



NETFISH-MPEDA



मासिक विवरण – नवंबर 2020

MONTHLY REPORT – NOVEMBER 2020



मत्स्य गुणता प्रबंधन और चिरस्थायी मत्स्ययन नेटवर्क (नेटफिश)
Network for Fish Quality Management & Sustainable Fishing (NETFISH)

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MONTHLY REPORT ON ACTIVITIES OF NETFISH DURING NOVEMBER 2020

Extension activities of NETFISH along the maritime states of India during November 2020 consisted of 100 awareness programmes, benefitting around 2944 stakeholders. In addition, several meetings and discussions with stakeholders and officials concerned were carried out to resolve issues related to fish quality management and conservation of resources. Also continued disseminating awareness messages among the members of various stakeholder groups through the 129 nos. of WhatsApp groups formed at 98 harbours.

Sl.No.	Type of extension programme	No. of programmes	No: of Beneficiaries
I	NETFISH Funded Programmes		
1	Harbour based programme	5	52
2	Fishing vessel based programme	11	157
3	Pre-processing programme	15	382
4	Processing programme	4	151
5	Dry fish programme	3	100
6	Special Programme	1	125
II	External Funded Programmes		
7	Swachhta Pakhwada programmes funded by MPEDA	11	632
8	Paradeep Port Trust Funded Programmes	37	1020
9	ICAR-CIFT funded programmes	13	325
III	TOTAL	100	2944

Table: Details of Extension Training Programmes conducted during November 2020

Major activities during the month

- Harbour Cleanup programmes in all maritime states, as part of *Swachhta Pakhwada 2020*.
- Processing Centre training programmes by collecting fees from the exporting company.
- World Fisheries Day celebration by organizing a harbour cleanup programme in Tamil Nadu North region.
- Paradeep Port Trust funded capacity building programmes at Balaramgadi, Bahabalpur, Dhamara, Paradeep & Chilka regions of Odisha.
- CIFT sponsored Value addition training programme for SC fisherwomen in Udupi District and other capacity building programmes for SC fishers in West Bengal & Karnataka.
- Project monitoring committee meeting regarding implementation of SC/ST project at Vaikom, Kottayam District.
- Training programme to HDCs on “Marine mammal and sea turtle species identification and by catch data collection”.
- Training programme to processing workers on Covid 19 protocol to the seafood sector.
- Inspection at processing plants and Dry fish units at West Bengal.
- Dissemination of information and awareness messages on post-harvest loss, hygienic handling, sea safety, conservation & sustainable fishing, MPEDA social media contents, Covid 19 guidelines, fisheries related news published in local newspapers, weather forecasts, etc. through WhatsApp to boat owners, stakeholders association members, fishermen etc. in the respective fishing harbours and fish landing centres.

State/Region wise details of Extension Programmes conducted during the month:

The details of extension activities conducted by NETFISH at various regions during November 2020 are given in the below table and subsequent sections:

State/Region	NETFISH Funded						External	Month's -Total programmes& beneficiaries		FY - Total programmes& beneficiaries	
	Harbour	FV	PPC	PC	DF	Special	Other Special				
West Bengal			3	3			6	12	422	12	422
Odisha							39	39	1080	44	1200
Andhra Pradesh North		4			1		1	6	193	6	193
Andhra Pradesh South					1			1	30	1	30
TN North						1	1	2	175	2	175
TN South	1				1		1	3	113	3	113
Kerala South							1	1	50	1	50
Kerala North		1	6	1			1	9	203	9	203
Karnataka & Goa							9	9	297	9	297
Maharashtra	4	6					1	11	121	11	121
Gujarat			6				1	7	260	7	260
Month's -Total programmes& beneficiaries	5	11	15	4	3	1	61	100	2944	105	3064
FY- Total programmes& beneficiaries	52	157	382	151	100	125	1977	2944			
	5	11	15	4	3	1	66	105			
	52	157	382	151	100	125	2097	3064			

Region-wise activities of NETFISH during November 2020

1. WEST BENGAL

➤ 12 extension programmes were conducted as per the details given below.

Selected Place	Harbour (CIFT)	PPC	PC	Special (external)	Total Programme	Total Beneficiaries
Contai		1	1		2	79
Deshapran				1	1	57
Freserganj	4			1	5	153
Kolkata			2		2	80
North 24 Parganas		2			2	53
Total	4	3	3	2	12	422

No.	Date	Place	Type of Programme	No.of Beneficiaries
1	11.11.20	Contai	Processing	40
2	12.11.20	Deshapran	Swachhta Pakhwada-Clean up	57
3	13.11.20	Contai	PPC	39
4	17.11.20	Freserganj	Harbour based programme-CIFT	30
5	18.11.20	Freserganj	Harbour based programme-CIFT	30
6	18.11.20	Freserganj	Harbour based programme-CIFT	30
7	19.11.20	Freserganj	Sea Safety & Navigation-CIFT	33
8	20.11.20	Freserganj	Harbour based programme-CIFT	30
9	24.11.20	Kolkata	Processing	40
10	27.11.20	Kolkata	Processing	40
11	30.11.20	North 24 Parganas	PPC	30
12	30.11.20	North 24 Parganas	PPC	23

➤ Details of other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
1	02.11.20	Discussion	DD MPEDA & SCO	Discussion with M/s. Magnum Export regarding paid training for workers.
2	03.11.20	Telephonic discussion	SCO & Owners and representatives of unauthorized PPCs/dryfish stakeholders	Regarding survey and training programmes at PPCs, formation of FPO and setting up of dry fish unit under CIFT project
3	04.11.20	Meeting	DD, SCO & Airport Authority, Kolkata	Regarding infrastructure development for chilled fish, live fish and ornamental fish export.
4	05.11.20	Telephonic discussion	SCO & officials of M/s. SS Sea Food Pvt. Ltd and M/s. SA Exports	Regarding paid training programmes in processing units.
5	05.11.20	Online meeting	SCO & HDCs	Evaluation of HDCs in connection with Marine Mammal/Turtle programme.
6	06.11.20	Inspection	DD & SCO	Inspection at M/s. Sunny Enterprises, Rajberia Dry Fish scale unit.
7	09.11.20	Discussion	SCO & Secretary and members of Fishermen association of Jetty Ghat, Freserganj	Regarding conduct of extension programmes
8	10.11.20	Discussion	SCO, Harbour Officer, OIC Junput Coastal PS and SI Coast Guard	For permission and arrangements of <i>Swachhata Pakhwada 2020</i> event.
9	10.11.20	Participation in webinar	SCO	Webinar on “Seafood market updates from Vietnam” by MPEDA
10	11.11.20	Inspection	DD & SCO	Asset verification at M/s Seafoods Pvt.Ltd.
11	12.11.20	Meeting	SCO & Boat owners	Regarding cluster formation at Deshpran FH and COVID-19 guidelines
12	12.11.20	Meeting	SCO & Dry fish exporters	Regarding formation of FFPO
13	13.11.20	Inspection & Meeting	SCO & Dry fish exporters	Inspection of Dry fish unit and meeting regarding formation of FFPO
14	17.11.20	Meeting	SCO, NGO & Coast Guard officials	Regarding Sea safety, safe fishing etc.
15	18.11.20	Discussion	SCO, NGO, HDC & Fishers	Regarding post harvest loss and better handling practices at Freserganj FH
16	18.11.20	Stakeholder meeting	SCO, NGO & Fishermen at Freserganj	Regarding Harbour based programme to reduce post harvest loss, implementation of COVID-19 guidelines, data collection on marine mammals/ turtles etc.
17	19.11.20	Stakeholder meeting	SCO, NGO & Fishermen at Kaylaghata	Regarding Harbour based programme to reduce post harvest loss, implementation of COVID-19 guidelines, data collection on marine mammals/ turtles etc.
18	20.11.20	Inspection & Discussion	DD, SCO & M/s.Yogiraj Import & Export Dry fish unit.	Inspection of Dry Fish unit and discussion on installation of solar dryer under CIFT project
19	23.11.20	Telephonic Discussion	SCO & Exporters	Regarding conduct of extension programmes
20	25.11.20	Meeting	SCO, NGO & Sreehari Fabricators- solar dryer manufacturer	Regarding setting up of solar dryer under CIFT project

Swachhta Pakhwada 2020: A Harbour clean-up programme was held at Deshapran fishing harbour on 12th November 2020 which was attended by about 57 participants including officials of Junput Coastal Police Station, Civic Volunteers, Special Officer of Deshapran Fishing Harbour, Harbour Officials, boat owners, skippers, fishermen, net menders, ice loaders and harbour cleaning staffs etc. Shri. Shyamal Chakraborty, Officer in Charge of Junput Coastal Police Station inaugurated the event. The dignitaries present spoke on the importance of sanitation and cleanliness in the present COVID-19 situation and safety & security of the fishers. State Coordinator narrated the importance of the event and the need for cleanliness in harbour to maintain the quality of fish. An awareness class on plastic waste management system, importance of personal hygiene and sanitation, Covid 19 guidelines, Marine Mammals and Sea Turtle, Marine Protection Act, etc. was also arranged for the participants. After the inaugural session, the participants actively collected all sort of waste materials like plastic bags, PET bottles, plastic cups, thermocol pieces, broken nets & ropes etc. from the harbour premises. Bleaching powder was also applied in the drainages, jetties as well as in unsanitary areas. Finally, the net menders and fishers were urged not to throw plastic, nets, thermocol, bottles etc. in the harbour premises but to dump them in proper places to maintain the harbour neat and clean.



