



# MPEDA – NETFISH



## मासिक विवरण - सितंबर 2021

## MONTHLY REPORT – SEPTEMBER 2021



**Network for Fish Quality Management & Sustainable Fishing  
(NETFISH)**

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## MONTHLY REPORT ON ACTIVITIES OF NETFISH DURING SEPTEMBER 2021

### I. Summary

Extension activities of NETFISH along the maritime states of India during September 2021 consisted of 131 awareness programmes conducted by physical and virtual modes.

Sl.No.	Type of programme	No. of programmes
<i>I</i>	<i>NETFISH Target Programmes</i>	
1	Harbour based programme	9
2	Fishing vessel based programme	12
3	Pre-processing programme	2
4	Processing programme	5
5	Dry fish programme	0
6	Special Programme	0
<i>II</i>	<i>Other special Programmes</i>	
1	Celebration of <i>Azadi Ka Amrit Mahotsav</i>	9
2	CIFNET Sponsored awareness programme	1
3	NFDB Sponsored awareness programme	1
<i>III</i>	<i>Meetings (virtual/physical)</i>	2
<i>IV</i>	<i>Awareness classes by HDCs (physical)</i>	78
<i>V</i>	<i>Virtual Training classes</i>	12
<b>TOTAL</b>		<b>131</b>

*Table: Details of Extension Programmes conducted during September 2021*

#### Highlights

- As part of the observance of ‘*Vanijya Saptah*’ by the DoC during 20-26 September 2021 in connection with ‘*Azadi Ka Amrit Mahotsav*’, MPEDA & NETFISH had conducted a nation-wide mega event on 26<sup>th</sup> September 2021 covering nine fishing harbours in nine maritime states, involving 121 fishing vessels and 1057 fishers. The theme of the programme was to promote “*Responsible Fishing for Sustainable Future*”.
- The 15<sup>th</sup> Annual General Body meeting and 32<sup>nd</sup> Executive Committee meeting of NETFISH was convened on 28<sup>th</sup> September 2020 through video conferencing.
- Conducted 101 nos. of physical training programmes for fishers by SCOs & HDCs
- Conducted 12 awareness classes for the fishers through virtual mode
- Conducted paid training for 5 Processing units in West Bengal & Gujarat
- NFDB sponsored awareness programme for SC fishers was conducted at Chilka area, Odisha.
- CIFNET sponsored special awareness programme on Fish quality management was conducted for the fishers at Thoppumpay, Kerala South region.

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

The extension activities conducted by NETFISH at various state/regions during September 2021 are enlisted in the below table and described in the subsequent sections:

State/Region	Harbour	FV	PPC	PC	DF	Special	Other Special	Awareness by HDC- Physical	Virtual trainings	Meetings	Total
West Bengal	5	2		3			1	7	3		21
Odisha							2	24			26
Andhra Pradesh North	1	2					1	3		1	8
Andhra Pradesh South											0
TN North											0
TN South							1				1
Kerala South		3					2	17			22
Kerala North		1	2					13	2	1	19
Karnataka & Goa	3	4					2				9
Maharashtra							1				1
Gujarat				2			1	14	7		24
<b>Total</b>	<b>9</b>	<b>12</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>78</b>	<b>12</b>	<b>2</b>	<b>131</b>

## 1. WEST BENGAL

Type of Activity	No. of programmes
Physical Programmes	18
Virtual Programmes	3
Meetings	0
<b>Total</b>	<b>21</b>

### ➤ Physical Training programmes conducted during the month

Type of programme	Kolkata	Freserganj	Harora	Sankarpur	Deshapran	Petuaghat	Total
Fishing Harbour based Programmes		1		1	3		5
Fishing Vessel based Programmes				2			2
Processing Centre programme	2		1				3
Special Programme-AKAM celebration						1	1
<b>Total</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>11</b>

S.N.	Date	Location	Type of Activities	No: of Participants
1	07.09.21	M/s. MMC Exports, Kolkata	Processing centre training programme	16
2	08.09.21	Freserganj FH	Fishing Harbour based programme	10
3	13.09.21	M/s.N C Das & Company, Harora	Processing centre training programme	37
4	14.09.21	Sankarpur FH	Fishing Vessel based programme	14
5	15.09.21	Sankarpur FH	Fishing Vessel based programme	12
6	16.09.21	Deshapran FH	Fishing Harbour based programme	12
7	24.09.21	Deshapran FH	Fishing Harbour based programme	13
8	25.09.21	Sankarpur FH	Fishing Harbour based programme	14
9	25.09.21	Deshapran FH	Fishing Harbour based programme	14
10	26.09.21	Petuaghat	Celebration of Azadi Ka Amrit Mahotsav	456
11	27.09.21	M/s.Core line Exports, Kolkata	Processing Centre Training Programme	30

**“Azadi ka Amrit Mahotsav” celebration:** In West Bengal the programme was conducted at Petuaghat-friends Industries fishing harbour. Shri. Deepak Singh, Commandant, Indian Coast Guard was the chief guest of the programme and he inaugurated the auspicious occasion. An awareness meeting was organized during the programme in which Shri. Archiman Lahiri, DD, MPEDA & Shri. Atanu Ray, State Coordinator delivered power point presentations on the role of MPEDA & responsible fishing for sustainable growth. Following the awareness session, 10 Boats decorated with National flag, AKAM flag, stickers and banner were flagged off

and sailed off into sea. Fishermen aid kit comprising of mouth masks, T-shirts, badges, hand sanitizers, water bottle, snacks etc were given to all the participants. A traditional cultural event “Dhak” was also played in between the function. Around 456 participants actively took part in the programme. The whole programme was organized by following all covid-19 protocol.



In addition, the following awareness meetings were held through the HDCs at their respective harbours to create awareness on hygienic handling practices to reduce post harvest loss and on conservation measures to be adopted for making the fishery sustainable.

Type of programme	Deshapran	Sankarpur	Freserganj	Namkhana	Total
Awareness meeting by HDCs	3	2	1	1	7

S.N.	Date	Harbour/LC	Topic / Type of programme	No: of Participants
1	08.09.21	Deshapran	Fishing Harbour based programme on Post Harvest loss	14
2	09.09.21	Sankarpur	Fishing Vessel based programme on Post Harvest loss	11
3	10.09.21	Deshapran	Fishing Harbour based programme on Post Harvest loss	13
4	10.09.21	Sankarpur	Fishing Vessel based programme on Post Harvest loss	11
5	15.09.21	Sankarpur	Fishing Vessel based programme on Post Harvest loss	11
6	30.09.21	Freserganj	Fishing Harbour based programme on Post Harvest loss	15
7	30.09.21	Namkhana	Fishing Harbour based programme on Post Harvest loss	15

### ➤ Virtual Trainings conducted during the month

Online awareness programmes were organized by SCO through Harbour Data Collectors, as listed below.

