



# MODEL TRAINING COURSE

on

## Pluralistic extension for upscaling secondary fisheries

(17 - 24 January, 2020)



Sponsored by  
Directorate of Extension  
Ministry of Agriculture & farmers' Welfare  
Government of India

Organised by



भाकृअनुप - केन्द्रीय मात्स्यकी प्रौद्योगिकी संस्थान  
**ICAR - CENTRAL INSTITUTE OF FISHERIES TECHNOLOGY**  
सिफ्ट जंक्शन, विल्लिंडन आईलंड, मत्स्यपुरी पी.ओ., कोचिन, - 682 029, केरल, भारत।  
CIFT Junction, Willingdon Island, Matsyapuri P.O., Cochin, - 682 029, Kerala, India.  
(ISO/IEC 17025: 2005 Accredited & ISO 9001: 2008 Certified)



## **Prologue**

India ranks second in world fish production with estimated overall landings of 12.60 million metric tonnes (2017-18), a fourteen-fold leap over the production during 1951-52. With a rising demand of fish and fishery products globally, India's exports reached an all-time high of Rs.45.1 thousand crores (2017-18). Having achieved the considerable growth in fish production, it is high time to shift the focus to secondary fisheries for better value realization. Secondary fisheries comprise of wide range of products like value added foodstuffs from fish and fishery products, pharmaceutical and nutraceutical products from fish and other marine resources, proteins from fish waste, by products of industrial and culinary value etc. Apart from boosting the income and employment generation; secondary fisheries envision huge potential in augmenting economic utilisation of resources, market for innovative products developed from fish wastes and reduction in environmental pollution that add value and competitiveness to Indian fisheries sector. Technologies for developing products of nutritional, pharmaceutical and industrial application from fish and fishery waste have been developed and standardised by ICAR-CIFT/R&D institutes. Due to globalisation in trade and changing consumers' preferences, the R & D sector has been laying more emphasis on market driven technology development followed by its effective dissemination; the onus of which lies with fisheries extension by exploring the entrepreneurial opportunities in secondary fisheries and harnessing the synergy of various actors in Indian extension system to optimize their contribution towards the inclusive growth of the nation.

In fisheries sector, the extension system is pluralistic in nature with the proactive involvement of number of agencies like public, private and third sector actors catering to the information advisory and support service needs of fishers. The prevailing public extension service has been refurbished and reoriented with provision of technical backstopping, quality assurance, coordination of different actors and ensure synergy of various actors to optimize their contribution towards the welfare of farming community. Hence, any effort towards upscaling the secondary agriculture in Fisheries sector has to take into consideration of the multiple actors and stakeholders along the fishery value chain. Fisheries extension personnel will have a major role in fish-preneurial motivation, technology empowerment and skill upgradation of potential stakeholders and advocate proper sustenance mechanism at the gross root level to make this sector a sustainable one.

## **ICAR-CIFT : At a glance**

ICAR-Central Institute of Fisheries Technology, Cochin is an institution par excellence in harvest and post-harvest domain in fisheries. Since its inception, the Institute has played a key role in evolving cost-effective technologies in the areas of fishing and fish processing, product development, packaging of fish and fishery products, quality management and food safety standards, developing nutraceuticals and industrial products from aquatic sources and has evolved effective tools and techniques for effective transfer of technology.

## About the Course

The Model Training Course on 'Pluralistic extension for upscaling secondary agriculture in Fisheries' is aimed at capacity building of middle-level extension functionaries working under Department of Fisheries and allied agencies of States/UTs. The course has been designed to equip the Extension personnel in various State and Central agencies in Fisheries with the latest technological developments in secondary fisheries and build in them the competency to disseminate in business planning mode by complementary interaction of pluralistic actors in the value chain. The broad areas of course content are

- Recent advances in secondary fisheries
- Overview of entrepreneurship development and business incubation,
- Marketing and value chain strategies
- Pluralism and convergence in the value chain,
- Presentation of success stories and exposure visits to related enterprises,

## Eligibility Criteria

- i) Middle level extension functionaries working in the capacity of Fishery Extension Officer/ Fisheries Inspector/ Assistant Director or equivalent in State Fishery Departments or related govt. agencies of States/UTs
- ii) Faculties/ Technical officers/ SMSs in SAU/ICAR Institute/KVK or State Department.

