



MONTHLY REPORT

NOVEMBER 2011

Network for Fish Quality Management & Sustainable Fishing

(A Registered Society of MPEDA)

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Table 1- Programmes conducted by NETFISH during November 2011

Sl. No:	State/Region	Regular Programmes						Special Programmes							Total	Financial Year Total (till date)	
		Landing Centre - Quality	Conservation	On board	Pre-processing	Aqua farm	Dry fish	Street-plays	Medical Camps	Harbour/coastal clean-ups	Procession / Rally	School programme	Door to door programme	Mass communications			Other special programmes
1	Kerala - South	12	4		4			5						7		32	210
2	Kerala - North	7	7											13	1	28	240
3	Karnataka/Goa	20	5					8					5		1	39	199
4	Maharashtra	7	3		3									4		17	190
5	Gujarat	17	3				3	20		1			4	7		55	202
6	TN- South	14	12	6				40								72	195
7	TN- North	3	11				3									17	133
8	Andhra Pradesh	11	9				1							6	2	29	177
9	Odisha			24				22								46	209
10	West Bengal	6		1	3	2	6	8						2	6	34	242
	November Break-up	97	54	31	10	2	13	103	0	1	0	0	9	39	10	369	1997
	Break-up Total	666	490	118	110	78	55	348	0	9	0	4	15	68	36	1997	

Abbreviations: **FQM**- Fish Quality Management; **Consr.**- Conservation & Sustainable fishing Training; **Ob.T**-Onboard Training; **PPC**-Pre- processing Training; **Aqua.**- Aquafarm Training; **Df**- Dry fish awareness; Spl.Pgm-Special programme

Activities of NETFISH during November 2011

In November 2011, NETFISH organized 369 awareness programmes which included 207 regular extension programmes, 103 street play shows, 1 clean-up programme, 9 door to door awareness programmes, 39 mass communication programmes and 10 other special programmes. Table.1 shows the list of various extension programmes organized at different regions during the month. The state wise details of the programmes are as follows.

West Bengal

Selected Harbour/region	FQM	Ob.T	PPC	Aqua	DF	Spl.Pgm.	Total
Kakdwip	2					2	4
Fraserganj	1						1
Digha	2	1				14	17
Raidighi	1						1
North 24 Parganas/Kolkata			3				3
Purba Medinipur				2	6		8
Total	6	1	3	2	6	16	34

Table.2 – No: of programmes conducted in West Bengal during the month

In West Bengal NETFISH conducted 18 regular programmes, 8 street plays, 2 mass communications and 6 mass boat clean-up programmes. The special boat clean-up programmes were arranged at major landing centres and fishing harbours in South 24 Parganas and Purba Medinipur. Mass awareness programmes through mike announcements were conducted at different fishing pockets at Purba Medinipur districts. Series of meeting were held with Deputy Director, Assistant Director and other State Fisheries officials, Managing Director of WBFC, Stake holders, Boat owners, fishermen etc.. Also a discussion was held with the Kakdwip Harbour Manager to evaluate the condition of the harbour.

In the meeting held at Deshapran Fishing Harbour on 3rd November, NETFISH state coordinator explained about the importance of hygienic requirements in fishing vessels, harbour etc. The MD of WBFC in return gave assurance to maintain the harbour neat and tidy and to prepare flex banners and wall paintings at auction hall regarding "Do's & Do not's". On 11th November, in the meeting with Vice-Chairman, Secretary and other board member of Digha Fishermen and Fish Traders Association it was decided to take necessary action to

keep the Digha auction market neat & clean for maintaining proper hygienic condition.

Odisha

Selected Harbour/region	Ob.T	Spl Pgm	Total
Chilka		22	22
Dhamara	22		22
Bahabalapur	2		2
Total	24	22	46

Table.3 – No: of programmes conducted in Odisha during the month

NETFISH conducted 46 extension programmes in Orissa which included 24 onboard training programmes in Dhamara & Bahabalapur and 22 street play shows on hygienic handling and conservation at fishermen villages of Chilka area. At Paradeep a discussion was held with the members of Harbour Management Society regarding the need to improve hygienic conditions in the auction hall.