Topic	Freserganj	Raidighi	Total
Reduction of Post-harvest loss, Conservation, Sea safety, Juvenile fishing etc.	2	1	3

S.N.	Date	Location	Type of activity	No: of Participants
1	02.09.21	Freserganj	Online training programme on personal hygiene, Hygienic handling of fish, use of polythene sheets for handling fish, Juvenile fishing, etc.	5
2	06.09.21	Freserganj	Online training programme on personal hygiene, Hygienic handling of fish, use of polythene sheets for handling fish, Juvenile fishing, etc.	14
3	30.09.21	Raidighi	Online training programme on personal hygiene, Hygienic handling of fish, use of polythene sheets for handling fish, Juvenile fishing, SC fishermen schemes, etc.	5

- **The following meetings/inspections were conducted/attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities	No: of Participants
1	10.09.21	Haroa	Attended ELISA Lab inauguration programme at Haroa	-
2	10.09.21	Kadambagachi	SCO along with AD MPEDA had conducted Inspection of live crab unit	-
3	14.09.21	DakshinAriya	Meeting with owner and manager of Pvt. Jetty regarding celebration of AKAM event	4
4	14.09.21	Deshapran FH	Meeting with Special Officer, OC, Junput Coastal PS regarding celebration of AKAM	4
5	15.09.21	Contai	Meeting with sponsors of AKAM programmme	-
6	15.09.21	Shoula	Meeting with the Secretary, boat owners and stakeholder regarding AKAM programme and SC training programme	6
7	16.09.21	Online	Meeting with NGO for NFDB programme and AKAM programme	
8	22.09.21	Haldia, Contai, Deshapran FH, PurbaMediipur	Meeting with Regional Manager & officers of Indian Oil Corporation for sponsorship for AKAM. Meeting with DIG, Commander ICG, Coastal PS, Saha Savapati, Panchayet Samity, and Managing Partner of Friends Industries for AKAM celebration.	4
9	24.09.21	Contai, Deshapran Block	Arrangement for AKAM programmme. Meeting with Managing Partner Friends Industries, BDO of Deshapran Block, Dariapur Panchayet Pradhan, Coastal PS, ADF (marine), Shoula Fisherman Association for AKAM	-

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

Sl. No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	01.09.21	Apply online Duty Free Import Certificate	Facebook, Instagram	1500
2	01.09.21	India constitute to be the preferred destination for FDI	Facebook, Instagram	1500
3	01.09.21	Subscribe to MPEDA monthly Newsletter	Facebook, Instagram	1500
4	02.09.21	Glimpses from the Golden Jubilee Year	WhatsApp, Face book, Instagram	1600
5	03.09.21	MPEDA Chairman inaugurated the Golden Jubilee Trainees Hostel of MPEDA-RGCA	Facebook, Instagram	1500
6	03.09.21	2 <sup>nd</sup> FIT INDIA FREEDOM RUN 2.0 by MPEDA RD Kolkata	Facebook, Instagram	1600
7	04.09.21	UT of Lakshadweep invited applications for Fishing carrier vessels	WhatsApp, Face book, Instagram	2000
8	04.09.21	Handling of Fish on poly sheet and use of plastic crates at Shoula Landing centre	WhatsApp	500
9	06.09.21	Virtual programme of NETFISH-MPEDA on reduction of post harvest loss	WhatsApp, Face book, Instagram	1600
10	06.09.21	Chill- Fried Squid	Facebook, Instagram	1500
11	07.09.21	Flagging off ceremony of the survey vessel Matsya Vrushti at Mumbai Port	Facebook, Instagram	1500
12	07.09.21	Consume seafood. Stay Healthy – Long chain Omega -3	Facebook, Instagram	1500
13	09.09.21	Make sure your seafood package is safe and clean	Facebook, Instagram	1500
14	10.09.21	MPEDA Certificate of Registration for all entities	Facebook, Instagram	1500

15	10.09.21	MPEDA open ELISA Lab at Haroa, North 24 Parganas	Facebook, Instagram	1500
16	12.09.21	Ribbon fish fried	Facebook, Instagram	1500
17	11.09.21	Time for some IODINE!	Facebook, Instagram , WhatsApp	2000
18	14.09.21	Shri. K S Pradeep, IFS received the prestigious “RajbhashaKriti” award for the year 2019-20	Facebook, Instagram	1500
19	14.09.21	Crates are properly iced at Sankarpur FH	WhatsApp	500
20	15.09.21	Let’s Zinc our body with minerals!	Facebook, Instagram, WhatsApp	2000
21	15.09.21	NETFISH-MPEDA conducted training programme on Post Harvest Loss at Sankarpur FH	WhatsApp	500
22	16.09.21	2 <sup>nd</sup> FIT INDIA FREEDOM RUN 2.0 by MPEDA RD Kolkata	Facebook, Instagram	1500
23	17.09.21	Ease of Logistics Portal	Facebook, Instagram	1500
24	19.09.21	Celebrating Vanijya Saptah 20-26 Sept 2021	Facebook, Instagram	1500
25	19.09.21	Kovalam Griddled Fish	Facebook, Instagram	1500
26	20.09.21	As part of Azadi Ka Amrit Mahotsav Celebrating Vanijya Saptah 20-26 Sept 2021	Facebook, Instagram	1500
27	22.09.21	Here’s why you must add Seafood to your diet!	Facebook, Instagram	1500
28	23.09.21	‘Vanijya Utsav’ was conducted at Panchayat stage at Karatti on 21-22 Sept’21	Facebook, Instagram	1500
29	28.09.21	Shri.Jatindra Nath Swain, IAS, Secretary, Dept. of Fisheries has visited MPEDA HO	Facebook, Instagram	1500
30	28.09.21	Mussel Chowder	Facebook, Instagram	1500
31	28.09.21	Responsible Fishing for Sustainable Future programme organized by MPEDA on 26.09.21 at Petuaghat	Facebook, Instagram	1500
32	29.09.21	May our seas be full of life, always!	Facebook, Instagram	1500
33	29.09.21	Sept 27, World Tourism Day	Facebook, Instagram	1500
34	30.09.21	Modi Govt’s big thrust to exports	Facebook, Instagram	1500

### ➤ Efforts For Generating External Fund

Sl.No:	Date	Activity done	Remarks
1	07.09.21 13.09.21 27.09.21	Received training fess for Processing plant training programme from M/s.MMC Exports, M/s.NC Das & Co. & M/s. Core line Exports	Received Rs. 30000/-



*Hygienic handling of fish and ice in plastic sheets and crates observed at fish landing sites in West Bengal*

## 2. ODISHA

Type of Activity	No. of programmes
Physical programmes	26
Virtual programmes	0
Meetings	0
<b>Total</b>	<b>26</b>

### ➤ Physical Training programmes conducted during the month

Type of programme	Chilka	Paradeep	Total
NFDB Sponsored Programme	1		1
Special programme – Azadi Ka Amrut Mahotsav		1	1
<b>Total</b>	<b>1</b>	<b>1</b>	<b>2</b>

S.N.	Date	Location	Type of Activities	No: of Participants
1	16.9.21	Sanapatana Fish Landing Centre, Chilka	Post Harvest Loss/Fish Quality And Conservation.- NFDB-SC Programme	50
2	26.9.21	Paradeep FH	Azadi Ka Amrit Mohastav- Celebration	150

**Azadi Ka Amrit Mahotsav celebration:** In Odisha an awareness programme on conservation and sustainable fishing was arranged at Paradeep fishing harbour by involving officials from State Fisheries Dept., Coast Guard, Harbour officials, Scientists, SEAI, Boat owners, fishermen association, fishers, etc. Shri. Rajkumar Naik, DD, MPEDA, Bhubaneswar welcomed the gathering. The dignitaries spoke on various topics such as conservation, responsible fishing, Juvenile fishing, Sea safety, seafood quality, Development of fishing harbour, role of MPEDA in seafood export, etc. A folk dance was also played to create awareness among fishers on handling of fish, sanitation at vessel storage house and auction hall. Around 150 fishers attended the programme in which NETFISH distributed T-Shirt, cap, face mask, hand sanitizer, and certificated to the participants. Following the awareness programme, 10 fishing vessels decorated with, National flag, AKAM, flag, stickers and banner were flagged off into sea.



In addition, the following awareness meetings were held through the HDCs at their respective harbours to create awareness on hygienic handling practices to reduce post harvest loss and on conservation measures to be adopted for making the fishery sustainable.

