



# MPEDA – NETFISH



## मासिक विवरण – अप्रैल 2021

## MONTHLY REPORT – APRIL 2021



मत्स्य गुणता प्रबंधन और चिरस्थायी मत्स्ययन नेटवर्क (नेटफिश)  
Network for Fish Quality Management & Sustainable Fishing (NETFISH)

वल्लारपाटमपी. ओ., एर्णाकुलम-682 504, केरल, भारत  
Vallarpadam P.O., Ernakulam – 682 504, Kerala, India

Ph: 0484 2982205

[netfish@mpeda.gov.in](mailto:netfish@mpeda.gov.in)

## MONTHLY REPORT ON ACTIVITIES OF NETFISH DURING APRIL 2021

### I. Summary

Filed level extension activities for the financial year 2021-22 could not be initiated in April 2021 due to the Covid-19 restrictions. The works and activities performed by the officials of NETFISH during April 2021 are briefed below.

- Preparation of Annual Report for the year 2020-2021.
- Preparation of work plan for the year 2021-2022.
- Arranged discussion with stakeholders on utilization of SC/ST Fishermen aid fund for the year 2021-22.
- Arranged discussion with exporters at West Bengal on farm traceability and Covid-19 guidelines.
- Arranged site visit at Rashapunja, South 24 Parganas for setting up of fish maws unit under SC/ST development project.
- Distributed 10 numbers of insulated fish boxes to the cluster boats in Andhra Pradesh.
- NETFISH Karnataka had distributed 4 nos. of HDPE trawl nets with square mesh cod end and 300 nos. of Nilkamal plastic crates as fishermen aid material to the SC Fisherwomen Multipurpose Cooperative Society at Thottam, Uduppi district under MPEDA SC/ST project.
- HDCs in Karnataka region attended a training programme on “Dried fish studies” organized by Azim Premji University.
- Arranged meeting with dry fish community leaders at Honnavar to discuss the strategies to be adopted for mobilizing shareholders for the proposed FPO.
- HDCs at Veraval and Mangrol had conducted awareness meetings with fishermen to educate them on Marine Mammal & Sea Turtle release, TED, Use of square mesh cods end, Hygienic handling of fish and ice, Chill killing practice, juvenile fishing and Covid-19 guidelines etc.
- Disseminated various information and awareness messages on post-harvest loss, conservation, sustainable fishing and Covid 19 guidelines etc. through Whatsapp groups consist of SCOs, HDCs, boat owners, stakeholders association and fishermen etc. in the respective fishing harbour and fish landing centre

### Major Achievements:

State/Region	Particulars
Karnataka	1)Due to NETFISH intervention, the Department of Fisheries has initiated monitoring raw material temperature at Gangolli fishing harbor from 1 <sup>st</sup> April 2021, to ensure proper maintenance of cold chain and the quality of the fishery materials.
Maharashtra	1)By NETFISH awareness programmes, the fishers from Arnala, Vasai had implemented self-declared fishing ban during 29 <sup>th</sup> March to 22 <sup>nd</sup> April 2021 to stop juvenile fishing, as it is the breeding period of Silver Pomfret.
Gujarat	1)Fishermen of the cluster fishing vessels were observed continuing the practice of chilling of the catch before storage in fishing vessels to reduce post-harvest loss

## II. State/Region wise details of Activities during the month

### 1. WEST BENGAL

➤ The following meetings/discussions were conducted in the state during the month:

