,2021



Celebrations of World Fisheries Day & National Fish Farmers Day

- Celebrated National Fish Farmers Day & NFDB foundation Day on 10th July, 2020 (300 Nos.) & 2021 (874 Nos.)
- Launched Radio jingles on domestic fish consumption
- Announced winners of taglines & slogans contest
- Hon'ble Union Minister for FAHD, GoI interacted with best fish farmers



- WFD -2020 celebrated at NASC complex, New Delhi along with Department of Fisheries, GoI
- Felicitated 22 best performing States, Districts, Quasi Govt organizations, Fish farmers, Fisheries Enterprise/ Entrepreneurs including FCSs/FFPO/ SHGs, Fish/Shrimp Hatchery under 6 broad categories in fisheries sector.
- 350 members attended the event
- 14,086 public viewed through Live Streaming on Social Media

- States/UTs Fisheries Departments celebrated World Fisheries Day-2020
- No. of Events : 354
- No. of Participants : 2,55,242 fishers, fish farmers, departmental staff, others related to fisheries



Training & Outreach programmes by States & UTs, ICAR institutes & others

NFDB with States/UTs Fisheries Departments:

- No. of events: 709
- No. of participants: 4,17,755
- Conducted Awareness Programmes, Webinars, distributed Pamphlets, displayed posters and publicized through social and mass media




ICAR - Central Institute of Fisheries Technology
Matsyapuri P.O., Willingdon Island, Kochi-20, Kerala
Organizing online training under PMMSY (ICAR-DoF Convergence)
Pradhan Mantri Matsya Sampada Yojana (PMMSY)



NFDB in association with ICAR Fisheries institutes (CIBA, CIFE, CIFRI, CMFRI & DCFR)

- No. of events: 118
- No. of participants: 23,434
- Participants: Fishers & fish farmers, hatchery owners, students, etc

Training & Outreach programmes by States & UTs, ICAR institutes & others

Animal Aquatic
Health Lab & Aqua
One Centres

No. of Events : 16

No. of Participants : 2848

Fisheries
Colleges &
Universities

No. of Events : 11

No. of Participants : 1257

Fisheries Research
Stations &
Krishi Vigyan
Kendras

No. of Events : 10

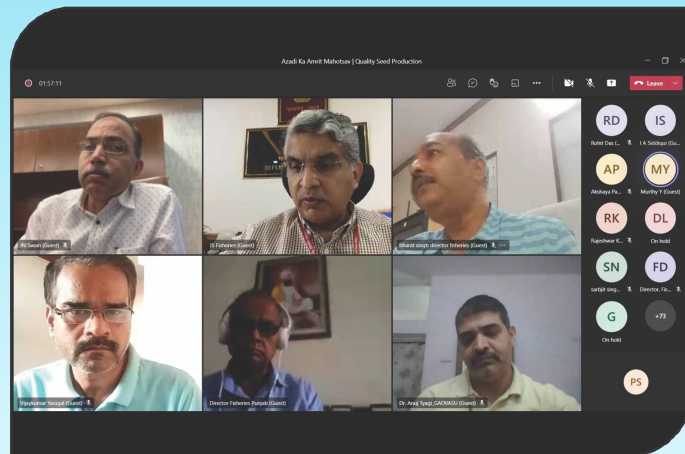
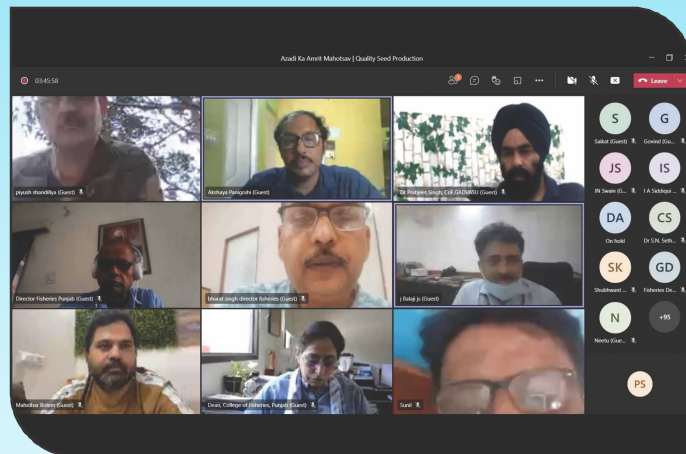
No. of Participants : 505

