

Report

Awareness program on “Value added product preparation from fish and shellfish, and marketing”

National Agricultural Innovative Fund (NAIF) - Agri-Business Incubation (ABI) project organized demonstration program on ‘Value added product preparation from fish and shellfish, and marketing’ for women SHG at Purngad, Ratnagiri, and Ratnagiri city, Maharashtra on 06th & 07th August, 2021 respectively. Total 55 participants participated in the programs. Women from different Self Help Groups registered for the program that was conducted in co-ordination with College of Fisheries, Ratnagiri and ‘Ratnagiri Jilha Prasadik Bhajan Mandal, Abhar Sanstha, Ratnagiri’. A You tube link (<https://youtu.be/rfIN-6WqDY8>) for this training program was also prepared for wider publicity.

The participants were briefed about the importance of value addition in fish, its quality aspects and marketing strategies. The role of ABI was also explained to them for incubation of interested women SHGs in future. The participants got hands on training for preparing different value added products like shrimp pickle, fish shev, fish chakley, fish cutlet, prawn wafers, jawla chatney, etc. The program was technically supported by Mr. Bhanudas Phande and Ms. Snehal Shitole and co-ordinated by Dr. B. B. Nayak and Dr. A. K. Balange under the guidance of Dr. Gopal Krishna, Director and Vice Chancellor, CIFE, Mumbai.



Training program conducted at Purngad, Ratnagiri on 06th August, 2021



Training program conducted at Ratnagiri (City) on 07th August, 2021