Swachhta Pakhwada programme in Deshapran harbour, West Bengal

Details of information disseminated to stakeholders on social media during the month

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	04.11.20	Handling of fishes and use of adequate ice in plastic crates in the fishing harbour	Whatsapp	500
2	05.11.20	Handling of fishes and use of adequate ice in plastic crates in Deshapran & Sankarpur fishing harbour. Video of loading of fish crates into the truck.	Whatsapp	500
3	06.11.20	Importance of life buoy and other life saving accessories during fishing (Ocean starts with life buoy)- in Bengali	Whatsapp and FB	750
4	09.11.20	Life jacket/life vest is one among the essential sea safety- in Bengali	Whatsapp and FB	750
5	09.11.20	Better handling of fish and use of adequate ice in plastic crates in Freserganj harbour to reduce post harvest loss	Whatsapp	500
6	10.11.20	MPEDA International Film on COVID Protocol	Whatsapp and FB	1000
7	11.11.20	Processing workers training programme on COVID -19 guidelines, Hygiene & sanitation and Processing techniques at Contai Marine Fish Export Pvt. Ltd.	Whatsapp and FB	1000
8	15.11.20	Stop juvenile fishing. Let them have an adulthood	Whatsapp	1000

		(Bengali language)	and FB	
9	16.11.20	Fight the fire (Bengali)	Whatsapp and FB	1000
10	19.11.20	3rd Virtual Buyer – Seller Meeting (Bengali)	Whatsapp and FB	1000
11	19.11.20	Capacity building training programme on Sea Safety & Navigation at Freserganj, South 24 Parganas	Whatsapp and FB	1000
12	20.11.20	Fishermen are washing landing jetties after Harbour cleanup (Swachhata Pakhwada'20) at Deshaparan FH	Whatsapp	500
13	21.11.20	World Fisheries Day (Bengali)	Whatsapp and FB	1000
14	21.11.20	Identification picture of Dolphin, Wheal and Sea Turtle (Bengali)	Whatsapp	500
15	22.11.20	Handling of golden spotted anchovies at Freserganj FH	Whatsapp	500
16	22.11.20	World Fisheries Day: How we can eliminate overfishing	Whatsapp	500
17	24.11.20	Opportunities and challenges in innovating for coastal fishing	Whatsapp	500
18	24.11.20	Processing workers training programme on COVID -19 guidelines, Hygiene & sanitation and Processing techniques at M/s. Elque & Co.	Whatsapp and FB	1000
19	24.11.20	Overfishing: What can we do to save our marine life?	Whatsapp	500
20	26.11.20	26 th November Indian Constitution Day (Bengali)	Whatsapp and FB	1000
21	27.11.20	Virtual training in Bengali: Chill killing practices and icing of fish	Whatsapp	500
22	27.11.20	Export statistics	Whatsapp and FB	1000
23	27.11.20	Processing workers training programme on COVID -19 guidelines, Hygiene & sanitation and Processing techniques at M/s. Calcutta Seafoods Pvt. Ltd	Whatsapp and FB	1000
24	28.11.20	Video clips of releasing live Marine Turtle (Olive Ridley)	Whatsapp	500
25	28.11.20	Virtual training in Bengali: Export market and fish quality	Whatsapp	500
26	29.11.20	Virtual training in Bengali: Biodiversity, Conservation of Marine Mammal & Sea Turtle	Whatsapp	500



Sea Safety programme at Freserganj



Processing training programme at Contai

NETFISH Impacts

- NETFISH, Kolkata had started virtual training class through whatsapp groups formed in 7 different fishing harbour/landing centres to disseminate awareness information regarding quality management and sustainable fishing. Now all the stakeholders including boat owners, fishers, auctioneers, packers, etc are the active members in the social media group and they do sharing the information further to their contacts.

Innovative/sustainable fishing practice observed during the month

- NETFISH-MPEDA constantly gives awareness to the boat Skippers and fishermen about the conservation of turtles and marine mammals during the awareness and training programmes as well as while collecting Harbour catch data. After discussion with fishers on 28th of the month, it is came to know that the fishermen in the fishing vessel with Reg no. IND-WB- CN-MM-2817 had released an Olive Ridley Turtle (*Lepidochelys olivacea*) having an average weight of about 8-10 Kg which is accidentally entangled in their fishing net during fishing on 26.11.2020 at Bay of Bengal, near Dhamara Port.

2. ODISHA

- 39 awareness programmes were conducted as per the details given below.

Selected Place	Harbour (PPT)	Vessel (PPT)	PC (PPT)	Df (PPT)	Special	Total Programme	Total Beneficiaries
Balramgadi		1		1	1	3	75
Bahabalpur	1	2		2	1	6	180
Chilka	15					15	450
Balasore			6			6	180
Dhamara	3	3		1		7	165
Paradeep		2				2	30
Total	19	8	6	4	2	39	1080

No.	Date	Place	Type of Programme	No.of Beneficiaries
1	1.11.20	Balaramgadi	Dry Fish programme-PPT	30
2	2.11.20	Bahabalapur	Harbour based programme-PPT	30
3	2.11.20	Chilka	Harbour based programme-PPT	30
4	4.11.20	Bahabalapur	Vessel based programme-PPT	30
5	4.11.20	Chilka	Harbour based programme-PPT	30
6	5.11.20	Bahabalapur	Vessel based programme-PPT	30
7	6.11.20	Bahabalapur	Swachhta Pakhwada-Clean up	30
8	6.11.20	Chilka	Harbour based programme-PPT	30
9	9.11.20	Bahabalapur	Dry Fish programme-PPT	30
10	10.11.20	Aquamarine Sea Food Unit,Balasore	Processing -PPT	30
11	11.11.20	B-One Business House, Sea Food Unit, Balasore	Processing -PPT	30
12	12.11.20	Balasore Marine Sea Food Unit, Balasore	Processing -PPT	30
13	13.11.20	Alasore Marine Sea Food Unit, Balasore	Processing -PPT	30
14	14.11.20	Balramgadi	Swachhta Pakheada-Clean up	30
15	16.11.20	Chilka	Harbour based programme-PPT	30
16	17.11.20	Chilka	Harbour based programme-PPT	30
17	17.11.20	Dhamara	Harbour based programme-PPT	30
18	18.11.20	Dhamara	Vessel based programme-PPT	15
19	19.11.20	Dhamara	Vessel based programme-PPT	15
20	20.11.20	Dhamara	Harbour based programme-PPT	30
21	20.11.20	Dhamara	Dry Fish programme-PPT	30
22	20.11.20	Chilka	Harbour based programme-PPT	30
23	21.11.20	Dhamara	Harbour based programme-PPT	30

24	21.11.20	Chilka	Harbour based programme-PPT	30
25	21.11.20	Chilka	Harbour based programme-PPT	30
26	22.11.20	Dhamara	Vessel based programme-PPT	15
27	22.11.20	Chilka	Harbour based programme-PPT	30
28	22.11.20	Chilka	Harbour based programme-PPT	30
29	23.11.20	Chilka	Harbour based programme-PPT	30
30	23.11.20	Bahabalapur	Dry Fish programme-PPT	30
31	23.11.20	Chilka	Harbour based programme-PPT	30
32	24.11.20	Paradeep.	Vessel based programme-PPT	15
33	24.11.20	Chilka	Harbour based programme-PPT	30
34	24.11.20	Chilka	Harbour based programme-PPT	30
35	25.11.20	Paradeep.	Vessel based programme-PPT	15
36	25.11.20	Chilka	Harbour based programme-PPT	30
37	26.11.20	Harimarine, Sea Food Unit,Balasore	Processing -PPT	30
38	26.11.20	Magnum Sea Food Unit,Balasore	Processing -PPT	30
39	29.11.20	Balaramgadi	Vessel based programme-PPT	15

Swachhta Pakhwada 2020: A harbour cleanup programme was conducted on 6th November 2020 at Bahabalpur landing centre, Balasore, following all the Covid 19 precautions and protocols. First the participants were scanned with thermal scanner and provided with sanitizer. Around 36 participants including State Fisheries officials, Trawler Association members, ice crusher owners and staffs, net menders, traders, fishing crew and auctioneers were actively taken part in the clean-up programme. During the programme the fishers were made aware on importance of cleanliness and hygiene in the fishing harbours. Then the participants were divided into 5 groups headed by a team leader. A large quantity of solid waste including plastic waste, plastic bottles, green leaves, small iron parts, broken glass and broken bricks were collected and disposed off. After the cleaning, bleaching powder was applied in the landing centre premises. NETFISH provided T-shirt, cap, mask, hand gloves, cleaning aid and refreshment to all the participants.