NCDC, NI-MSME
& Others

No. of Events : Eight

No. of Participants : 398

Training & Awareness Programmes by Department of Fisheries, GoI



No. of Webinars & events conducted: 10

No. of participants : 1423

Themes covered: Traceability, Certification and Standardization, Quality seed Production of Cat fishes, Quality seed production for Brackish Water, Indian Ornamental Fisheries

Training & Awareness Programmes under PMMSY - SCSP



No. of Programmes Sanctioned : 338

No. of participants proposed to be covered: 14,205

Themes covered: Hatchery Production & culture of IMC, Entrepreneurship Development, Biofloc Technology, Air breathing Fish Breeding and Culture, Mud Crab culture and fattening, Integrated Fish Farming, etc

Training & Awareness Programmes by NFDB & Regional Centres

NFDB - River Ranching under PMMSY & Awareness Programmes

Shri. Parshottam Rupala, Hon'ble Union Minister for FAHD launched the National Level River Ranching Programme at Brijghat, Garh Mukteshwar, Uttar Pradesh on 8.10.2021

- Sanctioned: 6 states viz., Uttar Pradesh, Uttarakhand, Tripura, Orissa, Bihar and Chhattisgarh with a target of 97.16 lakh fingerlings with a total Project Cost of Rs. 5.00Cr.
- Three major river basins viz., Ganges and its tributaries, Brahmaputra & Barak river tributaries and Mahanadi & other rivers of the Country were ranched with the fingerlings.
- Conducted Awareness Programmes & 1,210 participated.



Training & awareness Programmes by NFDB & Regional Centres

Orientation cum Training Programme by NFDB on PMMSY- GAIS

GAIS (Group Accident Insurance Scheme)

No of Programmes- Two

Dates: 12.08.2021 & 14.09.2021



Participants: 207 Nos.

- Director/Commissioner of Fisheries
- GAIS Nodal Officers
- District Level Fisheries Officials of 7 States (Telangana, Odisha, Tripura, Himachal Pradesh, Punjab, Rajasthan, Sikkim) and 7 UTs (Andaman & Nicobar, Lakshadweep, Puducherry, NCT of Delhi, Daman & Diu, Ladakh, Jammu & Kashmir).

Training & Awareness Programmes by NFDB & Regional Centres

Launch of Matsya Setu App by Department of Fisheries, NFDB & ICAR-CIFA

- Virtual Learning App, "Matsya Setu" was launched by Hon'ble Union Minister, FAHD on 06.07.2021. 2,926 Nos. participated.
- 24,713 Nos downloaded APP and gained knowledge.



Training & Awareness Programmes by NFDB & Regional Centres

NFDB – Eastern Regional Centre, Bhubaneswar

No. of Events: 11 Nos. on PMMSY, Fish Diseases, Diagnosis and Treatment (with CIFA), Breeding & Seed Production Techniques of Amur Common Carp, etc.

No. of Participants: 1,289 Fish farmers, Hatchery Operators, Seed Growers, Students and others attended the programmes. Virtual Programmes were mostly held due to prevailing Covid situation.



NFDB – NE Regional Centre, Guwahati

No. of Events: 24 No's on PMMSY, Murrel breeding & Culture, Hatcheries & Seed Rearing, DPR preparation, Biofloc technology, Entrepreneur Models, etc.

No. of participants: 3,019 Fish Farmers, Fishers, Unemployed Youth, Entrepreneurs, Fisheries Officials from DoF, etc

Trainings & Awareness Programmes by NFDB & Regional Centres

Trainings through NFDB-AAH & QTL

- Aquatic Animal Health & Quality Testing Laboratory has been offering quality testing services to the fisheries stakeholders since 2020.
- Stakeholders : Students, Researchers and Entrepreneurs.