Type of programme	Paradeep	Balramgadi	Dhamara	Total
Fishing Harbour based programme	11	8	5	24

S.N.	Date	Location	Type of Activities	No: of Participants
1	4.9.21	Paradeep FH	Harbour based programme	10
2	5.9.21	Paradeep FH	Harbour based programme	10
3	6.9.21	Paradeep FH	Harbour based programme	10

4	6.9.21	Balramgadi LC	Harbour based programme	10
5	7.9.21	Dhamara FH	Harbour based programme	10
6	8.9.21	Paradeep FH	Harbour based programme	10
7	8.9.21	Balramgadi LC	Harbour based programme	10
8	8.9.21	Dhamara FH	Harbour based programme	10
9	9.9.21	Dhamara FH	Harbour based programme	10
10	10.9.21	Balramgadi LC	Harbour based programme	10
11	13.9.21	Balramgadi LC	Harbour based programme	10
12	15.9.21	Paradeep FH	Harbour based programme	10
13	15.9.21	Balramgadi LC	Harbour based programme	10
14	16.9.21	Dhamara FH	Harbour based programme	10
15	17.9.21	Paradeep FH	Harbour based programme	10
16	17.9.21	Balramgadi LC	Harbour based programme	10
17	20.9.21	Paradeep FH	Harbour based programme	10
18	20.9.21	Balramgadi LC	Harbour based programme	10
19	22.9.21	Paradeep FH	Harbour based programme	10
20	22.9.21	Balramgadi LC	Harbour based programme	10
21	23.9.21	Paradeep FH	Harbour based programme	10
22	24.9.21	Paradeep FH	Harbour based programme	10
23	25.9.21	Paradeep FH	Harbour based programme	10
24	27.9.21	Dhamara FH	Harbour based programme	10

➤ **Efforts For Generating External Fund**

Sl.No:	Date	Activity done	Remarks
1	23.09.21	Discussed with Paradeep Port trust Officer regarding the status of CSR fund approval	The proposal is cleared by Finance Section and is in the final stage for sanction.

➤ **Details of information disseminated to stakeholders on social media:**(7 WhatsApp groups in 5 harbours)

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	01.09.21	Videos - never waste food; Advantage of using square mesh cod end, maintaining quality of seafood	Whatsapp	500
2	03.09.21	Videos - Safety measures must follow in sea food sector, Conservation of marine resource	Whatsapp	500
3	05.09.21	Videos- Conservation of Marine resources; Awareness about synthetic egg	Whatsapp	500
4	07.09.21	Video- Maintaining quality of sea food, Conservation of marine resource	Whatsapp	500
5	10.09.21	Video - Comparison between maintaining hygiene and not maintaining hygiene	Whatsapp	500
6	12.09.21	Videos - Save juvenile fishes; Respect your parents	Whatsapp	500
7	14.09.21	Video –Conservation of Marine resources	Whatsapp	500
8	15.09.21	Video - Save juvenile fishes, Conservation of Marine resources	Whatsapp	500
9	17.09.21	Video- Comparison between maintaining hygiene and not maintaining hygiene	Whatsapp	500
10	22.09.21	Videos- Conservation of Marine resources, Avoid use of plastic, An Escape to depth	Whatsapp	500
11	24.09.21	Video - Advantage of using square mesh cod end	Whatsapp	500
12	25.09.21	Video on Conservation of Marine resources; Quality shrimp seed	Whatsapp	500
13	26.09.21	Video - Escape to depth	Whatsapp	500
14	27.09.21	Video - Advantage of using square mesh cod end, Journey of Seafood	Whatsapp	500
15	28.09.21	Video - Comparison between maintaining hygiene and not maintaining hygiene	Whatsapp	500
16	29.07.21	Video on Managing the fish and fishery resources; Renewal notice for mechanised fishing vessels (Govt of Odisha)	Whatsapp	500
17	30.09.21	Videos- Journey of sea food, An escape to depth	Whatsapp	500



### 3. ANDHRA PRADESH

#### 3.1 Andhra Pradesh North

Type of Activity	No. of programmes
Physical programmes	7
Virtual programmes	0
Meetings	1
<b>Total</b>	<b>8</b>

#### ➤ Physical Training programmes conducted during the month

Type of programme	Vizag	Total
Fishing Vessel based programme	2	2
Fishing Harbour based programme	1	1
Special programme – Azadi Ka Amrit Mahotsav	1	1
<b>Total</b>	<b>4</b>	<b>4</b>

S.N.	Date	Location	Type of Activities	No: of Participants
1	07.09.21	Vizag	Fishing Vessel based programme	10
2	08.09.21	Vizag	Fishing Vessel based programme	13
3	21.09.21	Vizag	Fishing Harbour based programme	21
4	26.09.21	Vizag	Azadi Ka Amrit Mohastav- Celebration	150

**Azadi Ka Amrit Mahostav celebration:** NETFISH and SRD MPEDA Vizag had organized the event at Visakhapatnam Fishing harbour. Shri. Bhami Reddy, Head, Fishery Survey of India was the Chief Guest of the programme. Shri. V. Padmanabham, Managing Director, Sothern Sea Foods Ltd (Ex National President of SEAI), Shri. Sunil B.Rangari, Deputy Director In Charge, CIFNET, Visakhapatnam, Smt. Sindia Meri, Officer In Charge, NIFPHATT, Visakhapatnam, Shri. M.Venkata Narayana, Circle Inspector, Town Police station, Visakhapatnam, Shri. R. Prasad Naik, Assistant Director, Sub Regional Division, MPEDA, Visakhapatnam, Shri. P.Hanumantha Rao, State Coordinator, NETFISH-MPEDA AP North region. Shri. P. C. Appa Rao, President, AP Mechanized Fishing Boat Operators Association, Fishing harbour, Visakhapatnam, Shri. Satyanarayana Murthy, President, Vaisaki Dolphin Boat Operators Welfare Association, Fishing harbour, Visakhapatnam, Shri. B. Konda Babu, President, Visakha Coastal Mechanized Boat owners Association, Fishing harbour, Visakhapatnam, and around 120 fishermen and staff of SRD MPEDA Vizag were participated in the programme. An awareness meeting followed by Kuchipudi dance by the students of Sri Varasidhi Vinayaka Kuchipudi Kalasala, Visakhapatnam was conducted. Later on, 13 fishing vessels decorated with flags, stickers and banner voyaged in to sea. All the participating vessels were given with a fishermen kit comprising of 2 Nos. of PVC Shovels, 4 Nos. of Plastic round fish baskets, 4 Nos. of Plastic round small fish baskets and 2 Nos. of rubber hand gloves. Participation certificates were also distributed to them.



In addition, the following awareness meetings were held through the HDCs at their respective harbours to create awareness on hygienic handling practices to reduce post harvest loss and on conservation measures to be adopted for making the fishery sustainable.