Swachhta Pakhwada programme at Bahabalpur landing centre

Another harbour cleanup programme was organized at Balramgadi Fish landing centre, Balasore on 14th November 2020. The event started with awareness classes to the fishers on the impact of single use plastics on marine eco-system and about sanitation & hygiene required in fishing boats & landing center. The fishers were told to avoid throwing damaged nets, plastic water bottles, polythene bags, broken plastic basket, engine oil cans, etc. in to the water bodies and to dump such wastes only in the waste bins kept at landing centre, while returning from

fishing. The awareness class was followed by mass Clean-up effort involving fishers as well as officials. NETFISH arranged bleaching power, brooms, gunny bags, trolley and hand sanitizer for the cleaning purpose. A large quantity of plastic wastes such as damaged nets, pet bottles, polyethylene bags, broken plastic baskets, etc. were collected and disposed off. A total of 30 nos. of people including officials from State fisheries dept., NETFISH & SRMSS NGO members, stakeholders, Trawler Association Members, crew members, godown workers etc. had participated in the event and they were provided with T-shirts, caps, hand gloves, mouth piece, etc.



Harbour cleanup programme at Balramgadi Fish landing centre

Details of information disseminated to stakeholders on social media during the month

During the month, SCO shared Covid 19 awareness messages through the Whatsapp group which have reached around 4000 beneficiaries belonging to fisheries sector.



Paradeep Port Trust sponsored Dry fish & Onboard programmes at Bahabalpur

3. ANDHRA PRADESH NORTH

- 6 nos. of extension programmes were conducted as per the details given below.

<i>Selected Place</i>	<i>Vessel</i>	<i>Df</i>	<i>Other Special</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Visakhapatnam	4		1	5	163
Mangamaripeta		1		1	30
Total	4	1	1	6	193

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No.of Beneficiaries</i>
1	10.11.20	Visakhapatnam	Swatchhta Pakhwada-Clean up	70
2	17.11.20	Visakhapatnam	Fishing vessel based programme	23
3	24.11.20	Visakhapatnam	Fishing vessel based programme	25
4	26.11.20	Visakhapatnam	Fishing vessel based programme	17
5	27.11.20	Visakhapatnam	Fishing vessel based programme	28
6	28.11.20	Mangamaripetta	Dry fish programme	30

➤ Details of other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
1	04.11.20	Discussion	SCO, Port officer and stakeholders	Regarding harbour cleanup programme and Dry fish project.
2	05.11.20	Fisheries office visit	SCO, JD & DD Fisheries and NGO	Invitation for Swachhta Packhwada 2020 celebrations
3	06.11.20	VPT office visit	SCO, Chairman and Traffic manager, VPT and NGO	Invitation for Swachhta Packhwada 2020 celebrations
4	07.11.20	Field visit	SCO, Zonal Commissioner, GVMC, Fire officer, VPT, Chief medical officer, Health & Sanitation, VPT	Invitation for Swachhta Packhwada 2020 celebrations and arrangement of staff, vehicle, fire fender, etc
5	16.11.20	Discussion	SCO, NGO & boat owners	For arrangement of fishing vessel based programme
6	19.11.20	Discussion	SCO & Area Manager, Tuff ropes	Regarding square mesh cod end supply
7	23.11.20	Meeting	AD, SRD MPEDA & SCO	Vizag harbour High level Management committee meeting at Collector office.
8	27.11.20	Meeting	AD, SRD MPEDA, SCO & Manger, Tuffropes	Regarding supply of square mesh cod end to the Visakhapatnam dealers. Manager accepted to keep the stock of required size of square mesh cod end.
9	27.11.20	Field visit	SCO	Coordinated with Dept of Fisheries, VPT and Boat owners associations to identify suitable area to construct natural beaching point for repair works of boats.

Swachhta Pakhwada 2020: A harbour clean-up programme was organized at Visakhapatnam harbour on 10th November 2020 in association with Greater Visakhapatnam Municipal Corporation (GVMC), Department of Fisheries, DFYWA NGO, major Fishermen Associations, fishermen and stakeholders. The event consisted of an awareness meeting, a rally followed by harbour clean-up programme. First the fishers were made aware on the importance of hygiene in fishing harbour and relevance of fish quality for export market. The fishers were also asked to follow the Covid 19 protocols everywhere. Then a rally was conducted from the Dept of Fisheries office to the fish auction area in the harbour. Finally all the participants had actively collected waste from the harbour surroundings and the fish market, auction area and drainages were washed using pressure washer. Fire fender and dumper were arranged by VPT and GVMC for the cleaning purpose.



Harbour clean-up at Visakhapatnam

Details of information disseminated to stakeholders on social media during the month

<i>Sl.No:</i>	<i>Date</i>	<i>Content Disseminated</i>	<i>Social Media Used</i>	<i>No: of Viewers</i>
1	03.11.20	NETFISH poster on Don't spoil the coasts with plastic pollutants	HDC WhatsApp groups	300
2	04.11.20	Ocean starts with lifebuoy- in Telugu	HDC WhatsApp groups	300
3	05.11.20	Save the Hawaksbill Turtles- in Telugu	HDC WhatsApp groups	300
4	06.11.20	Poster of All Sea Turtle Species	HDC WhatsApp groups	300
5	06.11.20	MPEDA webinar series on Seafood market updates from Vietnam scheduled on 10.11.2020	HDC WhatsApp groups	300
6	07.11.20	Cetacean identification card cards- in Telugu	HDC WhatsApp groups	300
7	09.11.20	Poster on TED- in Telugu	HDC WhatsApp groups	300
8	09.11.20	Info on Fish-on-wheels (Fish nutricart)	HDC WhatsApp groups	300
9	9.11.2	Video of Carona second wave awareness	HDC WhatsApp groups	300
10	10.11.20	Poster of Points to remember on Onboard Handling of Fish	HDC WhatsApp groups	300
11	10.11.20	Poster of Points to remember on Onboard Handling of Fish	HDC WhatsApp groups	300
12	11.11.20	Information on Dugong conservation in Telugu	HDC WhatsApp groups	300
13	11.11.20	Event photos of Vizag harbour cleanup on occasion of Swachhta Packhwada	MPEDA Social media	Not known correctly
14	13.11.20	Poster on save live stranding turtles at beaches	HDC WhatsApp groups	300
15	16.11.20	NETFISH Poster in Telugu on store fish with 1kg fish with 1kg ice	HDC WhatsApp groups	300
16	16.11.20	Forward the Utilize the PMSSY Schemes of Dept of AP Fisheries message- in Telugu	HDC WhatsApp groups	300
17	18.11.20	Dispose your masks responsibly otherwise it will end up oceans- in Telugu	HDC WhatsApp groups	300
18	19.11.20	Photo of Sanitizer dispenser stand with picture of Square mesh cod end publicity	HDC WhatsApp groups	300
19	20.11.20	Picture of Square mesh cod end for sustainable fishing -publicity	HDC WhatsApp groups	300
20	20.11.20	Shared the World Fisheries Day wishes with the theme for 2020	HDC WhatsApp groups	300
21	23.11.20	Looks like a Zero, Actually a Hero importance of life buoy -in Telugu	HDC WhatsApp groups	300
22	23.11.20	Disadvantages of Diamond mesh cod end in Telugu with comparative pictures with Square mesh cod end	HDC WhatsApp groups	300
23	23.11.20	Weather forecast and cyclone news in Telugu	HDC WhatsApp groups	300
24	24.11.20	Poster awareness on Covid19, Social distance and use of Mask in Telugu	HDC WhatsApp groups	300
25	25.11.20	Poster on use cloth bag in fishing harbour instead of disposable carry bags -in Telugu	HDC WhatsApp groups	300

26	27.11.20	MPEDA vision to take Indian seafood exports to Rs one lakh crore by 2030	HDC WhatsApp groups	300
27	29.11.20	Circulated article came in news paper on Recirculated Aquaculture system-in Telugu	HDC WhatsApp groups	300

NETFISH Impacts

- Due to continuous awareness created by NETFISH on hygienic handling of ice, the ice crushing practice was changed from old rusted iron ice crushers to the new screw conveyor ice crusher at Visakhapatnam fishing harbour. Three ice factories in the fishing harbour are changed to use new type of ice crushers to avoid direct crushing on floor.



Before & after ice handling practice

Innovative/sustainable fishing practice observed during the month

- In Visakhapatnam fishing harbour, the trash fish landing was banned by the boat owners associations as an initial step to conserve juvenile fishes. This is achieved due to the efforts taken by NETFISH through a series of meetings, awareness campaigns and training programmes conducting among stakeholders and fishermen. The boat owners association instructed the trash fish traders not to buy any trash landed in the fishing harbour. All the trash fish buyers supported the decision, and now the boat crew are leaving the trash back to the water. Hence about 50% of trash fish can survive even after caught in the trawl net. This also leads the fishers and boat owners to think about avoiding trash catch to reduce extra time for segregation. So now the boat owners contacted NETFISH and expressed their willingness to use square mesh cod ends. The areas earlier used for trash fish landing are now utilizing for unloading and packing of fish as they are clean.

