

## **Student-led Symposium on *Enhancing Fish Consumption brings out Imaginative & Pragmatic Pathways***

A Symposium on Enhancing Fish Consumption was organised by ICAR-CIFE students as part of ***FISHERISTIC: Future of Fisheries, Imagined Now*** was conducted on 22 March 2023. It was also one of the series of events organised by ICAR-CIFE (CIFEST ONE-23) under the aegis of NAHEP and supported by NFDB, Hyderabad and Indian Fisheries Association, Mumbai.

The programme started with a formal welcome address by Ms. Jerusha, PhD Scholar ICAR-CIFE, Mumbai. This was followed by a brief introduction to the Symposium theme by Dr Neha W Qureshi, Scientist, FEESD, Co-Coordinator of the Symposium. The participants were divided into three thematic groups for discussion, i.e., *Group A: Innovative Products, Value Addition, Packaging & Beyond; Group B: Transforming Fish Markets & Disruptive Fish Marketing Methods; and Group C: Leveraging Digital Technologies for Promoting Fish Consumption*. Each group consisted of 12-14 students across different disciplines of fisheries, from both within CIFE and from other fisheries colleges.

The symposium was attended by the Deans of fisheries colleges of India, CIFE faculty and students from fisheries colleges and CIFE. A detailed and animated group discussion ensued. Dr. N. P. Sahu, Joint Director, CIFE, interacted with the participants and shared his valuable insights. Each group chose a group leader to summarise and present their thoughts in front of the dignitaries and the larger group of participants. All three group leaders (Ms. Saba Nabi, Ms Angela and Mr Chanakiya) gave a brief presentation presenting the major outputs of their discussion. Dr C N Ravishankar, Director/Vice Chancellor, CIFE along with the Dr. N. P. Sahu, Joint Director graced the concluding session, which marked the close of three day CIFEST ONE23 celebrations.

The Symposium's Recommendations for Enhancing Fish Consumption are as follows:

### ***Innovative Products, Value Addition, Packaging & Beyond***

- *Packaging*: use of active, intelligent, IUU-labelled and recyclable packaging to ensure consumers get quality of fish/products as well as promote environmental protection at the same time.
- *Innovative product*: use of fish protein and collagen peptide powder for supplementing food items. Focus on lab grown products and introduction of seaweed for the 60% Indians.
- *Storage*: use of gel packaging to reduce contamination and pungency. Construction of cold stores in all fish landing centres to improve the quality and introduction of live fish restaurants for promoting fish consumption.
- *Awareness*: Educate at household, school and society on the benefits of consuming fish; Increase the target group (children and elders) by promoting spine-less fish meat, and increase supply by promoting case study for small scale women groups.

### ***Transforming Fish Markets & Disruptive Fish Marketing Methods***

- National Fisheries Market/ Unified e-market platform should be set up
- Implementing traceability via block chain method (Long Term)
- Policy initiatives (such as PDS, PMGKY, including fish in mid-day meals, hospitals and defence)
- Frequent Fish Festivals (Koli Fish Festivals/ Fish Swad) should be organised in different cities regularly
- Direct sales via FPOs and Cooperatives (Medium Term)
- Creating GIS database of Fish markets (Long Term)

- Investment on food trucks (Short Term)
- Knowledge transparency and increasing literacy among consumers (Kiosks, advertisements, Know my fish)
- Certification and branding
- Strengthening Marketing Services (Transportation and Storage)
- Live fish market access and delivery
- Addition of fish in academic cuisine: Fish should be served in all International and National Conferences
- Development of fish seed markets
- Taboos, consumer awareness, need to reduce asymmetric information (catfish rumours)
- Campaigns, awareness, focusing on ads(including celebrities)

### ***Leveraging Digital Technologies for Promoting Fish Consumption***

- Coping up with the potential of Indian market
- Creating a database (Consumer behaviour, Regional fish delicacies, Nutritional profile – Nutritional requirements, Comparison with other meats)
- Raising awareness (Boosters, Influencers Campaigns, Workshops & competitions, Fish food vlogging, Guiding apps, Certificate courses, Fish cooking classes and Ads in potential zones)
- Changing the perception (Myths, misconceptions and psychology)
- Right to information (Accurate data, Fish vending machines, Block chain and QR code based info on origin of product)



Dr C N Ravishankar, Director/Vice Chancellor, CIFE, addressing the participants.



Facilitators, conveners, and the team with the symposium participants.



Dignitaries, Deans of colleges and participants of the symposium.



Discussion of group A



Discussion of group B



Discussion group C

Student convenors for Group A were Ms Mehvish Malik, SKUAST-K and Mr Abhilash Thapa, ICAR-CIFE and Facilitators were Dr Sanath Kumar, Principal Scientist, CIFE and Dr Nalini Poojari, CTO, CIFE. For Group B, convenors were Ms Naila Majid, CIFE and Ms Annesha Mistry, CoF, WBUAFS and the facilitators were Dr Neha Qureshi, Scientist, CIFE and Dr Kapil Sukdhane, Scientist, CIFE. For group C convenor was Mr Samiran Mukherjee, CIFE and facilitators were Dr D Bhoomaiah, CTO, CIFE and Mr Abuthagir I, Scientist, CIFE.