Type of programme	Pudimadaka	Total
Fishing Vessel based programme	3	3

S.N.	Date	Location	Type of Activities	No: of Participants
1	09.09.21	Pudimadaka	Fishing Vessel based programme	7
2	16.09.21	Pudimadaka	Fishing Vessel based programme	8
3	28.09.21	Pudimadaka	Fishing Vessel based programme	7



*Harbour based programme at Vizag*



*Vessel Based programme at Pudimadaka*

- **The following meetings were conducted/attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities	No: of participants
1	14.09.21	Viag FH	Coordinated the visit Dr.Karthikeyan Director, MPEDA to Vizag FH and arranged meeting with fishermen.	22
2	16.09.21	SRD, Vizag	Participated in FIT India freedom run 2.0 at SRD, Vizag	-

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

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	18.09.21	Video- Matsyakranti	WhatsApp	350
2	19.09.21	FAO chart of Domestic fish consumption	WhatsApp	350
3	19.09.21	Fish is immunity booster –An Image of the Ministry of Fisheries	WhatsApp	350
4	27.09.21	Be careful with electricity during rains	WhatsApp	350
5	27.09.21	Poster -Precautions to be taken during cyclonic weather	WhatsApp	350

## 4. TAMIL NADU

### 4.1 Tamilnadu South

Type of Activity	No. of programmes
Physical programmes	1
Virtual programmes	0
Meetings	0
<b>Total</b>	<b>1</b>

➤ **Physical Training programmes conducted during the month**

Type of programme	Chinnathurai	Total
Special programme – Azadi Ka Amrit Mahotsav	1	1

Sl. No:	Date	Location	Activity	No: of participants
1	26.09.21	Chinnamuttom FH	Azadi Ka Amrit Mahotsav-Celebration	136

**Azadi Ka Amrit Mahotsav Celebration:** In Tamil Nadu, the “Azadi Ka Amrit Mahotsav” programme was organized at Chinnamuttom fishing harbour. Mr. S. Asok Kumar, Deputy Director, MPEDA, SRD, Tuticorin welcomed the District Collector, other officials and the gathering. Shri. N. Aravind, IAS, District Collector of Kanyakumari was the Chief Guest of the Commemorative event. Inaugurating the event he emphasized the necessity to adopt a participatory role in the conservation of marine natural resources. He also added that the improvement in dry fish trade would increase the income of the coastal fisher folk. An awareness programme on sustainable fishing for fishers and boat owners with slogans promoting sustainable fishing practices such as “Save Juveniles for tomorrow” “Responsible Fishing for Sustainable Future” to promote sustainable fisheries were chanted. Dr. L. Ranjit, Scientist, CMFRI, Tuticorin delivered an awareness lecture on sustainable fishing. He detailed the role of usage of square mesh cod end to promote sustainable fisheries. He also encouraged the fishermen to adopt sustainable fishing practices. Fisher folk cultural artist performed traditional “Thappattam” cultural event during the function by singing “patriotic songs” and songs emphasizing “Conservation of Marine resources” and to stop ‘Juvenile Fishing’. Afterwards, a short voyage of 27 fishing boats with about 135 fishers from Chinnamuttom FH was organized. AKAM promotional sanitization kits comprising of hand sanitizers, T-shirts, cap and mask were distributed to the fishermen. Plastic shovel was given as aid material to all fishing vessel operators who participated in the voyage.



➤ **The following meetings were conducted/attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities	No: of Participants
1	16.09.21	SRD, Tuticorin	Attended as Special Guest for World Ozone Day celebration conducted by District Science Centre, Tirunelveli and delivered a Lecture on "Marine Biodiversity and its Values" virtually.	--
2	21.09.21	Visit to CMFRI, TRC, Tuticorin	Given invitation to Scientist in Charge, CMFRI for AKAM Celebration	-
3	22.09.21	District SP Office, Nagercoil, and ADF Office, Chinnamuttom	Arrangements and follow-up regarding drone permission, stage & boat arrangements for AKAM programme, etc	-
4	24.09.21	District Collectorate, Nagercoil	Invited District Collector as Chief Guest for the AKAM programme	-

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

S.NO	Date	Content Disseminated	Social Media	No. Of viewers. (Approx)
1	01.09.21	Poster-Fish quality testing	Whatsapp	106
2	04.09.21	Poster- Subscribe MPEDA Monthly Newsletter	Whatsapp	648
3	07.09.21	Poster- Long chain Omega-3 fatty acid	Whatsapp	624
4	08.09.21	Poster- International Literacy Day	Whatsapp	633
5	09.09.21	Poster- Make your seafood package is safe and clean	Whatsapp	622
6	10.09.21	Poster- MPEDA Certificate registration Circular- Covid vaccination camp in Rameswaram Harbour	Whatsapp	674
7	11.09.21	Poster - Iodine # Key Nutrient in sea food	Whatsapp	533
8	14.09.21	Poster - Lets Zinc #Key Nutrient in sea food	Whatsapp	434
9	16.09.21	Poster – Word Ozone Day	Whatsapp	628
10	21.09.21	Poster – International Day of Peace	Whatsapp	520
11	22.09.21	Video-Indian Seafood	Whatsapp	614
12	23.09.21	Poster - MPEDA is the Authorized agency to issue certificates	Whatsapp	510
13	27.09.21	News-Azadi Ka Amrit Mahotsav programme Poster-World Tourism Day	Whatsapp	1300

## 5. KERALA

### 5.1 South Kerala

Type of Activity	No. of programmes
Physical programmes	22
Virtual programmes	0
Meetings	0
<b>Total</b>	<b>22</b>

➤ **Physical Training programmes conducted during the month**

Type of programme	Saudi	Thoppumpady	Total
Fishing Vessel based programme		3	3
Special Programme–Azadi Ka Amrit Mahotsav		1	1
CIFNET sponsored awareness programme on Fish Quality Management	1		1

S.N.	Date	Location	Type of Activities	No: of Participants
1	20.09.21	Soudi, Thoppumpadi	Joint awareness programme on Fish Quality Management with CIFNET	38
2	26.09.21	Thoppumpady	Special programme – Azadi Ka Amrut Mahotsav celebration	100
3	29.09.21	Thoppumpady	Vessel based programme	10
4	29.09.21	Thoppumpady	Vessel based programme	10
5	30.09.21	Thoppumpady	Vessel based programme	10

**Azadi Ka Amrit Mahostav celebration:** The programme held at Cochin Fisheries Harbour consists of an awareness session for about 100 fishermen. Dr.Joice V Thomas, CE, NETFISH briefed the gathering on the theme "Responsible fishing for sustainable future". Shri. Bijimon, JTO, MPEDA welcomed the gathering. Deputy Inspector General Shri. N.Ravi, Commander, Coast Guard inaugurated the celebration in a function presided over by Shri. Alex. K. Ninan, President, SEAI, Kerala. Dr. M. Karthikeyan, Director, MPEDA, Shri. Sajju M. S, Joint Director of Fisheries, Kerala, Shri. Jose V P, Assistant Engineer, Cochin Port Trust and Shri. A. M. Naushad, Chairman, Vyavasaaya Samrakshana Samithi, Cochin Fisheries Harbour felicitated on the

occasion. Following the awareness session, 10 boats decorated with "Azadi Ka Amrit Mahotsav" flags, National flag and stickers were flagged off by DIG. 'Singarimelam' was also performed in the programme.



In addition, the following awareness meetings were held through the HDCs at their respective harbours to create awareness on hygienic handling practices to reduce post-harvest loss and on conservation measures to be adopted for making the fishery sustainable.

