

## **Training program on “Market Networking for Value added Fish Products”**

Date : 2<sup>nd</sup> & 3<sup>rd</sup> February, 2023

Venue : Pilot plant facility of Guijan, Tinsukia

ICAR-CIFE, Mumbai organized a training program on “Market Networking for Value added Fish Products” on 2<sup>nd</sup> & 3<sup>rd</sup> February, 2023 at the pilot plant facility of Guijan, Tinsukia for promotion of value added fish products and establishing market linkages. Total 40 participants including product manufacturing women and product buyers were participated in this program. The products like Puthi fish pickle, Boriola fish pickle, Ari fish pickle, Pangas fish pickle, Rohu fish cutlet, Fish paneer and Fish papad were displayed during this function. Potential buyers tested all the products and appreciated for efforts. Dr.

R. K. Majumdar, Retired Professor & Head, Fish Processing Technology, College of Fisheries, Tripura demonstrated value added products : Fish shidol and fish paneer preparation. Dr Amjad Balange, Principal Scientist, ICAR-CIFE, Mumbai delivered a talk on marketing strategies of value-added fish products. All the fish products were prepared under the guidance and supervision of Mr. Avinash Sable, Technical Officer, ICAR-CIFE, Mumbai.

ICAR-Central Institute of Fisheries Education (CIFE), Mumbai establish this pilot plant for value added fish products preparation with all the basic facilities at Guijan village, Tinsukia, Assam, with the main objective of employment and women entrepreneurship development. Till date almost 150 women were trained in making the value-added fish products among those a group of 12 women have started marketing their product with the brand name of SPINAC. This plant is being very well maintained by Dr Ranjita Baniya from JEEVA SRAKSHA and locally monitored by Dr Atul Borghoin, Associate Director of Extension Education, AAU, Khanapara.

The team working at pilot plant is very thankful to Dr Ravishankar C N, Director & Vice Chancellor, ICAR-CIFE, Mumbai for taking this project to next level and all the activities carried out with his support and guidance.





said. The body of a four-year-old boy was found in the river. The police have started investigation to identify the boy.

## Training programme for women entrepreneurs

OUR CORRESPONDENT

**TINSUKIA, Feb 3:** A two-day enhanced training programme on 'Market Networking for value-added Fish Products' for women entrepreneurs concluded at the pilot plant facility of Guijan, Tinsukia on Friday. The programme was sponsored by ICAR-Central Institute of Fisheries Education (CIFE), Mumbai in collaboration with Directorate of Extension Education, AAU Khanapara, Guwahati and Jeeva Suraksha Sibsagar and was attend-

ed by 30 women and 10 potential buyers.

A demonstration for making 'Fish Hidol' from puthi fish and fish paneer was also done by Dr R K Majumdar, retired Professor and Head, Fish Processing Technology, College of Fisheries, Tripura. Dr Amjad Balange, Principal Scientist, ICAR-CIFE, Mumbai is the project leader and delivered a talk on marketing strategies of value-added fish products. All the fish products were prepared under the guidance and supervision of Avinash Sable, Technical Officer, ICAR-CIFE.