



Neeli Kranti Se Arth Kranti

Transforming Fisheries

PMMSY Revolutionizing the Fisheries Value Chain in India



Government of India
Ministry of Fisheries, Animal Husbandry & Dairying
Department of Fisheries



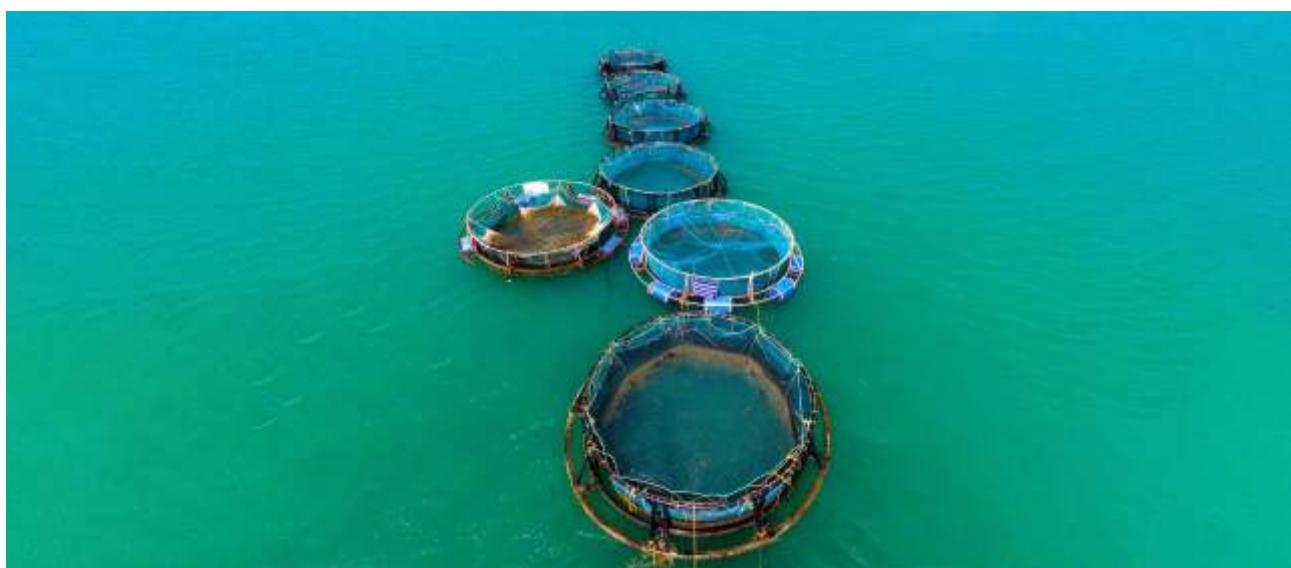
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BLUE REVOLUTION SCHEME

THE TIDES OF CHANGE

Under the leadership of Hon'ble Prime Minister Shri Narendra Modi, the union government has brought about transformational reforms in the fisheries sector, pushing for focused and holistic development of the fisheries sector while ensuring socio-economic well-being of fishers, fish farmers and other stakeholders.



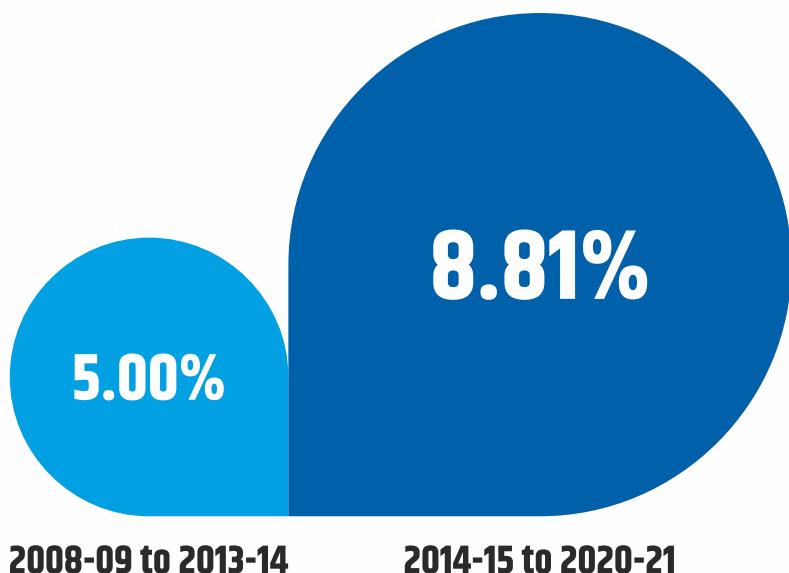
Sea cage culture

Blue Revolution Scheme

The Blue Revolution Integrated Development and Management of Fisheries Scheme was launched in FY2015-16 with a central outlay of Rs. 3,000 Crores for 5 years. The scheme primarily focused on increasing fish production and productivity from aquaculture and fisheries resources in both Inland and Marine sectors. The consistent efforts made by the Government of India to bring about reforms through the Blue Revolution Scheme has yielded appreciable results. Thus, the fisheries sector recorded an impressive average growth of 8.81% (FY 2014-15 to FY 2020-21).

Further, the fish production reached an all-time high of 14.16 Million Metric Tonnes (MMT) in FY2019-20 with marine exports reaching 1.15 MMT valued at Rs. 46,663 Crores despite the market uncertainties raised due to Covid-19 pandemic outbreak.