**Plan for 2021-22 FY
Conducted**

**: 18 training programmes (Duration:2-4 days each)
: 10 training programmes from July to Oct, 2021 & 57 have attended.**



Hands-on Training on Polymerase Chain Reaction (PCR) and it's applications



Training on Heavy Metal Analysis By Atomic Absorption Spectroscopy



Training on Aquafeed Analysis



Hands-on Training Program on Principle and Applications of HPLC



Training on Fundamentals of Bio Techniques



Hands-on Training on Realtime PCR and It's Applications

Fish Market Price Information System (FMPIS)

Webinars & Trainings

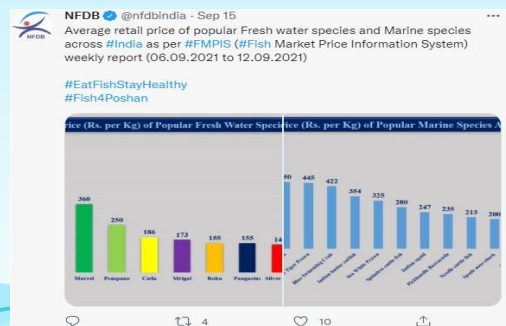
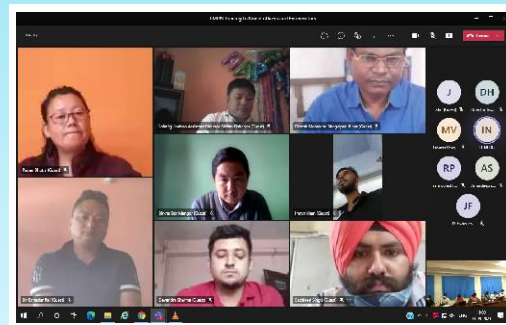
- Conducted Training to Enumerators on FMPIS process on the APP and data entry.
- No. of states/UTs: 18
- No. of trainings conducted: 10
- No. of enumerators trained : 373

IEC Material

- Training manuals and videos have been prepared and shared to states/UT's.
- Mobile app has been developed and robust MIS systems created.

Publicity & Awareness

- FMPIS Weekly Fish Price Reports published in NFDB Website and Social media platforms.



Training & awareness Programmes by NFDB & Regional Centres

NFDB Internship Programme

- NFDB launched Internship programme on 29th July, 2021.
- Durations of the Internship programme offered - Four, Eight and 12 Week.
- Internship offered in divisions of PMMSY, AAH&QT Lab, NFDB Demo units, HRD, M&E, PMU.
- No. of internships offered:
 - Four weeks : 8
 - Eight weeks: 2



Fish Festivals & Expos

Organized Five Fish Festivals through State Fisheries Departments with Rs.5 lakhs assistance to each. Visitors: 95,654



NFDB sponsored "SMART AQUA EXPO INDIA 2021" 9 days programme from 6th to 14th Feb, 2021 with an assistance of Rs.7.67 lakhs. 14,500 participated.



NFDB participated in "Seaweed India Expo" held from 26th to 27th August, 2021 by setting up stall & 11,959 participated.

Major thematic areas covered under trainings & awareness programmes by ICAR, NFDB & Regional Centres, DoF States/UTs Fisheries Departments & Others



Topic: PMMSY Awareness & Fish Seed production, Fish farming & Integrated Fish Culture under PMMSY
34 events, 3173 participants



Topic: Shrimp and Mud-crab farming
Eight events, 1600 participants



Topic: Production Enhancement through Pen/Cage culture in Inland Open waters and beels
11 events, 1505 participants



Topic: **Brackish water Finfish Farming**
10 events, 2912 participants



Topic: **Health management of finfish & shellfish**
13 events, 3767 participants



Topic: PMMSY- Sea safety and Responsible fishing
Nine events, 839 participants

Major thematic areas covered under trainings & awareness programmes by ICAR, NFDB & Regional Centres, DoF States/UTs Fisheries Departments & Others



Topic: Soil and Water Quality Management in Aquaculture
Seven Events, 889 participants



Topic: Freshwater Aquaculture
16 Events, 5134 participants



Topic: Fish Processing & value added products, Entrepreneurship models
22 Events, 1458 participants



Topic: PMMSY, Mariculture & Marine Biodiversity Conservation
Five Events, 924 participants



Topic: Hatchery Management, Breeding & Seed Production
17 Events, 3451 participants



Topic: Importance of Fish Feed & Management
20 Events, 4133 participants

Major thematic areas covered under trainings & awareness programmes by ICAR, NFDB & Regional Centres, DoF States/UTs Fisheries Departments & Others



Topic: PMMSY & Seaweed Farming
One Event, 472 participants



Topic: Sea Cage Farming
Two Events, 521 participants



Topic: **Biofloc** fish farming
Six Events, 1176 participants

Other programmes held on various other themes viz. Employment opportunities to Tribes, Fishing gear material and regulations, Cold water fish farming, Retail marketing & Domestic fish consumption, Mobile Application and other Miscellaneous activities :

No of events: 26

No. of Participants: 1815 Nos.