Type of programme	Thoppu mpady	Sakthikulangara	Neendakara	Thottappally	Thangasserry	Vadi	Vizhinjam	Azheekkal	Total
Awareness programme on Chill killing, Juvenile fishing & Conservation	2	3	3	2	2	2	2	1	17

S.N.	Date	Location	Type of Activities	No: of Participants
1	10.09.21	Thoppumpady	Awareness programme on Chill killing, Juvenile fishing & Conservation	6
2	10.09.21	Sakthikulangara	Awareness programme on Chill killing, Juvenile fishing & Conservation	13
3	10.09.21	Neendakara	Awareness programme on Chill killing, Juvenile fishing & Conservation	13
4	10.09.21	Thottappally	Awareness programme on Chill killing, Juvenile fishing & Conservation	7
5	17.09.21	Neendakara	Awareness programme on Chill killing, Juvenile fishing & Conservation	10
6	17.09.21	Sakthikulangara	Awareness programme on Chill killing, Juvenile fishing & Conservation	7
7	17.09.21	Thangasserry	Awareness programme on Chill killing, Juvenile fishing & Conservation	8
8	17.09.21	Vaadi	Awareness programme on Chill killing, Juvenile fishing & Conservation	7
9	17.09.21	Vizhinjam	Awareness programme on Chill killing, Juvenile fishing & Conservation	5
10	18.09.21	AzheekkalKayamkulam	Awareness programme on Chill killing, Juvenile fishing & Conservation	6
11	22.09.21	Thottappally	Awareness programme on Chill killing, Juvenile fishing & Conservation	7
12	29.09.21	Thangasserry	Awareness programme on Chill killing, Juvenile fishing & Conservation	5
13	29.09.21	Neendakara	Awareness programme on Chill killing, Juvenile fishing & Conservation	7
14	29.09.21	Sakthikulangara	Awareness programme on Chill killing, Juvenile fishing & Conservation	7

15	29.09.21	Thoppumpady	Awareness programme on Chill killing, Juvenile fishing & Conservation	11
16	29.09.21	Vaadi	Awareness programme on Chill killing, Juvenile fishing & Conservation	7
17	30.09.21	Vizhinjam	Awareness programme on Chill killing, Juvenile fishing & Conservation	4

NETFISH in association with CIFNET, Kochi had organized a special programme on fish quality management at Church Parish hall, Manasserry on 20<sup>th</sup> September 2021. Dr K. B. Bijumon, Senior Instructor, CIFNET had delivered a class on Hygienic handling of Tuna. Sri. Pradeep, Instructor, CIFNET explained the importance of fish as good food. Smt. Sangeetha N.R., State Coordinator NETFISH took classes on the topics conservation, chill killing method and post-harvest loss. A total of 38 fishermen attended the training programme.

➤ **The following meetings were attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities
1	06.09.21	MPEDA	Conducted stake holders meeting regarding Azadi Ka Amrit Mahotsav programme at Thoppumpady FH
2	16.09.21	Cochin Fisheries harbor Thoppumpady	Stakeholders meeting in connection with AKAM Celebration
3	22.09.21	Thoppumpady	Coordinated the visit of Chairman, Port Trust to Cochin Fisheries Harbour
4	24.09.21	Thoppumpady	Attended the Adalath conducted by Dept. of Fisheries in connection with issues of Closing the arrear and permit renewal of fishing vessels
4	25.09.21	Thoppumpady	Coordinated the visit of Fisheries Secretary, Govt. of India at Thoppumpady fishing harbour

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

SI NO	Date	Content disseminated	Social media used	No.of viewers
1	01/09/2021	Hey man, do not overstock food supplies! Save some for the needy	Whatsapp	950
2	02/09/2021	E- waste ocean	Whatsapp	938
3	03/09/2021	Discarded fish net	Whatsapp	946
4	04/09/2021	E- Waste ocean	Whatsapp	948
5	05/09/2021	Teacher's day wishes	Whatsapp	953
6	06/09/2021	Mask or jellyfish Newspaper cutting on marine ambulance Newspaper cutting on sea accident atazheekkal	Whatsapp	890 780 610
7	07/09/2021	Immunity we need both	Whatsapp	870
8	08/09/2021	Omega 3- fatty acid	Whatsapp	896
9	09/09/2021	International literacy day wishes	Whatsapp	780
10	10/09/2021	Stop juvenile fishing	Whatsapp	778
11	11/09/2021	Omega 3- fatty acid	Whatsapp	768
12	13/09/2021	Life jacket is important Iodine IN	Whatsapp	810 828
13	14/09/2021	Tips to protect the ocean	Whatsapp	890
14	15/09/2021	Fish fun facts	Whatsapp	873
15	16/09/2021	Dead dolphins at Azeekkal harbour-YouTube link World ozone day wishes Let's zinc our body with mineral	Whatsapp	860 847 824
16	17/09/2021	Hello sea food exports Information on Covid test at Sakthikulangara harbour	Whatsapp	850 86

17	18/09/2021	Stop juvenile fishing	Whatsapp	894
18	20/09/2021	discarded fish net	Whatsapp	860
19	21/09/2021	Plastic boat at ocean International day of peace	Whatsapp	877 853
20	22/09/2021	Tips to protect the ocean	Whatsapp	807
21	23/09/2021	Crab it carefully	Whatsapp	819
22	24/09/2021	plastic bottle art at ocean	Whatsapp	890
23	25/09/2021	Sarvammaayam-News	Whatsapp	780
24	26/09/2021	World Rabbis Day wishes Azadi Ka Amrit Mahotsav - MPEDA on Twitter Nationwide event on responsible fishing	Whatsapp	803 798 753
25	29/09/2021	6 reason to protect our ocean National coffee day	Whatsapp	872 857
26	30/09/2021	Development of micro enterprise	Whatsapp	880

## 5.2 North Kerala

Type of Activity	No. of programmes
Physical programmes	16
Virtual programmes	2
Meetings	1
<b>Total</b>	<b>19</b>

### ➤ Physical Training programmes conducted during the month

Type of programme	Munambam	Vypin	Total
Fishing Vessel based programme	1		1
Pre-processing programme		2	2
<b>Total</b>	<b>1</b>	<b>2</b>	<b>3</b>

S.N.	Date	Location	Type of Activities	No: of Participants
1	29.09.21	Munambam	Fishing Vessel based programme	8
2	29.09.21	M/s Aroma PPC, Vypin	Pre-processing programme	27
3	29.09.21	M/s Aroma PPC, Vypin	Pre-processing programme	28

In addition, the following awareness meetings were held through the HDCs at their respective harbours to create awareness on hygienic handling practices to reduce post-harvest loss and on conservation measures to be adopted for making the fishery sustainable.

Type of programme	Puthiyappa	Ponnani	Beyepore	Azheekkal	Munakkakadavu	Mopla Bay	Total
Harbour based programme	2	2	6	1	1	1	<b>13</b>

S.N.	Date	Location	Type of Activities	No: of Participants
1	09.09.21	Puthiyappa	Harbour based programme	4
2	15.09.21	Ponnani	Harbour based programme	6
3	15.09.21	Beyepore	Harbour based programme	7
4	15.09.21	Beyepore	Harbour based programme	6
5	15.09.21	Beyepore	Harbour based programme	5
6	16.09.21	Azheekkal	Harbour based programme	5
7	17.09.21	Beyepore	Harbour based programme	8
8	17.09.21	Beyepore	Harbour based programme	6
9	18.09.21	Beyepore	Harbour based programme	9

10	20.09.21	Munakkakadavu	Harbour based programme	6
11	21.09.21	Mopla Bay	Harbour based programme	3
12	22.09.21	Ponnani	Harbour based programme	6
13	22.09.21	Puthiyappa	Harbour based programme	2

➤ **Virtual Training programmes conducted during the month**

Type of programme	Mopla Bay	Munakkakadavu	Total
Online awareness meeting by HDCs	1	1	2

S.N.	Date	Harbour/LC	Type of programme	No: of Participants
1	02.09.21	Mopla Bay	Awareness on pre cooling and onboard handling	3
2	02.09.21	Munakkakadavu	Awareness on pre cooling and onboard handling	6

➤ **The following meetings were conducted/attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities	No: of Beneficiaries
1	20.09.21	online	Meeting with Harbour workers regarding dress code implementation	6