Most of the activities for the month were concentrated in Dhamra Fishing harbour and six EU approved pre-processing units. An awareness stall was opened throughout the month at Dhamara Fishing Harbour. A joint effort was made along with MPEDA, EIA, State Fisheries Dept., Seafood Association of Odisha and stakeholders to keep the harbour neat and clean. Meetings were arranged to assess the development of up-gradation and maintenance work at the harbour and discussions were made with state fishery officials and processing unit authorities for the success of the visit.

Andhra Pradesh

Selected Harbour/region	FQM	Consr.	Df	Spl.Pgm.	Total
Visakhapatnam	8			4	12
Kakinada	3	9	1	4	17
Total	11	9	1	8	29

Table.4 – No: of programmes conducted in Andhra Pradesh during the month

NETFISH activities in Andhra Pradesh during November included 21 regular programmes and 8 special programmes. The special programmes conducted consisted of 2 Boat to Boat campaigns and 6 mass communications as auto canvassing. During Boat to Boat campaign 120 fishing vessels were covered and personal interactions were carried out with crew members on hygienic handling of catch. The stickers were also fixed in each boat during the programme. A series of

meetings and discussions were held with District collector, Visakhapatnam Port Trust officials, State Fisheries officials and members of Mechanized Boat Owners Associations to discuss regarding the necessary actions taken for keeping the harbour neat and tidy.

Tamil Nadu

	Selected Harbour	FQM	Consr.	Ob.T	Df	Spl.Pgm	Total
North	Pazhaiyar		3		3		6
	Kasimedu	3	2				5
	Cuddalore		6				6
	Total	3	11		3		17
South	Tuticorin	14	12	6		30	62
	Mandapam					10	10
	Total	14	12	6		40	72

Table.5 – No: of programmes at selected areas during the month

Along Northern regions of Tamilnadu 17 extension programmes were conducted during the month. In all the programmes, MPEDA subsidy schemes were also explained to the fishermen and 2 fishermen from Kasimedu registered their boats with MPEDA for availing Fish Hold Subsidy. A series of meeting were held with Stake holders and Port trust officials and notices were distributed among stakeholders. The street play team is formed and they have agreed to start rehearsal by December.

NETFISH conducted 32 regular programmes and 40 street play shows along southern regions of Tamilnadu. All the activities were concentrated in Tuticorin apart from the 10 street play shows in Mandapam region. Meetings and discussions were held with AD of Fisheries, AE of Harbour Engineering Division and members of boat owners association regarding development of the harbour.

Kerala

	Selected Harbour	FQM	Consr.	PPC	Spl.Pgm	Total
North	Beyppore/Puthiyappa	3	3		1	7
	Munakkakadavu	1	1			2
	Valapattanam	2	2			4
	Munambam	1	1		13	15
	Total	7	7		14	28
South	Thoppumpady	7			7	14
	Ambalappuzha			4		4

Arattupuzha/Thottappally	2	2			4
Sakthikulangara/Neendakara	1	2		5	8
Vizhinjam	2				2
Total	12	4	4	12	32

Table.6 – No: of programmes at selected areas during the month

NETFISH programmes in Northern regions of Kerala included 14 fishermen training classes, 13 mass communications and a special programme for the distribution of Trolleys. Special concentration was given at Munambam harbour during the month. Sign boards in Malayalam and Tamil were fixed on the sides of the auction hall. At Munakkakadavu harbour the participants of training programmes donated their stipend amount for purchasing a motor. At Thalassery the stakeholders formed an association for looking after the cleaning activity at the landing centre and usage of bamboo baskets & thermocol boxes are completely stopped at the landing centre. At Puthiyappa NETFISH has provided 10 trolleys for the loading and unloading workers of the harbour to ensure hygienic handling of fishes.

During November NETFISH conducted 20 regular programmes, 5 street plays, and 7 mass communication programmes along southern regions of Kerala. At Thoppumpady Fisheries harbour, mass communications with mike announcement were conducted and workers were engaged for regular cleaning so as to keep the harbour tidy. In addition, two meetings were organized with Harbour Engineering Division of Cochin Port Trust. On 14th November, a meeting was held with Managing Director and Deputy General Managers of Matsyafed at their Head Office in Trivandrum to discuss regarding the functioning of CPC at Sakthikulangara. From the discussion it was known that the town planner of the state hasn't given the plot number due to some technical problem. For solving this problem, Matsyafed has given a representation to Chief Minister of Kerala. Ambalapuzha CPC was visited during the month. The CPC is still remaining non operational, but IDP approval procedure is almost finished. As per the suggestion from IDP, raw material section is separated from the processing section by a partition.