4. ANDHRA PRADESH SOUTH

- 1 dry fish programme was conducted during the month as per the details given below.

<i>Selected Place</i>	<i>Df</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Vodarevu	1	1	30
Total	1	1	30

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No.of Beneficiaries</i>
1	24.11.20	Vodarevu	Dry fish programme	30



Dry fish programme at Vodarevu

➤ Details of other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
1	07.11.20	Online Evaluation	SCO & HDCs	Conducted evaluation of HDCs on marine mammal and sea turtle training programme
2	25.11.20	Participation in webinar	SCO	Attended webinar on Tuna Fisheries

Details of information disseminated to stakeholders on social media during the month

Date	Content Disseminated	Social Media Used	No: of Viewers
03.11.20	NETFISH poster on Don't spoil the coasts with plastic pollutants	HDC WhatsApp groups	250
04.11.20	Ocean starts with lifebuoy- in Telugu	HDC WhatsApp groups	250
05.11.20	Save the Hawksbill Turtles- in Telugu	HDC WhatsApp groups	250
06.11.20	Poster of All Sea Turtle Species	HDC WhatsApp groups	250
06.11.20	MPEDA webinar series on Seafood market updates from Vietnam scheduled on 10.11.2020	HDC WhatsApp groups	250
07.11.20	CETACEAN identification card cards- in Telugu	HDC WhatsApp groups	250
09.11.20	Poster on Turtle Excluder Device(TED)- in Telugu	HDC WhatsApp groups	250
09.11.20	Picture of Fish on wheels (Mobile Fish nutri cart)	HDC WhatsApp groups	250
09.11.20	Video of Carona second wave awareness	HDC WhatsApp groups	250
10.11.20	Poster of Points to remember on Onboard Handling of Fish	HDC WhatsApp groups	250
10.11.20	Poster of Points to remember on Onboard Handling of Fish	HDC WhatsApp groups	250
11.11.20	Information on Dugong conservation- in Telugu	HDC WhatsApp groups	250
13.11.20	Poster on save live stranding turtles at beaches	HDC WhatsApp groups	250
16.11.20	NETFISH Poster in Telugu on store fish with 1kg fish with 1kg ice	HDC WhatsApp groups	250
16.11.20	Forward the Utilize the PMSSY Schemes of Dept of AP Fisheries message in Telugu	HDC WhatsApp groups	250
18.11.20	Dispose your masks responsibly otherwise it will end up oceans in Telugu	HDC WhatsApp groups	250

19.11.20	Photo of Sanitizer dispenser stand with picture of Square mesh cod end	HDC WhatsApp groups	250
20.11.20	Picture of Square mesh cod end for sustainable fishing	HDC WhatsApp groups	250
20.11.20	World Fisheries Day wishes with the theme 2020	HDC WhatsApp groups	250
23.11.20	Looks like a Zero, Actually a Hero importance life buoy in Telugu	HDC WhatsApp groups	250
23.11.20	Disadvantages of Diamond mesh cod end in Telugu with comparative pictures with Square mesh cod end	HDC WhatsApp groups	250
23.11.20	Weather forecast and cyclone news in Telugu	HDC WhatsApp groups	250
24.11.20	Poster awareness on Covid19, Social distance and use of Mask in Telugu	HDC WhatsApp groups	250
25.11.20	Poster on not to use disposable carry bags and use cloth bag in fishing harbour in Telugu	HDC WhatsApp groups	250
27.11.20	MPEDA vision to take Indian seafood exports to Rs one lakh crore by 2030	HDC WhatsApp groups	250
29.11.20	Circulated article came in news paper on Recirculated Aqua culture system (RAS)- in Telugu	HDC WhatsApp groups	250

5. TAMIL NADU NORTH

➤ 2 harbours cleanup programmes were conducted as per the details given below.

<i>Selected Place</i>	<i>Special Prog.</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Nagapattinam	1	1	50
Mudasaloodai	1	1	125
Total	2	2	175

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No. of Beneficiaries</i>
1	12.11.20	Nagapattinam	Swachhta Pakhwada-Clean up	50
2	2.11.20	Mudasaloodai	World Fisheries Day-Clean up	125

➤ Details of other works and activities performed during the month are briefed below.

<i>Sl.No:</i>	<i>Date</i>	<i>Activity</i>	<i>People involved</i>	<i>Particulars</i>
1	04.11.20	Virtual meeting	DD & AD MPEDA, District collector, Cuddalore, SCO and other officials	District Export Promotion committee of Cuddalore District (DEPC) organized by DGFT
2	06.11.20	Discussion	SCO & DDF and ADF FIMSUL project Pondicherry	Discussion regarding the FIMSUL project-second instalment
3	09.11.20	Meeting	AD MPEDA, AD Fisheries, SCO and Inspector of Fisheries, Kasimedu	Attended the meeting arranged by AD Fisheries regarding participating more number of exporters in fish auction at Kasimedu fishing harbour.
4	11.11.20	Meeting	JD & AD Fisheries and SCO	Regarding vessel log sheet implementation, Harbour cleanup programme and Covid - 19 protocol to the fishermen.
5	13.11.20	Discussion	DDF Karaikkal & SCO	Discussion regarding FIMSUL project
6	19.11.20	Discussion	DD & AD Fisheries and SCO	Discussion regarding FIMSUL project
7	20.11.20	Discussion	SCO & ADF, Cuddalore	Discussion regarding CSR funding from SIPCOT industries.
8	20.11.20	Discussion	SCO & Mr. M.Vijay, District Development Manager, NABARD	Discussion regarding FPO formation in the fisheries sector.

Swatchhta Pakhwada 2020: A harbour cleanup programme was organized at Nagapattinam fishing harbour on 12th November 2020. Around 50 participants including State fisheries officials, SCO, NGO and fishermen and fisher women's have actively taken part in the cleanup programme. The participants were divided into 5 groups and cleaned the auction hall, net mending shed and wharf area. The waste materials were collected in gunny bags and transported to the Municipal waste handling place for safe disposal. NETFISH awareness notice on Hygienic handling and conservation of marine resources were distributed among the participants. NETFISH arranged refreshment to the participants.



Swachhta Pakhwada programme at Nagapattinam

World Fisheries day celebration: Another harbour cleanup programme was organized jointly with Department of fisheries on the occasion of World Fisheries Day on 21st November 2020 at Mudasaloodai fish landing centre and Annankovil fish landing centre. More than 100 volunteers had participated in the clean-up programme and the collected waste was handed over to Municipal staff for disposal.



World Fisheries Day programme at Mudasaloodai

Details of information disseminated to stakeholders on social media during the month

SL.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	1.11.20 to 30.11.20	<ul style="list-style-type: none"> • Square mesh cod end • Sea Safety- Life Jacket • Boat arrival details • Fishing boat operation details • Fisheries news published in various news papers • Local issues (Fisheries) 	Facebook and Whatsapp	1010

		<ul style="list-style-type: none"> • Fish market news • COVID 19 news related to fisheries • Destructive fishing practices • Weather information issued by the fisheries department • Other messages announced by the fisheries department 		
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NETFISH Impacts

- In Nagapattinam Fishing harbour, NETFISH in association with Fisheries Department had successfully implemented vessel log sheet system.

7. TAMIL NADU SOUTH

- 3 extension programmes were conducted as per the details given below

<i>Selected Place</i>	<i>Harbour</i>	<i>Dry fish</i>	<i>Special</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Theresapuram			1	1	60
Thengapattinam	1			1	13
Kanyakumari		1		1	40
Total	1	1	1	3	113

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No. of Beneficiaries</i>
1	12.11.20	Theresapuram	Swachhta Pakhwada-Clean up	60
2	25.11.20	Thengapattinam	Harbour based programme	13
3	26.11.20	Kanyakumari	Dry fish programme	40

- Other works and activities performed during the month are briefed below.

