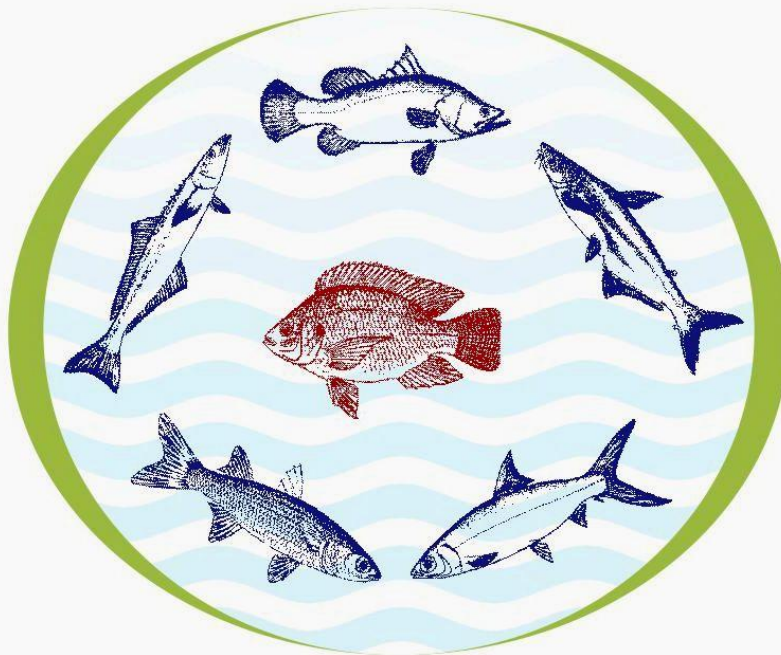


National Workshop on

**MARKETING STRATEGIES FOR
NEWLY CULTURED FISHES IN INDIA**

16-03-2016

CIBA Auditorium, Chennai - 600 028



Organised by

**THE FISHERIES TECHNOCRATS FORUM
CHENNAI - 600 006**

&

**CENTRAL INSTITUTE OF BRACKISHWATER AQUACULTURE
CHENNAI - 600 028**

Preamble

Apart from the ongoing commercial culture of Indian and exotic carps in the freshwater bodies in India, the fast growing and table quality marine fishes like Asian Sea Bass (*Lates calcarifer*), Cobia (*Rachycentron canadum*), Milkfish (*Chanos chanos*) & greymullet (*Mugil cephalus*) and exotic freshwater fishes, namely, Nile Tilapia (*Oreochromis niloticus*) & Vietnamese Catfish (*Pangasiodon hypophthalmus*) have been taken up recently by farmers for increasing the overall cultured fish production from marine/brackish water/freshwater areas and to add variety to connoisseurs of fish. Though the seasonal/regular catch of sea bass, cobia and mullets from wild are disposed of easily in the fish markets, there has been difficulties in marketing of these fishes harvested from the culture ponds. The same problem is persisting in the marketing of cultured Vietnamese Catfish, which is produced in bulk quantities in Andhra Pradesh and Nile Tilapia, the production of which is growing fast.

In this context, the Fisheries Technocrats Forum, Chennai has proposed to conduct One-day

National Workshop on “**Marketing Strategies for Newly Cultured Fishes in India**” in collaboration with Central Institute of Brackish water Aquaculture, Chennai on 16-03-2016, to review and discuss the current status of production of newly introduced fishes for aquaculture and their marketing.

Main Objectives of the Workshop

- a) To evaluate the current status of seed production and grow-out culture and production trends.
- b) To understand the problems in marketing of these newly cultured fishes.
- c) To discuss and suggest strategies for enhanced production of these species of fish and their marketing so as ensure higher economic returns to fish culturists.

About Fisheries Technocrats Forum

The Fisheries Technocrats Forum (FTF), Chennai is a registered society functioning since 1991. A branch of the Forum is functioning at Madurai since 2014. The members of the Forum include those serving/retired fishery scientists and administrators of national and international

organizations, professors and students of academic institutions. The Forum in the past had conducted four Seminars in 1995, 1998, 1999 and 2014, one Colloquium in 2003 and three Workshops in 2007, 2010 and 2015 on various important topics of fisheries and aquaculture. It also brings out a Newsletter in fisheries. Further, the Forum is regularly honouring scientists, entrepreneurs and academicians, who have significantly contributed to the development of fisheries education, research and trade. A cash award has been instituted in the name of one of the Forum's members for the best talk on fisheries science by the postgraduate students in Zoology.

About Central Institute of Brackishwater Aquaculture

The Central Institute of Brackishwater Aquaculture (CIBA), Chennai, one of the premier fisheries institutions of Indian Council of Agricultural Research, established in 1987 is responsible for R & D programmes in brackishwater aquaculture. For the last 28 years, CIBA has developed several viable technologies such as broodstock development and seed production of Tiger shrimp, Indian White shrimp, Kuruma shrimp, Banana shrimp, Mud crab, Sea

Bass, Cobia, Grey mullets, Milk fish, Pearl spot, etc., viable feed technologies for finfish, crabs and shrimps, health management packages for sustainable farming and transfer of technology to coastal rural communities through demonstrations and extension programmes.

Participants

The participants of the proposed Workshop would include fish farmers, subject matter specialists, scientists, entrepreneurs and financial/extension institutions.

Venue and Date

The Workshop will be held in CIBA Auditorium, Chennai - 28 on 16-03-2016.

Technical Sessions

- Present status of seed production, nursery rearing and grow-out culture of Sea Bass, Cobia, Grey Mulletts, Milkfish, Nile Tilapia and Vietnamese Catfish.
- Review of Current modalities in marketing of the newly cultured fishes.
- Future strategies for speedy disposal of cultured fishes.

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