Karnataka & Goa

Selected Harbour	FQM	Consr.	Spl.pgm	Total
Mangalore	14		11	25
Karwar		2		2
Malpe	2		2	4
Honnavar		1		1
Tadri		2		2
Malim	4		1	5
Total	20	5	14	39

Table.7 – No: of programmes at selected areas during the month

NETFISH conducted 25 regular programmes, 8 street plays, 5 boat to boat campaigns and 1 mass awareness programme in Karnataka & Goa regions. The Mass communication programme organized jointly by NETFISH and State Fisheries at Mangalore on 19th November was attended by Fishers from various societies, merchants and fish workers. NETFISH documentaries and street play were showed and a harbour clean-up programme was also organized jointly by department of fisheries, NETFISH and city corporation.

As per the EIA guidelines, all workers should wear uniform inside the harbour. Due to continuous effort made by the AD MPEDA along with NETFISH SCo, the Assistant Director of state Fisheries held a meeting with the sea food merchants association and persuaded them to provide uniforms to their workers. The colour code for the uniform was decided by PC of harbour & DD of Fisheries. NETFISH with the help of NGOs arranged the tailor and measurement campaign. Around 190 fish workers from 25 different companies gave their measurement for their uniforms during this campaign. A famous local firm is assigned to stitch the uniform. Advance for 150 uniforms is paid by the merchant's association.

Maharashtra

Selected Harbour	FQM	Consr.	PPC	Spl.Pgm	Total
Harne	1	1			2
Sasson Dock	6	2	3	4	15
Total	7	3	3	4	17

Table.8 – No: of programmes at selected areas during the month

In Maharashtra 17 programmes were conducted which comprised of 13 regular programmes and 4 mass communications. Most of the programmes were conducted in Sasson dock harbour and nearby areas. The harbour cleaning activity at Sasson Dock was monitored. Distribution of onboard stickers was also carried out from boat to boat at Sasson Dock along with NGO member.

Frequent discussions were held with the Chief harbour Engineer and Asst. Harbour Engineer of Sassoon dock harbour (MbPT) regarding up-gradation of basic facilities in the harbour. State Coordinator has written a letter to Additional Chief Engineer of MbPT regarding up-gradation of basic facilities in Sassoon dock harbour. NETFISH coordinated with various departments of MbPT, Seafood Supplier Association, Seafood Exporter's Association, Net maker's Association and Fishermen Cooperative Societies in the Sassoon dock harbour. The repair and maintenance work were monitored regularly. In Harne, the onboard stickers were distributed to fishermen cooperative societies and posters & flex banners were fixed in the port area.

Gujarat

Selected Harbour	FQM	Consr.	Df	Spl.Pgm	Total
Mangrol	3	1		10	14
Porbandar	5	1		7	13
Vanakbara	2				2
Dholai /Umersadi	2			1	3
Nargol	1		1		2
Veraval	3			14	17
Jakhau/Randh	2	1	1		4
Total	18	3	2	32	55

Table.9 – No: of programmes at selected areas during the month

NETFISH activities in Gujarat for the month consisted of 23 regular programmes, 20 street plays, 4 door to door campaigns, 5 mike announcements, 2 mass communication programmes and a boat & harbour clean-up programme. The Mass communication programmes arranged at Porbandar were attended by a large gathering of stakeholders from various sections and they were made aware of the need for maintaining hygiene in harbour. At Veraval clean-up programme was arranged to create mass awareness among the fishermen community about

importance of cleaning of fishing vessels and Harbour. Cleaning kits were supplied to the fishing boat crews and about 40 boats and Veraval auction hall were cleaned in a day. State fisheries officials, Port authorities, MPEDA officials, boat owner's association members and other stakeholders provided their all level of support for keeping the harbour clean.