<i>Sl.No:</i>	<i>Date</i>	<i>Activity</i>	<i>People involved</i>	<i>Particulars</i>
1	03.11.20	Meeting	SCO & Scientists of CMFRI-TRC	Served as Invited external Judge for Quiz and Elocution competitions between 10 Colleges for World Jellyfish Day 2020, conducted by CMFRI, Tuticorin
2	07.11.20	Virtual evaluation	SCO	Conducted Assessment of HDCs on Marine Mammal Training
3	13.11.20	Webinar	SRD, MPEDA, Tuticorin & SCO	Webinar on Covid 19 Protocols for seafood sector organized by MPEDA, SRD, Tuticorin and conducted by NETFISH, Tuticorin at Surya Seafood Pvt Ltd, M/s.Philips Seafood Pvt Ltd, and Baby Marine Seafood Pvt Ltd.
4	16.11.20	Discussion	SCO, Mr. Viju, Fishermen Cooperative Leader & Members	Regarding FPO formation
5	17.11.20	Meeting & Webinar	SCO & HDC	HDC meeting at Colachel & Webinar on MPEDA Covid19 protocols to seafood sector organized by MPEDA, SRD, Tuticorin and conducted by NETFISH, Tuticorin at M/s. Diamond Sea Food Exports, M/s. Edayam Frozen Foods Private Limited, M/s.Kader Investment and Trading Co.Pvt. Ltd.
6	18-11-2020	Meeting & Webinar	SCO & HDC	HDC meeting at Chinnamuttom & Webinar on MPEDA Covid19 Protocols to seafood sector organized by

				MPEDA, SRD, Tuticorin and conducted by NETFISH, Tuticorin at M/s V V Marine, M/s. Theva & Co., and M/s. Amulya Sea foods Pvt. Ltd.
7	19.11.20	Discussion	SCO, officials of Overseas Pvt Ltd, Ernakulam & Vice-President, AMRL, SEZ, Nanguneri.	Visit to Nanguneri SEZ regarding land allotment in Fisheries sector to Greatful Overseas Pvt. Ltd. & Linkages with FPO and setup of micro fish processing units.
8	20.11.20	Field visit	SCO, officials of Overseas Pvt Ltd, Ernakulam & HDC, Colachel	Visit to two major FHs in KK Dist with Promoters of Greatful Overseas Pvt. Ltd., Ernakulam for Fish market assessments & Linkages with FPO
9	21.11.20	Participation in World Fisheries Day Celebration	SCO, ADF, Colachel, Inspector of Fisheries, and MSSRF, NGO	Delivered lecture on Sea Safety on the occasion of celebration of World Fisheries Day 2020 at Colachel FH
10	23.11.20	Meeting	SCO & Mr. Gauthaman Inspector of Fisheries, Nagercoil	Regarding implementation of Vessel log sheets in Deep sea fishing vessels.
11	24.11.20	Meeting & Webinar	SCO & DDM, NABARD, K.K District	Regarding training for FPO aspirants/ Webinar on MPEDA -covid19 Protocols to seafood sector organized by MPEDA, SRD, Tuticorin and conducted by NETFISH, Tuticorin at M/s. Gladson Exporters, Muttom & M/s. Peninsular Fisheries Pvt Ltd.
12	25.11.20	Meeting	SCO, Inspector of Marine Enforcement Wing, MSSRF, Nagercoil & HDC, Thengapattinam FH	Meeting with cluster boat members at Thengapattinam regarding benefit sharing, requirements for hygienic handling of Tuna in Boats, NETFISH Contribution, Requirement of G&G processing, Alterations suggested by boat owners in store for chill killing rather than providing insulated boxes etc.

Swachhta Pakhwada 2020: A fish landing centre clean-up programme was organized at Theresapuram Fish landing centre on 12th November 2020. Mrs. Anju, AD MPEDA, Tuticorin inaugurated the programme. About 60 participants including official from MPEDA, State fisheries Department, SCO, HDCs and fisher folk from Tuticorin took part in the clean up event. Cleaning kits such as gunny bags, brooms, gloves, shovels, lotions and bleaching powder were provided in the programme. The participants were divided into 5 groups and they collected all sort of debris from entire Theresapuram beach for a distance of about 1.5 km. One group cleaned the Theresapuram FLC with water and soap and applied bleaching powder for sanitization. About 2 tons of wastes comprised mostly of plastic bags, bottles and cups, glass bottles, cloths, ropes, boat discards such thermocol, nets, chappals and other materials were collected and segregated with the support of volunteers and Municipality workers. The segregated debris was then handed over to Municipality for proper disposal.



Swachhta Pakhwada programme at Therespuram

Details of information disseminated to stakeholders on social media during the month

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers (Approx)
1	03-11-20	Ocean start with lifebuoy- MPEDA Poster (Tamil & English)	Watsapp	600
2	05-11-20	Our solutions are in Nature- MPEDA Poster (Tamil & English)	Watsapp	600
3	08-11-20	MPEDA aims to- MPEDA Poster (Tamil & English)	Watsapp	600
4	09-11-20	Titanic- MPEDA Poster (Tamil & English)	Watsapp	600
5	10-11-20	Onboard handling of fishes- MPEDA Poster (Tamil & English)	Watsapp	600
6	10-11-20	Personal safety at sea- MPEDA Poster (Tamil & English)	Watsapp	600
7	13-11-20	We don't need your masks- MPEDA Poster (Tamil & English)	Watsapp	600
8	14-11-20	Stop juvenile fishing, Let them have an adulthood - MPEDA Poster (Tamil & English)	Watsapp	600
9	20-11-20	VMS- MPEDA Poster (Tamil & English)	Watsapp	600
10	20-11-20	Fight the fire- MPEDA Poster (Tamil & English)	Watsapp	600
11	21-11-20	World fisheries day- MPEDA Poster (Tamil & English)	Watsapp	600
12	23-11-20	With great fishing comes great responsibility - MPEDA Poster (Tamil & English)	Watsapp	600

Innovative/sustainable fishing practice observed during the month

- Hook and Line fishing is practiced in Thengapattinam and Colachel. This is a sustainable fishing practice. The fishers are also involved in G & G Processing and hygienic handling onboard, by use of sufficient quantity of ice and keeping the fishes on plastic sheets.

8. KERALA SOUTH

- A harbour cleanup programmes was conducted as per the details given below.

Selected Place	Special Pgm.	Total Programme	Total Beneficiaries
Thottappally	1	1	50
Total	1	1	50

No.	Date	Place	Type of Programme	No.of Beneficiaries
1	11.11.20	Thottappally	Swachhta Pakhwada-clean up	50

➤ Other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
1	05.11.20	Virtual Meeting	CE NETFISH, Scientists of CIFT Kochi & SCO	Project Monitoring committee meeting in connection with SC/ST project
2	05.11.20	Online meeting	SCO & HDC	Evaluation of HDC in connection with Marine mammal project
3	13.11.20	Field visit	SCO, DDM, NABARD & Fr. Stephen J.Punnakkal, Arthungal Basilica	Regarding formation of a dry fish unit and fresh fish unit under Farmer Producer Organization at Arthungal .
4	18.11.20	Meeting	SCO & Shipyard Officials	Discussion regarding solar dryer project
5	19.11.20	Application Distribution	SCO	Application distribution in connection with SCST Project at Vaikom region
6	21.11.20	Participation in WFD celebration	CE & SCOs	Attended World Fisheries Day Celebration organized by CIFNET, Kochi
7	25.11.20	Training	CE & SCOs	Attended Seafood processing training at Baby marine International, Thoppumpady.

Swachhta Pakhwada 2020: On 11th November 2020, a harbour cleanup programme was organized at Thottappally fishing harbour. The cleaning programme was inaugurated by Shri. Mohit, Sub Inspector, Coastal Police Station in a function presided over by Dr.Joice V.Thomas, CE, NETFISH. In the inaugural function, the fishers were given with awareness on Covid 19 guidelines and urged them to maintain all Covid 19 protocols during the entire cleanup programme. Around 40 participants attended the cleanup activity. The collected waste was removed from the harbour using a JCB and a truck. NETFISH provided Sanitizer, face mask and hand gloves to the participants.



Swachhta Pakhwada programme at Thottappally

Details of information disseminated to stakeholders on social media during the month

Sl.No	Date	Content Disseminated	Social Media Used	No. Of Viewers
1	03-11-2020	Life Buoy	Whatsapp	1891
2	05-11-2020	Our Solutions are in nature	Whatsapp	1937
3	07-11-2020	MPEDA Cleanup campaign	Whatsapp	1933
4	08-11-2020	Personal safety at sea	Whatsapp	1767
5	09-11-2020	Life Jacket	Whatsapp	1816
6	10-11-2020	Onboard handling of fish	Whatsapp	1778
7	10-11-2020	MPEDA International film link	Whatsapp	1820

8	15-11-2020	Juvenile Fishing	Whatsapp	1732
9	16-11-2020	Portable fire Extinguisher	Whatsapp	1683
10	18-11-2020	We Don't need your mask	Whatsapp	1719
11	19-11-2020	World Antibiotics Awareness week	Whatsapp	1692
12	20-11-2020	Best Marine State	Whatsapp	1707
13	20-11-2020	Vessel Monitoring System	Whatsapp	1724
14	21-11-2020	World fisheries day	Whatsapp	1541
15	21-11-2020	World fisheries day program CIFNET	Whatsapp	1649
16	23-11-2020	Lifebuoy looks like zero	Whatsapp	1694
17	26-11-2020	The Indian constitution day	Whatsapp	1743
18	27-11-2020	Netfish-MPEDA harbour Fish Handling Poster	Whatsapp	1696
19	27-11-2020	MPEDA QC/Elisa Labs	Whatsapp	1688
20	28-11-2020	Global Export Tour 2019	Whatsapp	1726
21	29-11-2020	Cyclone warning	Whatsapp	1725

NETFISH Impacts

- ▶▶ Kadalora Farmers Producer Company at Alappuzha came forward to start Fresh fish and dry fish online sales unit under the influence of NETFISH guidance. Drying area is selected at Chellanam for setting up of dryer unit.
- ▶▶ Due to timely intervention of NETFISH, the Gill net fishing boats at Thoppumpady fishing harbour got permission to enter into the harbour after registering in Covid 19 Jagrata portal by following all Covid 19 protocols.

