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Matsya Sampada Jagrukta Abhiyan

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Why is in news? Joint Secretary, DoF to inaugurate workshop on 'Matsya Sampada Jagrukta Abhiyan' on 23rd October 2023 at Kochi

Joint Secretary (Inland fisheries and Administration), Department of Fisheries will inaugurate the Workshop on Matsya Sampada Jagrukta Abhiyan (MSJA) on 23rd October 2023 at National Institute of Fisheries Post Harvest Technology and Training (NIFPHATT), Kochi.

Fishers, fishermen representatives, fish-farmers, entrepreneurs, fishermen cooperative society leaders, professionals, scientists, and other stakeholders will join the interactions during the MSJA workshop at NIFPHATT.

For sustained and larger outreach at the grass root level across the country, the **Department of Fisheries** has meticulously planned **strategic initiative "Matsya Sampada Jagrukta Abhiyan"** from September 2023 to February 2024.

Objectives:

To disseminate information and knowledge **about Nine Years' of achievements and success stories** of the Department of Fisheries and its field institutions across the country.

Reach out to 2.8 crore fish farmers (1.23 Crore Female and 1.56 Crore Male) particularly communities in 3477 coastal villages; fish farmers, fishers, fish workers, SHGs/ JLGs, FFPOs/co-operatives/federations, mandals and local fisheries societies.

The program will **provide a platform** to disseminate and showcase valuable information, best practices, and the latest advancements in fisheries and aquaculture techniques, modern and innovative fish farming technologies, fish processing and value addition to a large audience of fish farmers, and other fisheries stakeholders.

This will **encourage the adoption of advanced practices**, leading to increased efficiency and profitability.

The outreach program will play a vital role in **promoting responsible fisheries management, sustainable aquaculture, and the overall well-being of the communities dependent** on this crucial sector.

Background:

Fisheries and aquaculture sector is an important source of food production, nutrition security, employment, income and foreign exchange.

This promising sector provides livelihood, employment and entrepreneurship to **more than 2.8 crore fishers and fish farmers at the primary level and several lakhs along the value chain.**

Over the last decade, it has been the endeavour of the Department to address challenges and on-ground issues that have demanded attention from policy makers for long.

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In order to overcome problems and implement solutions, understanding the pulse of the fishers, fish farmers and other stakeholders thus becomes critical.

Therefore, conducting sustained grass root level outreach activities is a turning point for the success of the Departmental schemes and initiatives.

Since the **launch of PMMSY (2019-20)**, outreach activities have been stepped up by the Department and 2.71 crore stakeholders have been reached out by Department of Fisheries.

This includes **achieving outreach of 70.22 lakh fishermen, fish farmers and stakeholders** through Sagar Parikrama, 137.63 lakh stakeholders through fish festivals, expos, campaigns and publicity events, 50.29 lakh stakeholders through social media platforms among other initiatives.

While the outreach efforts are ongoing, however there is lack of information and awareness amongst farmers about the welfare schemes undertaken by the Government.

These gaps entail low uptake of many fisheries activities under PMMSY, low uptake of Kisan Credit Card (KCC) and challenges excluded from ongoing schemes.

Various efforts have been made to popularize fisheries programmes and schemes and enhance domestic fish consumption through various physical publicity and awareness program, and digital platforms.

Pradhan Mantri Matsya Sampada Yojana:

PMMSY was **launched in September 2020** with an **aim to double the income of fish farmers and fishers** in the country. It focuses on sustainable development of India's fisheries sector and is a part of the Atmanirbhar Bharat scheme.

The scheme focuses on activities with **potential to generate employment** such as seaweed and ornamental fish cultivation. It also emphasises on the breeding technique for quality brood, seed & feed and species diversification.

It is an **umbrella scheme** with **two separate Components** namely - **Central Sector Scheme (CS) and Centrally Sponsored Scheme (CSS)**.

The CSS Component is **further segregated into Non-beneficiary oriented and beneficiary orientated** subcomponents/activities under the following three broad heads:

Enhancement of Production and Productivity

Infrastructure and Post-harvest Management

Fisheries Management and Regulatory Framework

PMMSY will be implemented in all the States and Union Territories for a period of 5 (five) years from FY 2020-21 to FY 2024-25.