Date	Particulars
7.4.21	SCO had discussion with Shri. Gourab Kumar Kar and Shri. Bhisma Dev Kar of M/s. Aquafeed Fisheries Pvt. Ltd. regarding farm traceability and Covid 19 guidelines.
8.4.21	SCO had discussion with Shri. Sandip Mahanta, Shri. Bittu Pal, Shri. Abhijit Roy, Technologists of M/s. N C Das & Co. regarding COVID -19 guidelines for Seafood Sector, documentation as per COVID-19 guidelines, aqua farm enrollment and traceability system etc.
9.4.21	SCO along with DD MPEDA had conducted site visit at Rashapunja, South 24 Parganas for setting up of fish maws unit under SC/ST development project.
12.4.21	A review meeting of HDCs was conducted by the SCO in presence of DD & AD at MPEDA RD Kolkata. SCO described the various activities conducted by the HDCs during the year 2020-21, including survey of marine mammals and sea turtles, fishing vessel training programmes on reduction of post-harvest loss and utilization of social media for propagation of NETFISH and MPEDA's various activities. DD MPEDA highly appreciated the efforts taken by HDCs to collect the catch data and MM & T survey during the Covid pandemic condition. HDCs pointed out the issues they are facing while entering data through Tab and they have requested to provide Notebook instead of Tab for proper data entry. SCO requested the support of HDCs to find out the SC/ST beneficiaries in capture fisheries for the proper implementation of the SC/ST projects. DD asked for their help in fishing boat registration. HDCs ensured to render all sort of support for proper execution of various activities.

➤ Details of information disseminated to stakeholders on social media: (7 WhatsApp groups in 7 harbours)

Date	Content Disseminated	Social Media Used	No: of Viewers
01.04.21	Order on Fishing ban by Ministry of Fisheries, Animal Husbandry and Dairying, DoF	Whatsapp	500
01.04.21	#Empowering Words by Raheem Ahmed (CEO, K. N C Agro Ltd) on MPEDA's training programmes on COVID-19 protocol.	Whatsapp and Facebook	1500
02.04.21	Production Linked Incentive Scheme for Food Processing Industry	Face book	1000
05.04.21	April-5 <sup>th</sup> National Maritime Day in India	Whatsapp and Facebook	1500
05.04.21	A unique Fish Landing Centre, Munakkakkadavu, Thrissur	Whatsapp and Facebook	1500
06.04.21	Video - Application of used plastic for beneficial purposes	Whatsapp	500
07.04.21	MPEDA-NETFISH distributed 10 nos. of Insulated Fish Boxes at Vishakhapatnam	Facebook	1000
07.04.21	World Health Day 2021- Safe Fishers Safe and Healthy Seafood	Whatsapp and Facebook	1500
08.04.21	Do not Overfish - overfishing is the greatest threat to ocean ecosystem and it also affects the balance of the earth	Whatsapp and Facebook	1500
10.04.21	The most terrifying plastic waste found in the ocean STRAWS	Whatsapp and Facebook	1500
12.04.21	The Inauguration of eSaNta (e-commerce platform for marine	Facebook	1000

	products)		
13.04.21	Vishu – Let’s welcome the harvest season	Facebook	1000
15.04.21	Warm water shrimp from India is exempted from the US’s proposed tariff list	Facebook	1000
16.04.21	MPEDA-NETFISH handed over CIFT Sponsored Fish Food Kiosk to SC Fisher Women Society, Thottam, Karnataka	Facebook	1000
16.04.21	Do not Overfish – overfishing is the greatest threat to ocean ecosystem and it also affects the balance of the earth – In Bengali	Whatsapp	500
17.04.21	Save our life by wearing the jacket - #SeasSafetyTip	Facebook	1000
18.04.21	Let’s make some delicious Mackerel Fish Curry	Facebook	1000
20.04.21	Multispecies Aquaculture Centre of MPEDA-RGCA supplied 1.5 lakh High Health Tiger seed to Mr. Harikishan Thandel, Gujarat	Facebook	1000
20.04.21	Save our life by wearing the jacket - #SeasSafetyTip In Bengali	Whatsapp	500
22.04.21	April 22, World Earth Day Theme for 2021:Restore Our Earth	Facebook	1000
22.04.21	The first shrimp harvest for marketing through the e-Santa platform of MPEDA	Facebook	1000
25.04.21	Celebrate this World Tuna Day by cooking and having some delicious Tuna Fish Curry	Facebook	1000
26.04.21	Formaldehyde Testing- Do it from MPEDA QC Lab @ Kochi	Facebook	1000
27.04.21	MPEDA certified first hatchery in India through SHAPHARI Certification	Facebook	1000