➤ **Details of information disseminated to stakeholders on social media during the month - (11 WhatsApp groups in 11 harbours)**

Date	Contents Disseminated	Social media used	No of viewers
1/9/21	Six Reasons to save our sea	WhatsApp	1469
1/9/21	KSRTC Samudhra bus service for fisher woman	WhatsApp	1464
2/9/21	News- Mumbai Fishers got very high costly fish.	WhatsApp	1465
3/9/21	Fish in box at, not on floor Munambam harbour - 50 ton of Kiddi prawns	WhatsApp	1463
4/9/21	Video -super trolling	WhatsApp	1479
5/9/21	Importance of sustainable fishing.	WhatsApp	1474
6/9/21	Sea food is good for our eye health.	WhatsApp	1483
7/9/21	Importance of sustainable fishing	WhatsApp	1482
8/9/21	Video- Deep sea	WhatsApp	1508
8/9/21	Omega-3 acid, important for human body	WhatsApp	1509
9/9/21	video - Sea eel, Rare specious	WhatsApp	1494
10/9/21	Stop juvenile fishing	WhatsApp	1498
11/9/21	Save our sea	WhatsApp	1492
11/9/21	Congratulatory message by fisherman regarding good effort of NETFISH-MPEDA.	WhatsApp	1493
12/9/21	Proper use of raised platform for fish Auction at Koyilandy harbour	WhatsApp	1486
13/9/21	Iodine - Fish is a rich source.	WhatsApp	1481
14/9/21	Importance of lifebuoy in a vessel	WhatsApp	1478
15/9/21	Picture of how humans pollute our sea.	WhatsApp	1475
16/9/21	Zinc - Fish is a rich source	WhatsApp	1484
16/9/21	Save ozone, save earth quote	WhatsApp	1483
17/9/21	Sea pollution	WhatsApp	1478
17/9/21	Welcome of Fisheries Minister Shri. Saji Cheriyan by Munakkakadavu FLC workers	WhatsApp	1477
18/9/21	CITU labours preparing uniforms at Beypore harbour.	WhatsApp	1472
20/9/21	BMS labours preparing uniforms at Beypore harbour.	WhatsApp	1466
21/9/21	Prevent over fishing.	WhatsApp	1452
22/9/21	Say 'No' to plastics	WhatsApp	1455
23/9/21	How to identify good and bad fishes	WhatsApp	1439
24/9/21	Other state vessels do fishing in Kerala by Violating rules	WhatsApp	1436
25/9/21	Prevent sea pollution	WhatsApp	1417



26/9/21	Azadi ka Amrit Mahotsav celebration	WhatsApp	1407
27/9/21	Importance of blue whale in sea	WhatsApp	1385
28/9/21	video - Azadi ka Amrit Mahotsav celebration	WhatsApp	1370
29/9/21	State fishes of India	WhatsApp	1349
29/9/21	World heart day quotes	WhatsApp	1356
30/9/21	Traditional fishers protest against pelagic double trawling at Ponnani.	WhatsApp	1256

## 6. KARNATAKA & GOA

Type of Activity	No. of programmes
Physical programmes	9
Virtual programmes	0
Meetings	0
<b>Total</b>	<b>9</b>

### ➤ Physical Training programmes conducted during the month

Type of programme	Malpe	Honnavar	Amdalli	Malim	Mangalore	Total
Fishing harbor based programme	2	1				3
Fishing vessel based programme	2		2			4
Azadi Ka Amrit Mahotsav- Celebration				1	1	2
<b>Total</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>9</b>

Sl. No:	Date	Location	Type of programme	No: of participants
1	03.09.21	Malpe	Fishing Harbour based programme	15
2	07.09.21	Honnavar	Fishing Harbour based programme	21
3	09.09.21	Malpe	Fishing Harbour based programme	16
4	13.09.21	Malpe	Fishing Vessel based programme	16
5	15.09.21	Amdalli	Fishing Vessel based programme	15
6	17.09.21	Amdalli	Fishing Vessel based programme	17
7	26.09.21	Malim	Azadi Ka Amrut Mahotsav- Celebration	88
8	26.09.21	Mangalore	Azadi Ka Amrut Mahotsav- Celebration	110
9	27.09.21	Malpe	Fishing Vessel based programme	15

**Azadi Ka Amrit Mahostav celebration:** Azadi Ka Amrut Mahotsav Programme at Karnataka started with the registration of participants and dignitaries followed by a prayer. Dr.Vishnudas Gunaga, AD, MPEDA, Mangalore welcomed the participants and dignitaries. Shri. Harish Kumar, Joint Director, Department of Fisheries, Mangalore inaugurated the programme by lightening the lamp. In his inaugural speech, he appreciated MPEDA for conducting the programme at the door step of fishers. He also requested the fishers to exploit the resources judiciously for the sake of sustainable future. After inauguration, a power point presentation on “Responsible Fishing for sustainable Future” was given to the fishers by AD MPEDA. Shri. Nitin Kumar, President, Trawler boat owners’ union, Mangalore and Shri. Shashi Kumar, President, Purse seine boat owners’ union, Mangalore were expressed their concern on over exploitation of marine resources. The programme ended by vote of thanks followed by a short Yakshagana performance. After that, Shri. Harish Kumar, Joint Director, Dept. of Fisheries, Mangalore had flagged off 7 fishing boats and 3 ferry vessels fully decorated with Indian tricolour flags, stickers and banners from the harbour.



In the programme held at Goa, Shri. Dina Mukund Naik, from RD MPEDA, Mangalore welcomed the gathering. Shri. Chandrakanth Velip, Deputy Director of Fisheries, Goa inaugurated the programme in the function presided over by Shri. Premdev K. V., DD MPEDA. In the inaugural speech DD Fisheries appreciated MPEDA for conducting the programme at the door step of fishers and requested the fishers to utilize the schemes of department fisheries. DD MPEDA highlighted the issues related to juvenile fishing, Responsible fishing and Sustainability. Later on, Deputy Director of Fisheries, Goa Flagged off the decorated fishing vessels for short Voyage.



*Harbour programme at Honnavar*



*Vessel based programme at Amdalli*

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

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	9/4/2021	Tonnes of Pomfret fish catch in Mangalore	Whatsapp	702
2	9/4/2021	Demo held for water desalination machine onboard vessel	Whatsapp	702
3	9/4/2021	Govt. may assist installing desalination units on boats	Whatsapp	702
4	9/4/2021	Video shows Why is Greenpeace dropping boulders in the sea?	Whatsapp	702
5	9/4/2021	India's first dugong conservation reserve to be in Tamil Nadu	Whatsapp	702
6	9/4/2021	Reducing Regulatory Compliance burden for ease of doing business. Apply for harvest test certificate online.	Whatsapp	702
7	9/5/2021	Chilli fried squid recipe.	Whatsapp	702
8	9/7/2021	Key nutrients in Seafood, Long Chain Omega -3	Whatsapp	702
9	9/7/2021	Flagging off Ceremony of the 20 day long voyage of the survey vessel matsyavrushti was held at the Mumbai port on 7.9.2021	Whatsapp	702
10	9/8/2021	Tamil Nadu to set up India's 1st Dugong Conservation Reserve	Whatsapp	702
11	9/9/2021	Nature Park by Mudiali Fishermen cooperative Society	Whatsapp	702
12	9/9/2021	Video on Gulper Eel	Whatsapp	702
13	9/12/2021	Overfishing: The worst and best fish you can eat	Whatsapp	702
14	9/14/2021	MPEDA received the prestigious "RajbhashaKirti" award for the	Whatsapp	702

