

# **Report of the First Fish Swad Festival - 2022**

**Date: 24.4.22**

ICAR-CIFE, Mumbai organised Fish Swad-2022 festival on 24.4.22 in collaboration with National Fisheries Development Board (NFDB), Hyderabad to celebrate different fish cuisines of India, increase domestic fish consumption and create awareness about Prime Minister Matsya Sampada Yojana (PMSSY).

The Fish Swad Festival-2022 was inaugurated by Shri Jatindra Nath Swain, IAS, Secretary, Department of Fisheries, Govt. of India, Dr. C. Suvarna, Chief Executive, National Fisheries Development Board (NFDB), Hyderabad, Dr. J. K. Jena, Deputy Director General, Fisheries, Indian Council of Agricultural Research, New Delhi, Dr. Ravishankar C.N, Director and Vice Chancellor ICAR-CIFE, Mumbai and Dr. N.P. Sahu, Joint Director, ICAR-CIFE, Mumbai.

This inauguration was unique, as after the cutting of ribbon by the dignitaries, the students from each state decked up in their fineries and traditional state attires placed *teeka* on foreheads of dignitaries and in the background, a traditional dance by Kolis - the indigenous fishing community performed the welcome dance.

In the beginning, 'Innovation Competition - Matsyiki Anveshan' was held, where students presented posters on innovative topics followed by a stall of Agri Business Innovation (ABI) Unit where incubatees of CIFE displayed their products.

This First and unique Fish Swad Festival had a total of 14 stalls and participation from all corners of India. From South, the festival had teams from Karnataka (Karnataka Vaindu), Kerala, Tamil Nadu (Tamil Virundhu), Andhra Pradesh and Telangana (Telugu ruchulu). From North and Central region, representation was there from Rajasthan, Punjab, Jammu and Kashmir, Uttar Pradesh and Uttarakhand with team name 'A taste of Exotic India'. From Western region, participation was there from Gujarat (Garvi Gujarat) and Maharashtra (Kokan Katta). Odisha (Utkal Mahaka), West Bengal (Bengali tardi fish swad), Bihar and Jharkhand (Johar fish stall) were from Eastern region and seven sister states from North Eastern India (Taste of 7 sisters) were represented. Stalls were also there from CIFE-IJSC

team, Koli community and a very special vegetarian stall from Women's club of CIFE for vegetarians. Interesting thing was that some stalls who made dishes of prawns had sourced it from the fresh catch of CIFE's vessel Narmada, making the food items freshly made and in-house. Kids of CIFE campus took initiative on their own and had a stall, which was a success. Some stalls like Tamilnadu had exciting games and winners were given discount coupons making the environment festive and lively. Students had prepared interesting selfie points too.

This festival provided a platform for students and staff of ICAR-CIFE, Mumbai to create awareness and demonstrate variety of fish products across various states of India for promoting fish consumption. This was a display of wealth of fish biodiversity and combined with Indian culinary diversity making it a treasure of well-balanced symbiosis between spices and herbs, offering very tasty fish cuisines.

Students and staff mentors of ICAR-CIFE, Mumbai gave their hundred percent to each stall right from planning the dishes, trying the dishes several times, performing sensory evaluation by expert groups, and decoration of the stalls in the most traditional way representing the rich culture of each state.

Each stall had designer Menu Card prepared by students and staff mentors and had unique collection of fish dishes from all regions of our great country India. Dishes presented in this Menu Card were perfected by fisheries professionals and sensory evaluation was done by experts. Fish lovers were happy to note that each nuance of the dish was presented meticulously almost in a poetic format. The creativity of students was almost on par with professional graphic designers and master chefs.

There was a great demand by public for the 'Recipe Book: The Fish Cuisines of India' released during the Interactive Session held before the inauguration of this festival. This colourful recipe book was truly a masterful job of bringing alive the diversity of fishes available in India with colours, bustle and textures. This recipe book contained mouth-watering recipes from all over the country. This Recipe Book of Indian Fish Cuisines was an effort to interweave and offer insights into the different fish food items, which are a part of culture, ethnography and history of different states of India. The recipes were elucidated and divided as per regions and then states. One dish followed the other in continuity just the way we have in our Indian traditional meals. Dr. Ravishankar C.N. Director and Vice Chancellor,

ICAR-CIFE, Mumbai and Dr. N.P. Sahu, Joint Director, ICAR-CIFE, Mumbai announced that this Recipe Book on Indian Fish Cuisines would certainly motivate fish lovers to try these recipes, increase domestic consumption and contribute towards sustainable fisheries.