## 2. ODISHA

- Preparation of Action plan for the year 2021-22
- Preparation of Annual report for the year 2020-2021
- **Details of information disseminated to stakeholders on social media:** (7 WhatsApp groups in 5 harbours)

Date	Content Disseminated	Social Media Used	No: of Viewers
1.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500
3.4.21	COVID -19 Awareness message	Whatsapp	500
6.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500
7.4.21	COVID -19 Awareness message	Whatsapp	500
10.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500
13.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500
15.4.21	COVID -19 Awareness message	Whatsapp	500
16.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500
18.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500

20.4.21	COVID -19 Awareness message And Animation film on conservation of marine resources.	Whatsapp	500
22.4.21	COVID -19 Awareness message And Animation film on conservation of marine resources.	Whatsapp	500
24.4.21	COVID -19 Awareness message And Animation film on square mesh	Whatsapp	500
26.4.21	COVID - 19 Awareness message And Animation film on conservation of marine resources.	Whatsapp	500

### 3. ANDHRA PRADESH NORTH

- On 7<sup>th</sup> April 2021, the SCO along with Shri. R. Prasad Naik, AD MPEDA SRD Vizag had distributed 10 numbers of insulated fish boxes to 10 boat owners of the fishing vessel cluster formed by NETFISH at Vizag harbour, to ensure the practice of chill killing/chilling before storage for reducing post-harvest loss onboard. The fish boxes were purchased as part of the fishing vessel based programmes of NETFISH, with 50% contribution from the beneficiaries.



*Distribution of Insulated fish box to the cluster boats*

- **The following meetings/discussions were conducted in the state during the month:**

Date	Particulars
15.4.21	SCO attended a presentation on 'North Andhra Dry fish and Marketing' by the project consultant as part of a project funded by Canada & Coordinated by District Fishermen Youth Welfare Association (DFYWA) a NETFISH member NGO. The Scientist from CIFT, CMFRI, officials from Dept of Fisheries and major Dry fish stake holders were present. SCO recommended the following for the betterment of Dry fish sector (i) Support and awareness to form a Fishermen Producer Organization (FPO) to Fish dryers at all the major fishing harbours and landing centers to sustain the dry fish market and price, (ii) Demarcate all the fish drying areas with compound wall and

	gates to control unauthorized entry, theft and entry of domestic animals, (iii) Mechanization of fish drying activity using drying chamber, conveyor system and blowers to meet the space constraints and to produce large quantities in a day, (iv) Encourage the younger generations to produce the Value added dry fish products with good packaging system and supply to the chain markets. The consultant was impressed by the inputs given by NETFISH and assured that they will come out with new project as per the suggestions.
21.4.21	SCO had discussion with the CEO of M/s Ghan Marine Products to submit Expression of Interest letter to Port Trust for the PPC mode of Proposed Frozen unit at Vizag fishing harbour to facilitate and boost exports.

➤ **Details of information disseminated to stakeholders on social media:** (4 WhatsApp groups in 4 harbours)

Date	Content Disseminated	Social Media Used	No. of Viewers
02.04.21	Poster of new Central Sector Schemes under Atma Nirbhar Bharat Abhiyaan on Production Linked Incentive Scheme for Food Processing Industries(PLISFPI)	WhatsApp	350
05.04.21	Poster of "Saluting the sea Crew" on occasion of National maritime Day in India.	WhatsApp	350
06.04.21	61 days Monsoon fishing ban in East Coast from April 15 to June 14.	WhatsApp	350
07.04.21	Message of Insulated fish box distribution by AD SRD MPEDA to NETFISH formed fishing vessel cluster in Vizag fishing harbour	WhatsApp	350
09.04.21	Poster of "Don't do over fishing" and its impact in existing resources in regional language Telugu	WhatsApp	350
10.04.21	Underwater video of escaping juvenile through Square mesh cod end	WhatsApp	350
10.04.21	Poster of FAO United Nations on "Soil functions" that deliver ecosystem services that enable life on Earth	WhatsApp	350
11.04.21	Picture of the most occurring plastic pollution is STRAW's with message in Telugu	WhatsApp	350
17.04.21	MPEDA poster on" Sea Safety tip" save life by wearing the Jacket.	WhatsApp	350
23.04.21	Advertisement Notification of 2500 sailor posts in Indian Navy.	WhatsApp	350
23.04.21	Video on rare sea creatures.	WhatsApp	350
27.04.21	Manual of Onboard handling of Tuna fish Sashimi grade in Telugu language	WhatsApp	350