8. KERALA NORTH

- 9 awareness programmes were conducted as per the details given below.

<i>Selected Place</i>	<i>Vessel based</i>	<i>PPC</i>	<i>PC</i>	<i>Special Prog.</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Ponnani				1	1	50
Edavanakkad		2			2	30
Malippuram		1			1	20
Njarakkal		1			1	26
Cheruvypu		2			2	34
Thoppumpady			1		1	31
Vypeen	1				1	12
Total	1	6	1	1	9	203

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No.of Beneficiaries</i>
1	10.11.20	Ponnani	Swatchhta Pakhwada – Cleanup	50
2	18.11.20	Edavanakkad	PPC	14
3	18.11.20	Edavanakkad	PPC	16
4	19.11.20	Malippuram	PPC	20
5	19.11.20	Njarakkal	PPC	26
6	24.11.20	Cheruvypu	PPC	14
7	24.11.20	Cheruvypu	PPC	20
8	25.11.20	Thoppumpady	Processing centre programme	31
9	27.11.20	Vypeen	Fishing vessel programme	12

- Other works and activities performed during the month are briefed below.

<i>Sl.No:</i>	<i>Date</i>	<i>Activity</i>	<i>People involved</i>	<i>Particulars</i>
1	10.11.20	Meeting	SCO, District Collector Malappuram, DDF Malappuram, HED, Matsyafed and Tanur Harbour society members	Tanur fishing Harbour Management committee meeting
2	17.11.20	Discussion	SCO & Boat owners	Regarding boat cluster

				formation
3	21.11.20	Participation in WFD celebration	CE & SCOs	Attended World Fisheries Day Celebration organized by CIFNET, Kochi

Swachhta Pakhwada 2020: A harbour cleanup programme was arranged at Ponnani fishing harbour. The cleanup was completed in three days during 6th, 9th and 10th November 2020. The event was inaugurated by Shri. Atheeq P., Councilor, Ponnani Municipality. Smt.Chithra M., DD Fisheries thanked NETFISH for selecting Ponnani FH to conduct the programme. Shri. Rajiv. M.T. Executive Engineer, HED offered all possible assistance from the department for the harbour cleanup programme. Representatives from Coastal police, boat owners and harbour workers were present on the occasion. During the programme large quantities of abandoned wire ropes dumped in various places in the harbour compound was loaded into truck using JCB and removed from the harbour premises. The solid waste materials, paper, polythene, plastic bottles etc. were also removed. Ponnani municipality had sent four women labourers to collect and carry the wastes to the waste managing site under the municipality. The soil and mud was also well removed from the compound using motors and hoses. The entire harbour area was well washed. The stake holders appreciated the efforts taken by NETFISH to clean the fishing harbour. NETFISH provided sanitizer, face masks and gloves to the participants. The entire programme was conducted following Covid 19 protocols.



Swachhta Pakhwada programme at Ponnani

Details of information disseminated to stakeholders on social media during the month

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	02.11.2020	Covid-19 protocols to be followed in fishing harbours	Whats app	1269
2	03.11.2020	Over fishing	Whats app	837
3	04.11.2020	Good habits to be followed in fishing boats	Whats app	1289
4	04.11.2020	Good habits to be followed in fishing harbours	Whats app	1124
5	05.11.2020	Protecting Nature	Whats app	1258
6	08.11.2020	Personal safety at sea	Whats app	656
7	09.11.2020	Covid-19 protocols to be followed in fishing harbours	Whats app	855
8	10.11.2020	Importance of Life Jacket at sea	Whats app	1218
9	11.11.2020	Swachhta Pakhwada programme at Ponnani FH	Whats app	858
10	12.11.2020	MPEDA International Film on Covid Protocol	Whats app	1264
11	13.11.2020	Treat fish only in hygienic condition	Whats app	1254

12	14.11.2020	Sea Turtle found in Fort Kochi	Whats app	1099
13	14.11.2020	Stop Juvenile fishing	Whats app	1260
14	16.11.2020	Proper and correct Icing	Whats app	1264
15	18.11.2020	MPEDA International Film on Covid Protocol	Whats app	1127
16	19.11.2020	Award for Odisha as best marine state	Whats app	1095
17	19.11.2020	National Award for Sahyadri Fisheries Company, Kerala	Whats app	1086
18	21.11.2020	World Fisheris Day	Whats app	1243
19	23.11.2020	NETFISH video reg juvenile fishing	Whats app	841
20	24.11.2020	Photo regarding importance of wearing mask and social distancing	Whats app	1241
21	24.11.2020	Fishing Boat caught by cops for illegal fishing	Whats app	1080
22	25.11.2020	Covid-19 protocols to be followed in fishing harbours	Whats app	1240
23	26.11.2020	Indian constitutional day	Whats app	900
24	27.11.2020	Good habits to be followed in fishing harbours	Whats app	1104
25	27.11.2020	Turtle Excluder Device (TED)	Whats app	422
26	28.11.2020	Good habits to be followed in fishing boats	Whats app	1125
27	29.11.2020	Ocean Conservation	Whats app	1114
28	29.11.2020	Cyclone warning	Whats app	361



PPC Programme at Munambam



PPC Programme at Njarakkal

9. Karnataka & Goa

➤ 9 awareness programmes were conducted as briefed below.

<i>Selected Place</i>	<i>Harbour based</i>	<i>Df</i>	<i>Special Prog.</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Gangolli	1	3	1	5	205
Udupi		3	1	4	92
Total	1	6	2	9	297

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No.of Beneficiaries</i>
1	11.11.20	Gangolli	Swatchhta Pakhwada-Clean up	125
2	17.11.20	Gangolli	Harbour based programme- CIFT	20
3	18.11.20	Gangolli	Dry fish programme - CIFT	20
4	19.11.20	Udupi	Dry fish programme- CIFT	20
5	20.11.20	Udupi	Dry fish programme- CIFT	20
6	24.11.20	Gangolli	Dry fish programme - CIFT	20
7	25.11.20	Gangolli	Dry fish programme - CIFT	20
8	26.11.20	Udupi	Dry fish programme- CIFT	20
9	26.11.20	Udupi	Value additionprogramme- CIFT	32

➤ Other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
1	05.11.20	Online training	SCO & HDC	Regarding Marine mammal and sea turtle by catch data collection
2	06.11.20	Online training	SCO & HDC	Regarding Marine mammal and sea turtle by catch data collection
3	07.11.20	Online meeting	SCO & HDC	Evaluation of HDC regarding marine mammal project.
4	14.11.20	Discussion	SCO & SC Fishers	Regarding conduct of CIFT programme.

Swachhata Pakhwada 2020: NETFISH in association with CARES NGO had conducted a cleanup event at Gangolli fishing harbour on 11th November 2020. The programme started with a stakeholders meeting in which Shri. B. M. Sukumar Shetty, Honorable MLA, Bindoor constituency, Smt. Shobha Putran, ZP member, Gangolli, Shri. Sreenivas Kharvi, President, Gangolli Village Panchayath, Officials from Dept. of fisheries, Coastal Security Police, Boat association leaders, fisher union members, Fish merchant's association members, Fishermen Co-operative Society association members, SCO, NGO and HDCs were present. State Coordinator, NETFISH explained the objectives of the cleanup programme and urged the fishers to follow Covid 19 guidelines inside the fishing harbour. Shri. B M Sukumar Shetty, inaugurated the clean-up programme and advised the fishers to properly utilize the facilities provided to them in the harbour. After the inaugural session a demonstration on how to clean the fishing harbour and auction hall was arranged with the help of fishers. Thereafter the auction hall, wharf, packing area, parking area, drainages and harbour premises were cleaned by labours and volunteers. In addition to hand picking of solid wastes, machineries were also used to cut the grass and shrubs from the harbour premises. After cleaning the collected wastes are loaded to a vehicle and transported to local SLRM unit for disposal. Cap, face mask, sanitizer and hand gloves were distributed among the participants during the programme. More than 100 volunteers and 20 labours participated in the cleanup programme.