		year 2019-20.		
15	9/14/2021	Director, MPEDA visited the fishing harbour Vishakapatnam to see the harbour activity and arrangements for AKAM Celebration	Whatsapp	702
16	9/18/2021	Video on MatsyaKranti	Whatsapp	702
17	9/18/2021	Lets Zinc Our body with Minerals	Whatsapp	702
18	9/19/2021	Cute calf Dolphin Entangled in fishing net	Whatsapp	702
19	9/19/2021	Celebrating Vanijya Saptah 20-26 September 2021 as a part of AKAM	Whatsapp	702
20	9/19/2021	Kovalam Griddled Fish	Whatsapp	702
21	9/19/2021	Green sea turtle rescued, released back into sea	Whatsapp	702
22	9/20/2021	Fish is one of the immunity booster meal and the healthy choice for faster post Covid recovery	Whatsapp	702
23	9/21/2021	International Day of Peace	Whatsapp	702
24	9/25/2021	Commerce Secretary, MoCI inaugurated the new office and laboratory complex of Export inspection Agency Sub- division office in Visakhapatnam.	Whatsapp	702
25	9/25/2021	Secretary (Fisheries) has visited Thoppumpady harbour.	Whatsapp	702
26	9/25/2021	Online Buyer- Seller meet as part of the AKAM	Whatsapp	702
27	9/25/2021	Secretary (Fisheries) has visited MPEDA head office Kochi	Whatsapp	702
28	9/27/2021	Video on how whales change climate	Whatsapp	702
29	9/27/2021	World Heart Day - Eating fish such as tuna and mackerel once a week may help to prevent heart attacks, and other serious cardiovascular problems	Whatsapp	702
30	9/30/2021	Photos and Videos of AKAM programme held at Malim jetty	Whatsapp	702

## 9. MAHARASHTRA

Type of Activity	No. of programmes
Physical programmes	1
Virtual programmes	0
Meetings	0
<b>Total</b>	<b>1</b>

### ➤ Physical Training programmes conducted during the month

Type of programme	Sassoon dock	Total
Azadi Ka Amrit Mahotsav- Celebration	1	<b>1</b>

Sl. No:	Date	Location	Type of programme	No: of participants
1	26.09.21	Sassoon dock	Azadi Ka Amrit Mahotsav- Celebration	202

**Azadi Ka Amrit Mahostav celebration:** NETFISH in association with RD, Mumbai and Seafood Exporters Association had celebrated the Azadi Ka Amrut Mahotsav event at Mumbai fishing harbour. An Awareness programme on the theme “Responsible fishing for sustainable future” was conducted at Net Mending Hall of Fishery Survey of India office at Mumbai. Mr. Rajendra Jadhav, Joint Commissioner of Fisheries, Maharashtra was the Chief Guest of the prohramme. By inaugurating the function, he addressed the fishermen and guided them for fishing in responsible manner. He also dictated pledge regarding responsible fishing. Dr. L. Narasimha Murthy, Principal Scientist and Scientist-In-Charge, ICAR-CIFT and Mr. Ashok Kadam, Fisheries Scientist and Officer-In-Charge, Fishery Survey of India expressed their views on Responsible Fishing. As part of the awareness programme, Dr.Girija Saurabh Behere, State Co-Ordinator, NETFISH, Maharashtra (North) had delivered a talk on Responsible fishing for sustainable future and Mr. Ajay Nakhawa, Scientist from CMFRI, Mumbai presented an invited talk on Juvenile fishing. More than 80 participants from fisherman community took part in the Awareness programme and they were provided with Certificate of Participation. A cultural event locally known as “Koli Nrutya” was organized by fisherman community from Sassoon dock fishing harbour wherein traditional fisherfolk dance graced the occasion. Dr.

Atul Patne, IAS, Commissioner of Fisheries, Government of Maharashtra was present for flagging off ceremony as Chief Guest. Fifteen fishing vessels decorated with tricolour decorations, Indian Flags, Azadi Ka Amrit Mahotsav banner and flags were voyaged into sea. Fishermen kit of T-Shirts, Cap, Masks, Sanitation kits and badges were distributed to the fishers.



➤ **The following meetings were conducted/attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities	No: of Participants
1	03.09.21	Port Trust, Mumbai, FSI Zonal office, Mumbai, Fisheries Office	Visit to various Departments in connection with celebration of Azadi Ka Amrut Mahotsav	-
2	08.09.21	Sassoon Dock	Conducted stakeholders meeting in connection with celebration of Azadi Ka Amrut Mahotsav	10
3	15.09.21	Sassoon Dock	Conducted stakeholders meeting in connection with celebration of Azadi Ka Amrut Mahotsav	23

➤ **Details of information disseminated to stakeholders on social media:** (15WhatsApp groups in 15 harbours)

Sl. No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	01.09.2021	Video -“Big Catch worth \$2,00,000/- Ghol fish Black spotted Croaker Satpati Murbe”	WhatsApp	825
2	04.09.2021	Video - “Tonnes of Pomfret catch in Mangalore”	WhatsApp	825
3	16.09.2021	Video - Porpoise found in Malvan, Sindhudurg district.	WhatsApp	825

## 10. GUJARAT

Type of Activity	No. of programmes
Physical programmes	17
Virtual programmes	7
Meetings	0
<b>Total</b>	<b>24</b>

➤ **Physical Training programmes conducted during the month**

Type of programme	Veraval	Total
Processing training programme	2	2
Azadi Ka Amrut Mahotsav- Celebration	1	1
<b>Total</b>	<b>3</b>	<b>3</b>

S.N.	Date	Harbour/LC	Type of programme	No: of Participants
1	16.09.21	Veraval FH	Processing training programme	35

2	20.09.21	Veraval FH	Processing training programme	19
3	26.09.21	Veraval FH	AzadiKaAmrutMahotsav- Celebration	126

**Azadi Ka Amrit Mahostav celebration:** In Gujarat, Azadi Ka Amrit Mahotsav programme was organized at Veraval fishing Harbour. Sri. Karsanbhai Salet, Authority Member of MPEDA & Vice President SEAI, Gujarat region delivered the welcome speech and suggested that catching the juveniles of fishes should be stopped to sustain future generation. Sri. Jagdishbhai Fofandi, National President of SEAI was the Chief Guest. He briefed on the need for maintaining sea food quality right from the harvest to processing plant and told that training and awareness to fishermen is highly required. He also urged the fishers to save juveniles for future generation. Further he added that it is time to divert fishing to catch untapped deep-sea resources so as to avoid over exploitation. Shri.Piyushbhai Fofandi, Shri. Tulshibhai Gohel, Shri. V.G. Vaghel Sahib and Shri. V.K Gohel felicitated on the occasion. They highlighted on avoiding single use of plastics, use of square mesh cod end to stop juvenile fishing, co-management system for fisheries development etc. After the inaugural session, a presentation on Responsible fishing was done by Dr.Vinay Kumar, Scientist, CMFRI. He suggested fishers to adopt scientific techniques replacing old traditional methods, to sustain sea food sector. Sri.JigneshVisavadia, SCO, NETFISH did a presentation on Responsible fishing for sustainable future. He briefed on what is responsible fishing, what measure to be taken for making fishery sustainable, ocean pollution by dumping of unwanted plastic, use of Turtle Excluder Device (TED) & Square mesh cod-end and fishing ban. In between, traditional dances such as Garba dance were performed by fisherwomen groups. Finally, participation certificates were distributed as a token of memento to all sponsors of the programme and the participants. Sri.Shrimali Vinodkumar M, DD, RD, Veraval delivered the vote of thanks. The sailing of 17 fishing vessels decorated with tricolour hangings and stickers and flags bearing Azadi Ka Amrit Mahotsav logos were flagged off by the Chief Guest from the Veraval fishing harbour.