## TA/ DA provision

The nominated candidates of State Development Department will be provided travelling allowance for the to & fro journey as per the entitlement, but restricted to maximum of II Tier AC train fare only. Participants are requested to produce original tickets/receipts duly certified by them for reimbursement of travel expenditure. However, the nominations from other organisations viz., ICAR, SAUs, KVKs, etc. can be accepted provided the TA/DA of the participants will be borne by their respective organisation. The participants/ trainees will have to produce the self- signed original Tickets/ Vouchers/ Receipts in support of their claim. Free boarding and lodging facilities will be provided for all the participants at ICAR-CIFT, Cochin Guest House/Training Hostel located at Chakkalakal Road, Thevara Jn., Cochin (0484-231725). The participants should abide by the rules and regulations of the ICAR-CIFT Trainees' Hostel. No DA will be given to the participants during their training period by the organisers. Local conveyance facility will be provided by the organisers as per requirement.

## How to apply

The participants should apply through proper channel and copy of the application (**in the attached format**) must be sent to Dr. A. K. Mohanty, Course Director (MTC) & Head, Division of Extension, Information & Statistics, ICAR-CIFT, Cochin 682 029, Kerala **on or before December 25, 2019 (Wednesday)**. E.mail : [dramulyakumar@gmail.com](mailto:dramulyakumar@gmail.com), [hodeis.cift@gmail.com](mailto:hodeis.cift@gmail.com). The registration form is also available in our website ([www.cift.res.in](http://www.cift.res.in))

## Venue & Date

The training programme will be held at ICAR-Central Institute of Fisheries Technology at Willingdon Island, Cochin, Kerala from **17-24 January 2020**. Cochin the city known as the "Queen of the Arabian Sea" is a major port city on the south-west coast of India bordering the Laccadive Sea. The weather at Cochin during January, 2020 Cochin will be pleasant with temperature ranging from 230 to 310 C and RH ranges from 75-82 %.

## Selection of participants

The selection of trainees will be made on first-cum-first serve basis. The selected candidates will be informed individually through mail by **December 31, 2019**. They should also confirm their participation by sending a confirmation mail along with travel schedule at [dramulyakumar@gmail.com](mailto:dramulyakumar@gmail.com), [hodeis.cift@gmail.com](mailto:hodeis.cift@gmail.com) latest by **January 5, 2020**; failing which the candidature of the applicant will be cancelled giving chance to the waitlisted candidates.

## How to reach

Cochin is well connected by train services from all major stations of India. Distance of the Institute Guest House from Ernakulam Jn. (South) railway station is 3-4 kms and from Ernakulam Town (North) railway station it is 5-6 kms away. ICAR-CIFT, Cochin is 9 kms away from Kerala State Road Transport Corporation (KSRTC) Bus Stand.

## Important dates

### Last date for receipt of MTC application

December 25, 2019

### Intimation of selection of participants

December 31, 2019

### Confirmation for participation from the participants

January 05, 2020



## Address for correspondence

### Director

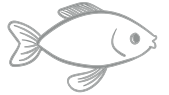
Dr. Ravishankar C.N.  
ICAR-Central Institute of Fisheries Technology  
Willingdon Island, Cochin 682 029, Kerala  
E.mail : [directorcift@gmail.com](mailto:directorcift@gmail.com)  
Phone : 0484 2412300, Fax : 0484 2668212



### Course Director

#### Dr A. K. Mohanty

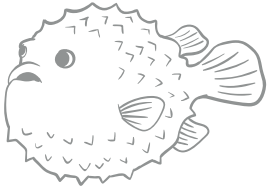
Head, Division of Extension, Information & Statistics  
ICAR-Central Institute of Fisheries Technology  
Willingdon Island, Cochin 682 029, Kerala  
E.mail : [dramulyakumar@gmail.com](mailto:dramulyakumar@gmail.com), [hodeis.cift@gmail.com](mailto:hodeis.cift@gmail.com)  
Phone : 0484 2412316, Mobile : +919485175853



### Course Coordinators

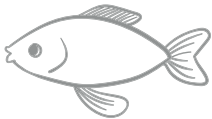
#### Dr V. Geethalakshmi

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