Campaign & Publicity

Wide publicity on PMMSY through
Hoardings : 250 Nos,
Approx. Viewers : 2,53,000



Regular posting of various activities by NFDB through social media

Social Media
Maintained by NFDB



Followers: 10,587



No of Visitors: 2,65,151



Subscribers: 1.58K



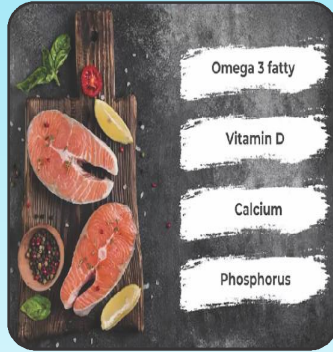
Posts : 1586 Nos
Followers : 4344



Followers: 131

Fish Consumption Campaign under PMMSY

PMMSY aims at enhancing domestic consumption of fish from 5 kg to 12 kg per capita



Campaign through Radio

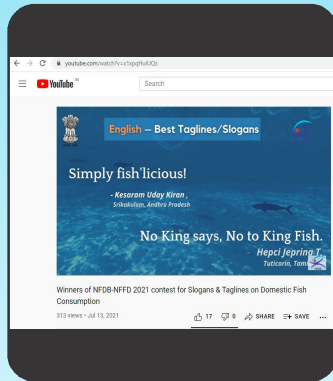
- Developed and broadcasted 2 jingles in Hindi & 2 in Telugu in Delhi & Hyderabad RED FM 93.5 channel for 30 days
- Covered listeners approx. 98.16 lakhs.
- Entrusted jingle creations to Bureau of Outreach Communication, Delhi on Fish Consumption & PMMSY. Released 2 jingles on PMMSY.



Campaign through Digital media

- Posted an Ad in Way2 News Pvt. Ltd., a short news App platform in 16 states.
- Reached to 1,38,161 no. users.

Fish Consumption Campaign under PMMSY



National level Taglines / Slogans contest

- Invited nominations from 11 languages, English/ Hindi/ Bengali/ Oriya/ Assamese/ Tamil/ Telugu/ Kannada/ Malayalam/ Gujarati/Marathi
- Received 178 nominations
- Winners were announced and awarded cash prizes on NFFD-2021 by Hon'ble Union Minister for FAHD



Publicity through Social Media

- Regular posting on Domestic Fish Consumption in its Twitter, Facebook and youtube accounts.

Fish Consumption Campaign under PMMSY

Poshan Maah Celebrations - 2021

Organized Webinars on fish consumption

Webinar on	Held on	Participants	Nos.
Consumption of Fish and Other Aquatic Foods for Improving Food and Nutrition Security	6th Sep,2021	Various States/UTs, fishers, entrepreneurs model, fishers and stakeholders.	300
Fish as Nutritional Food	17th Sep,2021		375
Domestic Fish Consumption: Supporting food and nutritional security in NE State by NE Regional centre of NFDB	27th Sep,2021	State Fisheries Officials, Women & Child Development Department officials, Anganwadi Workers of ICDS projects etc.	150
Inclusion of Fish in Daily Diet organized by Eastern regional Centre, NFDB	29th Sep,2021	ASHA & Anganwadi workers	100

Organized Campaigns & Contest on fish consumption

NFDB Launched online recipe competition jointly with National Institute of Tourism & Management (NITHM), Hyderabad on 25th September, 2021.