#### *Processing centre training programme at Veraval*

In addition, the following awareness meetings were held through the HDCs at their respective harbours to create awareness on hygienic handling practices to reduce post harvest loss and on conservation measures to be adopted for making the fishery sustainable.

Type of programme	Veraval	Mangrol	Porbandar	Chorwad	Jafrabad	Vanakbara	Total
Awareness meeting by HDCs	2	2	1	1	2	2	10

S.N.	Date	Harbour/LC	Topic / Type of programme	No: of Participants
1	13.09.21	Chorwad	Awareness meeting with fishers on hygienic handling and conservation	7
2	15.09.21	Okha	Awareness meeting with fishers on hygienic handling and conservation	8
3	16.09.21	Jafraabad	Awareness meeting with fishers on hygienic handling and conservation	6
4	18.09.21	Porbandar	Awareness meeting with fishers on hygienic handling and conservation	8
5	22.09.21	Vanakbara	Awareness meeting with fishers on hygienic handling and conservation	8
6	22.09.21	Vanakbara	Awareness meeting with fishers on hygienic handling and conservation	7
7	23.09.21	Mangrol	Awareness meeting with fishers on hygienic handling and conservation	15
8	24.09.21	Chorwad	Awareness meeting with fishers on hygienic handling and conservation	6
9	24.09.21	Porbandar	Awareness meeting with fishers on hygienic handling and conservation	7
10	24.09.21	Porbandar	Awareness meeting with fishers on hygienic handling and conservation	8
11	25.09.21	Okha	Awareness meeting with fishers on hygienic handling and conservation	7
12	25.09.21	Vanakbara	Awareness meeting with fishers on hygienic handling and conservation	7
13	30.09.21	Veraval	Awareness meeting with fishers on hygienic handling and conservation	8
14	30.09.21	Veraval	Awareness meeting with fishers on hygienic handling and conservation	8



➤ **Virtual Training programmes conducted during the month**

Type of programme	Porbandar	Chorwad	Total
Hygienic handling, Post harvest loss, conservation and Sustainable fishing	1	1	2

S.N.	Date	Harbour/LC	Type of programme	No: of Participants
1	09.09.21	Mangrol	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	12
2	10.09.21	Veraval	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	8
3	10.09.21	Veraval	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	8
4	10.09.21	Vanakbara	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	9
5	11.09.21	Veraval	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	7
6	24.09.21	Vanakbara	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	7
7	27.09.21	Vanakbara	Hygienic handling, Post harvest loss, conservation and Sustainable fishing	8

➤ **The following meetings were conducted/attended by the State Coordinator during the month:**

S.N.	Date	Location	Type of Activities
1	01.09.21	Dept. Of Fisheries, & SEAI Regional Office	Discussion in connection with change of vessel registration number & arrangements for celebration of Azadi Ka Amrut Mahotsav
2	03.09.21	Coast Guard, Dept. Of Fisheries & Marine police	Discussion in connection with celebration of Azadi Ka Amrut Mahotsav
3	11.09.21	RD, Veraval	Meeting with SEAI Regional president & Boat owners association regarding arrangement of fishing vessel for AKAM celebration

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

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	01/09/21	Information about Cuttle Fish & Minke Whale	WhatsApp	>1200
2	02/09/21	Information about Use of Trawl net, lobster, Plastic pollution, etc. Video-Pomfret fish benefits for human body	WhatsApp	>1200
3	03/09/21	Information about Sea horse & Indian Mackerel	WhatsApp	>1200
4	04/09/21	Information about Pomfret, edible fish products, gold fish, etc. Photos - handling of fish on plastic	WhatsApp	>1200
5	05/09/21	Information about plastic pollution, chilled fried squid recipe, Scad, scampi, etc. Video- frozen shrimp in India, FSSAI, trawl net fishing	WhatsApp	>1200
6	06/09/21	Information about sea turtle conservation Video - plastic pollution	WhatsApp	>1200
7	07/09/21	Consume sea food, stay healthy – Omega 3 long chain Information about leather back turtle, black pomfret, Rani fish, etc.	WhatsApp	>1200
8	08/09/21	Video - Olive Ridley sea turtle, flying fish, Narara island	WhatsApp	>1200
9	09/09/21	Information about Reef cod & Malabar trevally Photos of awareness meeting conducted by HDC Mangrol	WhatsApp	>1200
10	10/09/21	Photos of on NETFISH training conducted at Vanakbara & Veraval region	WhatsApp	>1200
11	11/09/21	Information about star fish Photos of awareness VC meeting conducted by HDC Porbandar	WhatsApp	>1200
12	12/09/21	Photos of awareness meeting conducted by HDC Chorwad	WhatsApp	>1200
13	13/09/21	Information about Snail fish	WhatsApp	>1200

14	14/09/21	Video on how to wear life jacket Information about Hilsa fish, Mahi Mahi & cat fish	WhatsApp	>1200
15	15/09/21	Information about oil pollution, sea horse, etc.	WhatsApp	>1200
16	16/09/21	Photos of PP training conducted by SCO Photos of awareness meeting conducted by HDC Jafrabad Information about fish and shrimps	WhatsApp	>1200
17	17/09/21	Information about black Pomfret, death of fish due to plastic consumption, etc.	WhatsApp	>1200
18	18/09/21	Information about dolphin, whale Robot, Pomfret, eel and oil pollution in sea Photos of awareness meeting conducted by HDC Porbandar Video on Bottom trawling	WhatsApp	>1200
19	19/09/21	Information about Hilsa fish	WhatsApp	>1200
20	20/09/21	Information about fish wafers, jelly fish & blue whale Photos of PP training conducted by SCO	WhatsApp	>1200
21	21/09/21	Information about Unicorn leather jacket & crab Over fishing is the problem Photos of hygienic Ice handing at vanakbara Use of life jacket	WhatsApp	>1200
22	22/09/21	Information about big eye tuna & scampi Photos - Information on eradication of plastic from the sea Photos of awareness meeting conducted by HDC Vanakbara	WhatsApp	>1200
23	23/09/21	Video of blue whale Photos of Awareness meeting conducted by HDC Mangrol	WhatsApp	>1200
24	24/09/21	Photos of awareness meeting conducted by HDCs of Mangrol, Porbandar, Vanakbara & Chorwad	WhatsApp	>1200
25	25/09/21	Information about Shark Photos of awareness meeting conducted by HDC Okha	WhatsApp	>1200
26	26/09/21	Photos of Azadi Ka Amrut Mahotsav celebrated at Veraval fishing harbor	WhatsApp	>1200
27	27/09/21	Photos of awareness meeting conducted by HDC Vanakbara Information about shrimps Photos of awareness meeting conducted by NETFISH	WhatsApp	>1200
28	28/09/21	Information about Gold fish & Cuttle fish News on AzadikaamrutMahotsav	WhatsApp	>1200
29	29/09/21	Information about coral reef	WhatsApp	>1200
30	30/09/21	Photos of awareness meeting conducted by HDC veraval	WhatsApp	>1200

**Impacts/Outcomes observed during the month**

- As a result of NETFISH regular awareness messages, various leaders of Mangrol fishing harbor had taken an effective step to restrict dumping of unwanted waste in to the sea. They had printed a poster and banner with the message to bring bank the plastic waste comes during fishing instead of throwing it back to the sea and seashore.





2. Fishermen of Vanakbara-DIU (UT) had stopped dumping of Ice on Dirty floor, instead they are directly put in to ice crushing machine or they use a plastic sheet to avoid contamination.