Swachhta Pakhwada programme at Gangolli

Details of information disseminated to stakeholders on social media during the month

Sl.No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	2/11/20	Types of Gills in Manta Ray (Ray Fishes)	Whatsapp	697
2	3/11/20	World Tsunami Awareness Day Developed by INCOIS	Whatsapp	697
3	5/11/20	Aims of MPEDA a. Promoting of sea food export. b. Sustainable support for seafood export	Whatsapp	697

		c. Compliance with market Regulations d. Encourage for technology upgradation and investment in value of sea food		
4	10/11/20	Cleanup Campaign by MPEDA with Swachhata Pakhwada 2020.	Whatsapp	697
5	8/11/20	Personal Safety At Sea	Whatsapp	697
6	9/11/20	Points for Onboard Handling of Fish	Whatsapp	697
7	10/11/20	Types Of Marine Mammals	Whatsapp	697
8	12/11/20	Awareness on Disposal Of face Mask	Whatsapp	697
9	14/11/20	Threats Of Juvenile Fishing Specially on children's Day	Whatsapp	697
10	15/11/20	About Portable Fire Extinguishers to be carried in vessels.	Whatsapp	697
11	21/11/20	World Fisheries Day (21st November)	Whatsapp	697
12	17/11/20	Warning msgs on pre-cyclone over southwest and adjoining southeast Bay of bengal by INCOIS.	Whatsapp	697
13	21/11/20	Jellyfish outreach by ICAR CMFRI	Whatsapp	697
14	22/11/20	Responsibilities of Fishermen	Whatsapp	697
15	23/11/20	Wear mask to avoid risks	Whatsapp	697
16	26/11/20	Indian Constitution day 26th November.	Whatsapp	697
17	27/11/20	Requesting To fishermen to share pictures or Videos of Rescuing Marine mammals and marine turtles if available.	Whatsapp	697
18	28/11/20	India Has Retained 4th position in top 10 countries in Global Export tour 2019	Whatsapp	697



Dry fish programme at Udupi



Dry fish programme at Gangolli

10. MAHARASHTRA

- Extension programmes consisted of 11 awareness programmes, as per the details given below.

<i>Selected Place</i>	<i>Harbour based</i>	<i>Vessel based</i>	<i>Special Prog.</i>	<i>Total Programme</i>	<i>Total Beneficiaries</i>
Alibag			1	1	30
Harne	4	6		10	91
Total	4	6	1	11	121

<i>No.</i>	<i>Date</i>	<i>Place</i>	<i>Type of Programme</i>	<i>No.of Beneficiaries</i>
1	12.11.20	Alibag	Swachhta Pakhwada-Clean up	30
2	24.11.20	Harne	Harbour based programme	11
3	24.11.20	Harne	Harbour based programme	10
4	25.11.20	Harne	Vessel based programme	7
5	25.11.20	Harne	Vessel based programme	8

6	26.11.20	Harne	Vessel based programme	7
7	26.11.20	Harne	Vessel based programme	7
8	27.11.20	Harne	Harbour based programme	8
9	27.11.20	Harne	Harbour based programme	10
10	28.11.20	Harne	Vessel based programme	7
11	28.11.20	Harne	Vessel based programme	16

➤ Other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
1	21.11.20	Participation in WFD celebration	SCO	World Fisheries Day celebration by National Fish Workers' Forum and Maharashtra Machhimar Kruti Samiti at Arnala, Palghar
2	24.11.20 to 28.11.20	Discussion	SCO & Mr.Boghani, MVSS,Thane	Regarding basic facilities and infrastructure development, LED light fishing, Intrusion of high speed trawlers from other states within 12 nautical miles of Maharashtra territorial waters, Purse seine fishing within territorial waters of Maharashtra, etc.

Swachhta Pakhwada 2020: On 12th November, a clean-up was conducted at Sakharakshi landing centre, Raigad district in association with Nehru Yuva Kendra and Rural Young Foundation, Alibag. The event started with an awareness message by Dr. Dipti Patil, BDO Panchayat Samiti Alibag. She revealed the importance of hygiene and sanitation in day to day life on the background of Covid 19 pandemic. She also urged to follow the Covid 19 guidelines like frequent hand wash using liquid soap and potable water, use of face mask and maintenance of social distance. Dr. Kailash Choulkar, Additional BDO, Panchayat Samiti, Alibag, Sarpanch and Deputy Sarpanch of Sakharakshi Grampanchayat, Shri. Aniket Kondaj, Sagari Simamanch, Alibag, Shri. SushilSaikar, Nehru Yuva Kendra and Rural Young Foundation, Alibag, SCO, and NGO and around 30 volunteers from NYKRYF were also present on the occasion. NETFISH distributed T-shirt, cap, hand gloves and facemask to the participants. Cleaning activity started from Sakharakshi Society, then moved to Sakjarakshi landing center ended at nearby beach area with a collection of around 3 tons of debris which includes plastic sheets, mineral water bottles, thermocol pieces and dishes, pieces of puff material used for insulation in the fishing boats, fishing nets, tires, medicine bottles, cement bags, tin cans, plastic glass, paper and cartons, etc. The collected waste material was transported to dumping ground for safe disposal.



Swachhta Pakhwada programme at Sakharakshi landing centre

Details of information disseminated to stakeholders on social media during the month

Sl. No:	Date	Content Disseminated	Social Media Used	No: of Viewers
1	03.11.20	Photos of “Capacity Building Training Programmes for Fishers” from Odisha	WhatsApp groups	787
2	04.11.20	NETFISH can conduct Training programmes on Hygienic production of dry fish and formation of FPOs. Animation Video Capsule “Square mesh cod end” in Marathi to all Stakeholder groups.		787
3	05.11.20	Photos of “On board Training Programmes for Fishers” from Odisha and Video of “Fish handling at Deshpriya fishing harbour West Bengal		787
4	06.11.20	“Covid-19 Guidelines for Seafood Sector” in Marathi language Photos of “Harbour Clean-up programme” from Bahabalpur, Balasore, Odisha.		787
5	08.11.20	PPT in Marathi language “Hygienic Production of Solar Dried fish”. Swachhata Pakhwada Photos of other regions		787
6	09.11.20	Video on Covid-19		787
7	10.11.20	Cleanup programme photos from Andhra Pradesh to NETFISH WhatsApp groups.		787
8	11.11.20	Newspaper Article in Marathi language on “Drinking tea from Plastic glasses as well as from Paper glasses is hazardous” Photos of “Ice handling activities at Nagapattinam fishing harbour from Tamilnadu” and Cleanup programme photos from Ponnani harbour Kerala Translated “Identification of Whales from Indian EEZ” Presentation in Marathi language Cleanup programme photos from Gangoli harbour Karnataka to NETFISH WhatsApp groups.		787
9	12.11.20	Photos of “Landing Centre Cleanup Programme at Sakharakshi”.		787
10	13.11.20	Memes “We don’t need your masks!”		787
11	14.11.20	Meme “Stop Juvenile Fishing, Let them have an Adulthood” translated in Marathi language		787
12	15.11.20	Translated “Identification of Dolphins, Porpoise and Dugong from Indian EEZ” Presentation in Marathi language.		787
13	19.11.20	“Odisha wins Prestigious Fisheries Award i.e. Best Marine State” and other news related to it to all stakeholders NETFISH groups in Maharashtra. Based on my Presentation of Hygienic production of dry fish in Marathi language, Shri. Mahendra Paradkar a reporter had written an article in newspaper.		787
14	21.11.20	Meme “MPEDA celebrates World Fisheries Day” in Marathi language		787
15	22.11.20	Meme “Odisha Government adds fish nutrition to anganwadi diet chart		787
16	23.11.20	Photos of Porpoise found near Kodyakarai coast, Tamilnadu.		787
17	24.11.20	PPC training photos from Gujarat to NETFISH Maharashtra WhatsApp groups.		787
18	25.11.20	Message to Stakeholders about MPEDA Statistics division Webinar dated 26.11.2020 for registration of interested stakeholders.		787
19	27.11.20	NETFISH Website photos from Maharashtra to Stakeholders		787



Harbour based programme at Harne



Vessel based programme at Harne

NETFISH Impacts

- It was a regular practice of keeping fish on beaches during auction at Harne till 2019. This bad practice is completely stopped at Harne due to continuous awareness programmes and training programmes as well as meetings with stakeholders by NETFISH.



Before & after situation in Harne

- Due to NETFISH continuous awareness programmes, the boat owners at Harne booked 100 numbers of 40 mm square mesh cod end nets for their regular use.

11. GUJARAT

- 7 training programmes were conducted, as briefed below.

Selected Place	PPC	Special Prog.	Total Programme	Total Beneficiaries
Veraval	2	1	3	140
Mangrol	1		1	30
Porbandar	3		3	90
Total	6	1	7	260

No.	Date	Place	Type of Programme	No. of Beneficiaries
1	09.11.20	Veraval	Swatchhta Pakhwada-Clean up	80
2	20.11.20	Mangrol	PPC	30
3	24.11.20	Veraval	PPC	30
4	25.11.20	Veraval	PPC	30
5	26.11.20	Porbandar	PPC	30
6	26.11.20	Porbandar	PPC	30
7	27.11.20	Porbandar	PPC	30

- Other works and activities performed during the month are briefed below.