### **NETFISH IMPACTS**

It was observed that all the fishing boats including motorized craft are following the Monsoon fishing ban strictly from April 15<sup>th</sup> onwards at all fishing harbour and fish landing centers in state. This is showing the mass awareness among all fishermen not to do fishing for sustainable fishing in future.



*Department of Fisheries Officials giving awareness and monitoring fishing ban*

#### 4. TAMIL NADU SOUTH

- Preparation of Annual report for the year 2020-2021.
- Preparation of work plan for the year 2021-2022.
- **Details of information disseminated to stakeholders on social media:** (9 WhatsApp groups in 9 harbours)

Date	Content Disseminated	Social Media Used	No: of Viewers
03.04.21	Cyclone alert-Weather warning	Whatsapp	86
05.04.21	National Maritime day	Whatsapp	592
07.04.21	World Health Day Ban Period Announcement	Whatsapp	867
08.04.21	Do not do overfishing	Whatsapp	474
12.04.21	Ban Period announcement	Whatsapp	54
13.04.21	Ban Period announcement	Whatsapp	53
14.04.21	Happy Vishu-MPEDA Poster	Whatsapp	464
20.04.21	Please wear a reusable mask Dispose mask properly	Whatsapp	464
22.04.21	MPEDA Covid -19 Safety instructions Handling of shrimp	Whatsapp	335
23.04.21	Ban period announcement Covid-19 awareness video	Whatsapp	232
24.04.21	Notification from AD Office regarding Covid-19 restrictions	Whatsapp	38
26.04.21	Vallavilai Village fishermen missing news	Whatsapp	90
28.04.21	Stay Home Stay negative-MPEDA Poster	Whatsapp	324

#### 5. KERALA NORTH

- Preparation of Annual report for the year 2020-2021.
- Preparation of work plan for the year 2021-2022.
- **Details of information disseminated to stakeholders on social media:**

Date	Content Disseminated	Social Media Used	No: of Viewers
3.4.21	Fishes of various states of India.	Whatsapp	1195
4.4.21	Saluting the sea crew	Whatsapp	1216
10.4.21	MPEDA promo video regarding Munakkkadavu harbour	Whatsapp	1200

11.4.21	Avoid straw for drinking	Whatsapp	1206
14.4.21	Vishu Festival wishes from MPEDA.	Whatsapp	1199
20.4.21	Dispose Used Masks Properly.	Whatsapp	1192
22.4.21	World Earth day, Save Earth from plastic waste.	Whatsapp	1183
23.4.21	How to register covid-19 vaccination to Clinic.	Whatsapp	1176
24.4.21	How to Know the covid-19 test results from online.	Whatsapp	1189
25.4.21	Quarantine/ Isolation taking Right ways.	Whatsapp	1181
26.4.21	For Deep sea pullan (Arabian red shrimp) - fund from OSF	Whatsapp	1182
26.4.21	Indonesian Fishermen save a whale	Whatsapp	1171
27.4.21	Square Nets are very suitable for sustainable fishing.	Whatsapp	1153
27.4.21	Different types of deep sea animals- video	Whatsapp	1149
28.4.21	How to get Covid vaccination for above 18 year above age group	Whatsapp	1130

## 6. KARNATAKA & GOA

- Under the MPEDA SC/ST welfare project for the year 2020-2021, NETFISH in Karnataka had distributed 4nos. of HDPE trawl nets with square mesh cod ends and 300 nos. of Nilkamal jumbo plastic crates to SC fisherwomen society in Thottam, Uduppi district on 21.04.2021. Shri.Premdev K. V., Deputy Director MPEDA and Dr. Ganesh K., Asst. Director MPEDA handed over the aid materials to Ms.Vanitha, Secretary, SC fisherwomen Multipurpose Society, Thottam. Shri. Narayana K. A., State Coordinator NETFISH, Shri. Sathish Maben, NGO- CARES, Ms. Shruthi Kunder, HDC, Malpe and officials of Nilkamal Ltd., were present on the occasion.