Along with ICAR-CIFE staff, their families and students, public of all ages from kids to senior citizens from all over Mumbai from far and near areas like Churchgate, Mulund, Goreagon, Mahim, Dadar, Khar, Bandra, Santacruz, Kandivili, Madh island, Lokhandwala, Versova, Yari Road and many people from Thane, Khargar and more places visited the stalls and had amazing experiences to share. Various celebrities also visited the festival and provided very good feedback. Fish festival was visited by representatives of fisheries cooperative societies, fishing groups, entrepreneurs, budding startups, youth, fish farmers, fishers, photo journalists, media, influencers, food bloggers, novelist, business people, bankers and many others. Everyone had great experience to share. The energy in the Fish Festival was positive and had good vibes. Smiles on everyone's faces even after so much of hard work and heat was commendable.

Executive chef of Novotel Hotel, Juhu Beach, Shri. Jerson Fernandes dressed up in the chef attire was Esteemed Guest. He provided excellent feedback and appreciated the efforts of all.

On the festival grounds, feedback about this festival was recorded live by Dr. Arpita Sharma, Principal Scientist and Organising Secretary of the Fish Swad Festival from people to understand and learn from them. Awareness of PMSSY, benefits of fish consumption and fish health was created through various colourful posters prepared by staff of Social Science Division which were placed on the pandal grounds.

Shri. Arpit Acharya, the president of CIFE-PGSSU (Post Graduate School Student's Union), expressed his gratitude to Dr. Ravishankar C.N, Director and Vice Chancellor ICAR-CIFE, Mumbai and Dr. N.P. Sahu, Joint Director, ICAR-CIFE, Mumbai on behalf of all students. He expressed his heartfelt thanks to staff for outstanding help to all the students in making this event a success. Students were thankful to ICAR-CIFE and NFDB for providing a great stage to the students to demonstrate their culinary and cooking skills. This is the first time in India that professional fisheries students had the opportunity to highlight their traditional and regional fish cuisines. The students and staff were excited, thrilled, worked day and night and brought this event to a new level, creating a historic legacy for CIFE. The success could be judged from the fact that all food items of each stall was sold within few hours. In true Indian

spirit all stall members had a smile while serving food having the feeling of ‘Atithi devo bhav’ with an aim at providing the visitors a greater sense of being welcomed to CIFE.

Swar Sangam - A Cultural Event by students and staff as well as performances by the Koli community was also held where talents were displayed and the traditional culture of different states of our great country India was presented. This Fish Swad festival was truly a sangam of ‘swad and swar’.

Overall, this event was a huge success because of participation of large number of people. This festival has provided a platform for students and staff of ICAR-CIFE, Mumbai as well as to the Koli fishing community to demonstrate their culinary skills by preparing variety of fish products from different states.

The First Fish Swad Festival 2022 was a huge success with perfect teamwork from staff, students, all workers of ICAR-CIFE, Mumbai under the guidance of Dr. N.P. Sahu, leadership of Dr. Ravishankar C.N., cooperation from Dr. J.K. Jena and blessings from the Divine!



Dignitaries inaugurating the First Fish Swad Festival and  
Matsyiki Anveshan: Innovation Competition



ICAR-CIFE students Ms. Lalmuansangi from Mizoram and Shri. Shubam from Maharashtra explaining their innovative concept 'Shubh leather' and 'Jelgummish' to dignitaries in the Matsyiki Anveshan: Innovation Competition



ICAR-CIFE student Shri. Chanakya Naidu explaining his innovation 'Aqua tourism' to dignitaries in the Matsyiki Anveshan: Innovation Competition



Dignitaries in the Stall from Andhra and Telangana



Dignitaries relishing the food in the First Fish Swad Festival - 2022



Dignitaries visiting beautifully decorated stalls



Dignitaries relishing the fish food items in the stall from North East



Dignitaries in the Stall from West Bengal



Koli dance performers in the Fish Swad - Cultural Programme of Swar Sangam



Koli community fisher women and men with dignitaries and CIFE scientists



ICAR-CIFE Student Chefs



Students and staff of ICAR-CIFE, Mumbai with Executive chef, Novotel Hotel, Juhu Beach, Shri. Jerson Fernandes, Esteemed Guest who visited stalls of different states during Fish Swad Festival



Fish Food Stall from students and staff of North East



Fish Food Stall from Gujarat