Sl.No:	Date	Activity	People involved	Particulars
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1	03.11.20	Discussion	SCO & Dept .of fisheries officials and Boat association President	Regarding arrangement of clean up event for Swachhta Pakhwada 2020
2	06.11.20	HDC Interview	DD MPEDA &SCO	Conducted interview for appointment of HDCs at Porbandar , Okha and Jakhau FH
3	07.11.20	HDC Interview	DD MPEDA &SCO	Conducted interview for appointment of HDCs at Porbandar , Okha and Jakhau FH
4	08.11.20	Virtual Evaluation	SCO	Conducted evaluation of HDCs regarding Marine mammal and sea turtle by-catch training programme
5	10.11.20	Participation in webinar	SCO	Attended Webinar on Vietnam sea food market", organized by MPEDA.
6	21.11.20	Participation in WFD celebration	SCO	Attended World Fisheries Day celebration organized by Dept.Of Fisheries, Mangrol.
7	27.11.20	Discussion	SCO & Boat Association members.	Regarding fishing vessel based programme.

Swachhata Pakhawada 2020: A harbour clean-up was conducted at Veraval fishing harbour on 9th November 2020. The programme was inaugurated by Shri.TusharPurohit, Assistant Director, Dept. of fisheries, Veraval. Shri.Tulsibhai Gohel, President, Veraval Sanyukat Machhimar Boat Association, Shri. Vasarambhai Solanki, President, Bhidaya Koli Samaj Boat Association, Shri.Rameshbhai Dalki, President, Bhiday Kharva Samaj Boat Association, Shri. Paresh Kotiya, Councillor, Bhidaya plot, Veraval Patan Sanyukt Nagarpalika, students of College of Fisheries, Shri. Kanji B Jadav, President, B.A.Y.E.R.D.F.T, State Coordinator, NETFISH were present on the occasion. Around 80 participants actively involved in the harbour cleanup programme. They collected around 1000-1500 Kg of solid waste from the harbour premises and disposed off. The participants were provided with cap, mouth piece and face mask and maintained all Covid 19 guidelines during the cleanup event. The boat association members engaged 14 labours also to clean the road, drainage and surroundings of the auction market hall. NETFISH provided refreshment to all the participants. The main achievement of the programme was that the boat association members continued the cleanup programme for next 3 more days to clean remaining places away from the market hall with their own expenditure by engaging labourers and fishermen of their community.



Swachhata Pakhwada clean-up at Veraval

Details of information disseminated to stakeholders on social media during the month

Sl.No:	Date	Content Disseminated	Social	No: of
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			Media Used	Viewers
<u>1</u>	01/11/20	Blood circulation in fish, Gills of Manta Ray, Beluga Whale, Reduce discharge of sewage in the Ocean, Dolla fish	Whats APP	More than 1000
<u>2</u>	02/11/20	Ribbon fish/Hair tail, Reason for decrease of sea food production, Whale shark celebration programme by Wild Life trust of India, Indian mackerel	Whats APP	More than 1000
<u>3</u>	03/11/20	Fibropapillomatosis(FP) Sea Turtle, Mahi Mahi fish, Jelly fish, Antarctic Blue - the largest animal of the Planet, Midwater Trawl	Whats APP	More than 1000
<u>4</u>	04/11/20	Factors spoiling Marine environment, Information about Black Pomfret	Whats APP	More than 1000
<u>5</u>	05/11/20	Indo pacific King mackerel, The weight of Shark, Dall's Porpoise, Dolphins /Whale sharks/ great white sharks etc., plastic pollution in Sea, Marine Mammals conservation	Whats APP	More than 1000
<u>6</u>	06/11/20	White fish, Solid waste created by Human being in Sea, Hammer Head Sharks	Whats APP	More than 1000
<u>7</u>	07/11/20	The Sea water Minerals, Swachhata Pakhwada started by MPEDA by organizing event of Clean-up programme, Torpedo Scad	Whats APP	More than 1000
<u>8</u>	08/11/20	Information about Dolphins, Green Sea Turtle & Fin whale Photos of Sea Pollution	Whats APP	More than 1000
<u>9</u>	09/11/20	Indo pacific Porpoise, Fish on Wheels business by getting benefit Under PMMSY scheme, Cuttle fish, Photos of clean-up programme organized at Veraval fishing harbor under swachhta pakhwada before and after photo circulated	Whats APP	More than 1000
<u>10</u>	10/11/20	Bombay duck fish, Eel fish, Three main reason to eat fish, Coral reef conservation	Whats APP	More than 1000
<u>11</u>	11/11/20	Discharge of solid waste in Sea, Catfish Eggs lay by 6 type of sharks	Whats APP	More than 1000
<u>12</u>	12/11/20	Blue whales, MM&T, Marine algae	Whats APP	More than 1000
<u>13</u>	13/11/20	Important marine algae cultivable species of India, Sole fish, Fish drying technique	Whats APP	More than 1000
<u>14</u>	14/11/20	Information of Indian Maritime states, UT and Islands etc., Dolphin, Dugong and sea turtle	Whats APP	More than 1000
<u>15</u>	15/11/20	Black Pomfret, Stop juvenile fishing, Life cycle of fishes	Whats APP	More than 1000
<u>16</u>	16/11/20	Sperm whale	Whats APP	More than 1000
<u>17</u>	17/11/20	Information about DAT (Distress Alert Transmitter),Solid waste accumulating at islands,Giant Mud Crab,Did you know Dipnoan, Chondrosteian, Holostean fish ?,Purse seine fishing,Sea Cow,Tuna fish	Whats APP	More than 1000
<u>18</u>	18/11/20	Indian conger eel,Sea otter, Indian Butter fish, destroy your mask responsibly, life buoy, dolphin sleep with it's half brain active	Whats APP	More than 1000
<u>19</u>	19/11/20	Sea Lion, Scheme of Boat engine by Dept. of fisheries, Gujarat,Sea Horse, Use of deep freezer, The role of gills in Fishes	Whats APP	More than 1000
<u>20</u>	20/11/20	Brakishwater shrimp farming, Leather Jacket fish, Whale shark, Death of Marine Mammals due to plastic waste in sea, threadfin bream, Indo pacific king mackerel	Whats APP	More than 1000
<u>21</u>	21/11/20	Information about Marine Mammal, Purpose of Celebration of World Fisheries Day, Garnai Fish, Pink Perch	Whats APP	More than 1000
<u>22</u>	22/11/20	Yellow fin tuna, Blood of crab, Bottle nose dolphin, How eel is generating electric waves, Ribbon fish fried dish, Do You	Whats APP	More than 1000

		Know 145 species of Sea weeds?, Hilsa & Indian Mackerel Dish		
<u>23</u>	23/11/20	World fisheries day celebrated by Ministry of fisheries Govt. of India, Information about Sharks, Precaution for Covid-19, Prawn Stuffed bitter Gourd, With Great Fishing Comes Great Responsibility	Whats APP	More than 1000
<u>24</u>	24/11/20	Information about sardine fish, 24 th November National Sardine Day, Sea Turtle, Information chart about wearing Mask to save life from Corona Infection, Information about shrimps	Whats APP	More than 1000
<u>25</u>	25/11/20	Did you Know ? Kashmir is the 2 nd state in the india which has fish hospital for the better production of fishes	Whats APP	More than 1000
<u>26</u>	26/11/20	Benefit of Fish oil, Dolphin having teeth but instead of chewing food it swallow the food, What is Piped eggs, there is no color for prawns blood but once it comes out it become blue	Whats APP	More than 1050
<u>27</u>	28/11/20	1.Information about octopus	Whats APP	More than 1050
<u>28</u>	29/11/20	Do you know that 7% share of India in world fish production	Whats APP	More than 1100
<u>29</u>	30/11/20	DOI MACH Bengali Dish, Dried fishes, Fishes having less fat and more protein and having Omega 3 fatty acid, Teeth of Fishes like PACU is similar to human being	Whats APP	More than 1100

NETFISH impacts

- Due to NETFISH continuous awareness messages, majority of the boat owners at Veraval, Mangrol and Porbandar fishing harbour are now sending their materials directly to processing plants to reduce post harvest loss as well as to minimize handling of fish to follow Covid-19 guidelines.



- In Veraval fishing harbour, the fishermen are using cleaned crates to handle fishes at harbour. Also the fishermen are maintaining cleanliness in the working premises before and after use.



- In Gujarat, the boat owners day by day converted their three wheelers in to Stainless steel instead of wooden or GI at majority of fishing harbours and landing centres.



- As a result of NETFISH awareness programmes, the unauthorized pre-processing centre workers at Veraval, Mangrol and Porbandar are now started using a dress code provided by NETFISH while at work.



Before - training at Porbandar

After - training at Porbandar



Before - training at Veraval

After - training at Vearaval



Before – training at Mangrol



After – training at Mangrol

Innovative/sustainable fishing practice observed during the month

- ▶▶ NETFISH Gujarat had given training to HDCs and further HDCs have trained the fishermen about Marine mammals and sea turtles, the fishermen has released a whale and a turtle which is accidentally caught in their net during fishing.