- **The following meetings/trainings were conducted in the state during the month.**

Date	Particulars
6.4.21	SCO along with Consultant, Azim Premji University and Snehakunja Trust had arranged a training programme on "Dried fish studies" to the HDCs at Karnataka region for the third phase of survey.
6.4.21	SCO had arranged a meeting with dry fish community leaders at Honnavar to discuss the strategies to be adopted for mobilizing shareholders for the FPO formation. President, Snehakunja Trust informed that application of Snehakunja to establish a FPO for dry fish producers, within the jurisdiction of Bhatkal, Honnavar and



	<p>Kumta Taluks of Uttara Kannada was favourably considered by NABARD and has sanctioned a grant of Rs. 9.00 lakhs towards the establishment cost and infrastructure. He also informed that as per the NABARD order Snehakunja Trust one of the member organizations of NETFISH will work as "Producer Organization Promoting Institution" (POPI). Thus the Snehakunja Trust will have to mobilize share capital by organizing awareness camps to producer groups about the benefits of joining the FPO and involve in collective marketing to improve quality of the product and bargaining power in the marketing. In the meeting it is also decided to mobilize at least 1000 members (shareholders) of FPO and mobilization of around 5.00 lakhs which could be used as working capital along with the grants from NABARD. He also requested the full support of NETFISH in the process of mobilizing producer groups and to organize awareness camps to fishers to join the FPO. He also stated that the entire cost of organizing the awareness camps in these three taluks/harbours (Bhatkal, Honnavar (Tonka) and Tadadi) will be borne from the grants received from NABARD and NRLM (National Rural Livelihood Mission) ZP Karwar.</p>
18.4.21	<p>SCO participated in the Google Meet arranged in connection with APU project "Dry fish data analysis and fish quality measurement". Prof. Amalendu J., APU, Dr. R.C. Bhat, Snehakunja Trust, Prasanna S., Consultant, Dry fish project, APU were the other members present. It was decided to finish the third phase of Dry fish producer's survey and fishing harbour survey by 15<sup>th</sup> May and to initiate publication work.</p>



*Meeting with dry fish community leaders at Honnavar on FPO formation*

➤ **Details of information disseminated to stakeholders on social media:** (9 WhatsApp groups in 9 harbours)

Date	Content Disseminated	Social Media Used	No: of Viewers
1.4.21	Kandla walk related video	Whatsapp	702
2.4.21	Wear a mask video	Whatsapp	702
3.4.21	Government orders	Whatsapp	702
4.4.21	Marine fisheries census 2016 of India	Whatsapp	702
4.4.21	Radio Garden	Whatsapp	702
5.4.21	Quality Fish products	Whatsapp	702
5.4.21	Bharathad Rastriya Kadala Dina	Whatsapp	702
5.4.21	YouTube video of Unique fish landing centre	Whatsapp	702

6.4.21	Greetings from Department of Fisheries	Whatsapp	702
8.4.21	Do not overfish	Whatsapp	702
12.4.21	Awareness video song for covid 19	Whatsapp	702
13.4.21	Ugadi wishes	Whatsapp	702
14.4.21	Vishu wishes	Whatsapp	702
15.4.21	Video related to Covid 19	Whatsapp	702
16.4.21	Handbook of Fisheries statistics	Whatsapp	702
19.4.21	Fishing vessels cleaning videos	Whatsapp	702
19.4.21	e-SANTA the e commerce platform	Whatsapp	702
22.4.21	MPEDA on Twitter let's restore our planet Facebook links	Whatsapp	702
22.4.21	Sea safety tips	Whatsapp	702
23.4.21	Sea safety tips	Whatsapp	702
23.4.21	Ocean pollution video	Whatsapp	702
23.4.21	Rare sea creatures video	Whatsapp	702

### NETFISH IMPACTS

- Due to NETFISH intervention, the Department of Fisheries has initiated monitoring temperatures of various raw materials landed at Gangolli fishing harbor, Karnataka from 1<sup>st</sup> of April 2021, as a measure to ensure proper maintenance of cold chain and the quality of the fishery materials. Temperature of fish and shrimps on the deck (before weighment), after auction and before packing are recorded by the supervisor with the assistance of NETFISH Harbour Data Collector in the harbour.