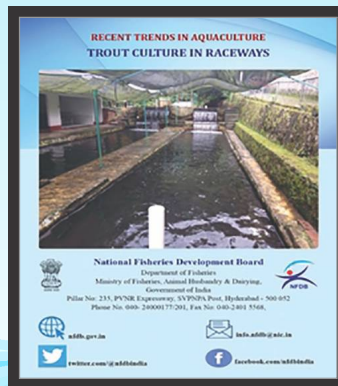
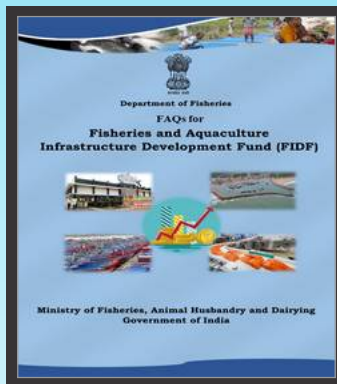
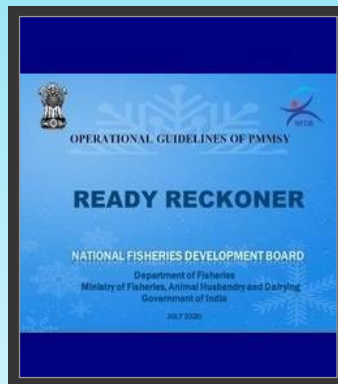
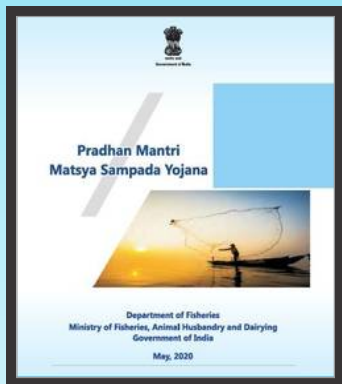
- Posted advertisement in Face book of FM Radio (91.1) on Nutritional importance of Fish Consumption promoting - "RASHTRIYA POSHAN MAAH" - (1-30 SEPTEMBER 2021)
- Awarded taglines of National Fish Farmers day celebration were used for publicity of 30Nos. as part of domestic fish consumption
- 23 Tweets & 15 retweets on fish consumption were posted in NFDB twitter/Face Book/Website

An Outing at NFDB Campus

- On 1st October 2021, launched outing at Iconic Fish Building for public and organising Orientation sessions on Aqua farming.
- No. of visits organised : One
- No. of visitors : Nine



Publications & IEC Material



Publications & IEC Material

**RECENT TRENDS IN AQUACULTURE
RECIRCULATORY AQUACULTURE SYSTEM (RAS)**



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Department of Fisheries
Ministry of Fisheries, Animal Husbandry & Dairying,
Government of India
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**Report
on
World Fisheries Day Celebration
21st November 2020**

Venue: A.P. Shinde Symposium Hall, NASC
Complex, Pusa, New Delhi



National Fisheries Development Board
Ministry of Fisheries, Animal Husbandry & Dairying, Government of India
Plot No. 235, PVNR Expressway, SVVPS Post, Hyderabad - 500 052



**AQUATIC ANIMAL HEALTH
&
QUALITY TESTING LABORATORY**



01 JULY 2021
Contact :
Ms. Kanchi Bhargavi, M.F.Sc. Lab in-charge,
Phone: 040-24000176, 24015563

PROCESSED SUBSISTANCE **NEEDS EXPERTISE** **IN SEVERAL TESTING** **FIELD, WATER & SOIL**

Testing Cost for Various parameters
at
Aquatic Animal Health and Quality
Testing laboratory

National Fisheries Development Board
Department of Fisheries
Ministry of Fisheries, Animal Husbandry & Dairying
Government of India
JULY 2020

**Aquatic Animal Health & Quality Testing Laboratory
NATIONAL FISHERIES DEVELOPMENT BOARD**
भारत सरकार Department of Fisheries, Ministry of Fisheries, Animal Husbandry & Dairying, Government of India





Training on Aqua feed analysis
Course Duration : 3 Days
Course Fee : Rs. 3000/-
Batch-3
21st - 23rd September 2021

Training on fundamentals of Bio techniques
Course Duration : 3 Days
Course Fee : Rs. 3000/-
Batch-1
5th - 7th October 2021

Training on heavy metal analysis by Atomic Absorption Spectroscopy
Course Duration : 2 Days
Course Fee : Rs. 2000/-
Batch-1
21st - 22nd October 2021

Limited Seats Only
Registration closes on 18th Aug 2021

Contact :
Ms. Kanchi Bhargavi,
M.F.Sc. Lab in-charge,
Phone : 040-24000176, 24015563

Scan the QR code for Registration

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National Fisheries Development Board

Department of Fisheries

Ministry of Fisheries, Animal Husbandry & Dairying,
Government of India

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