### 7. MAHARASHTRA

- Preparation of Annual report for the year 2020-2021.
- Preparation of work plan for the year 2021-2022.
- **Details of information disseminated to stakeholders on social media:** (15WhatsApp groups in 15 harbours)

Date	Content Disseminated	Social Media Used	No: of Viewers
03.04.21	Video on "Whales are a surprising weapon in the fight against climate change".		
04.04.21	Article "Seaspiracy" review: Fact and fiction meet fish in Controversial Netflix documentary.		
05.04.21	Video "Purse seiner using LED lights for fishing from Goa was caught red handed by Dept. of Fisheries, Govt of Maharashtra.		

10.04.21	Dept. of Fisheries, Govt. of Maharashtra caught 03 Purse seine fishing boats from Ratnagiri with LED light fishing.	WhatsApp groups	845
14.04.21	Abstract of Research paper on "Carbon footprint by marine fishing boats of India".		
15.04.21	Video of Whale which was entangled in rope, rescued by Indonesian fishermen. Video of Do's and Don'ts about Covid -19.		
16.04.21	Newspaper cutting "Maharashtra Machhimar Kruti Samiti demanded Rs. 25 K help per fisherman to Maharashtra government" Post of "Direct contacts of Guardian Ministers of Maharashtra. During emergencies needy people can directly contact them.		
17.04.21	Facebook post about Turtles nets increased two times in Konkan coast compared to last year.		
19.04.21	Meme "This is what you do when you throw away used masks into the streets" Square mesh article.		
21.04.21	Video of conservation of resources.		
22.04.21	Meme about stop plastic pollution. Meme "Trees provide free oxygen, We have to purchase oxygen by paying heavy price for short period"		
23.04.21	Video of Rare Sea Creatures.		

### NETFISH IMPACTS

- As a result of NETFISH awareness programme, the fishers from Arnala, Vasai had decided to implement self-declared fishing ban during 29<sup>th</sup> March to 22<sup>nd</sup> April 2021 to stop juvenile fishing because it is the breeding period of Silver pomfret in the area.

### 8. GUJARAT

- Preparation of Annual report for the year 2020-2021.
- Preparation of work plan for the year 2021-2022.
- Harbour Data Collectors of Veraval and Mangrol had conducted awareness meeting with fishermen and educated them on marine mammal and sea turtle conservation, relevance of TED & Square mesh cod ends in conservation of marine resources, adoption of hygienic fish & ice handling practices to reduce post harvest loss, advantages of chill killing/pre-cooling of raw materials in quality maintenance and Covid-19 Guidelines.



- **Details of information disseminated to stakeholders on social media:** (12 WhatsApp groups in 12 harbours)

Date	Content Disseminated	Social Media Used	No: of Viewers
01.04.21	Information about rough toothed Dolphin	Whatsapp	More than 1200
02.04.21	Information about new strain and character of Covid-19	Whatsapp	More than 1200
04.04.21	Information about Gold fish	Whatsapp	More than 1200
07.04.21	Information about hygienic handling of Ice at Vanakbara FH	Whatsapp	More than 1200
09.04.21	Information about don not over fish	Whatsapp	More than 1200
16.04.21	Information about marine sea turtle	Whatsapp	More than 1200
19.04.21	Information about outcome of NETFISH trained Fishing vessel Information about where to throw used mask	Whatsapp	More than 1200
22.04.21	information about ocean pollution	Whatsapp	More than 1200

### NETFISH IMPACTS

- As a result of the fishing vessel based programmes conducted by NETFISH during 2020-21, the fishermen of the cluster fishing vessels were observed continuing the practice of chilling of the catch before storage in fishing vessels to reduce post harvest loss.