Average Growth Rate of Fisheries Sector



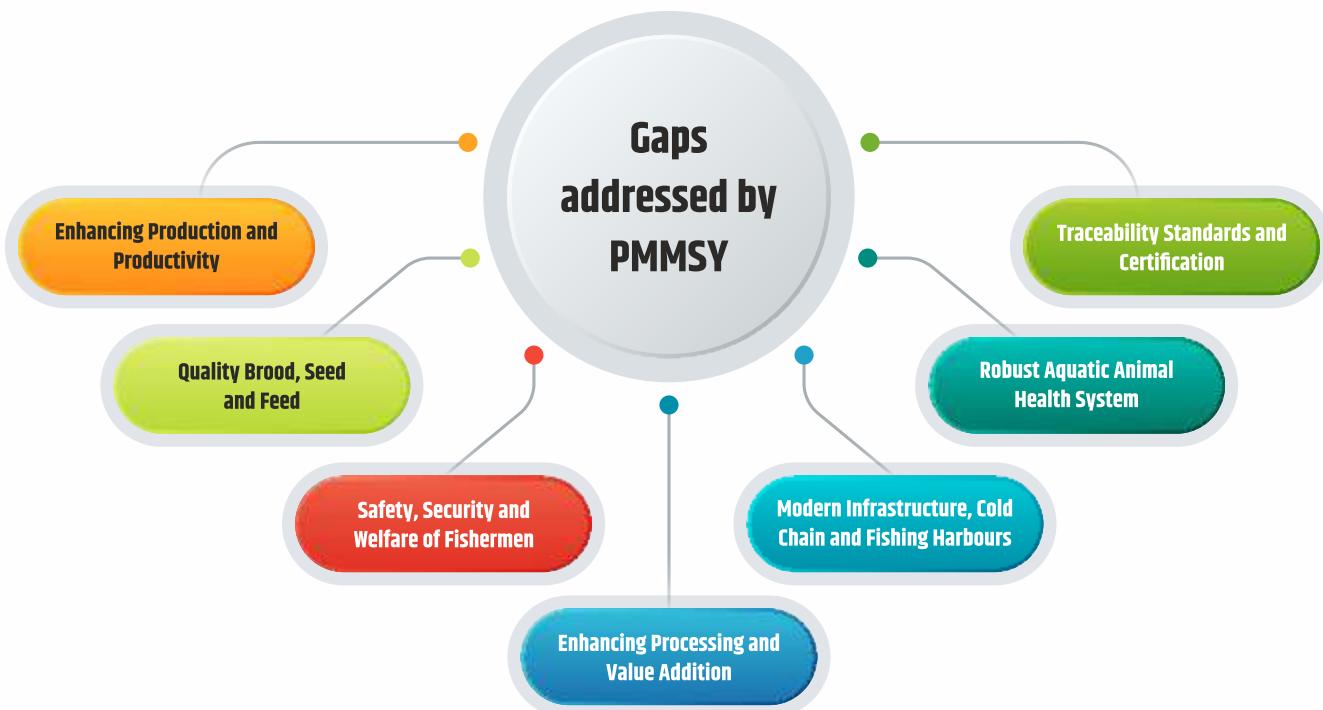
Fishing Vessels in Tamil Nadu

PRADHAN MANTRI MATSYA SAMPADA YOJANA

ADDRESSING GAP IN THE FISHERIES SECTOR

The Fisheries sector is considered as a ‘Sunrise Sector’ and has immense potential for bringing equitable and inclusive growth of economic empowerment of the weaker section of the society. The Blue Revolution scheme was the first step towards making the Fisheries sector economically viable and robust. However, further efforts need to be made for the Fisheries sector to realise its full potential.

The sector needs reforms to address critical gaps across the value chain; from fish production and quality control to post-harvest infrastructure, traceability and market linkages. In view of the same, the Government of India has, launched Pradhan Mantri Matsya Sampada Yojana (PMMSY) to help the Fisheries sector achieve new heights while ensuring socio-economic welfare of fishers, fish farmers and other stakeholders.



PMMSY: THE SAGA OF TRANSFORMATION OF FISHERIES

The new flagship scheme Pradhan Mantri Matsya Sampada Yojana (PMMSY) is a pathbreaking initiative under the AatmaNirbhar Bharat Package.



Farm pond Aquaculture in Bhalaguri village, Baska District (Assam)

PMMSY builds on the successes of the Centrally Sponsored Blue Revolution Scheme and aims to take the Fisheries sector to the newer heights. With its multi-dimensional interventions and activities along the fisheries value chain such as production and productivity, quality, technology, infrastructure and management, PMMSY aims to transform the Fisheries sector and usher economic prosperity for fishers, fish farmers and other stakeholders.



Fish cage culture in Chandil dam, Seraikela Kharsawan district (Jharkhand)



KEY REFORMS AND INITIATIVES ENVISAGED UNDER PMMSY



Policy Support



Development of Cluster Based Approach



Enhanced Investment in Value Chain



Technology Infusion



Productive Utilization of Land and Water



Alternative Livelihood and Entrepreneurship



Financial Inclusion

GOVERNMENT INITIATIVES

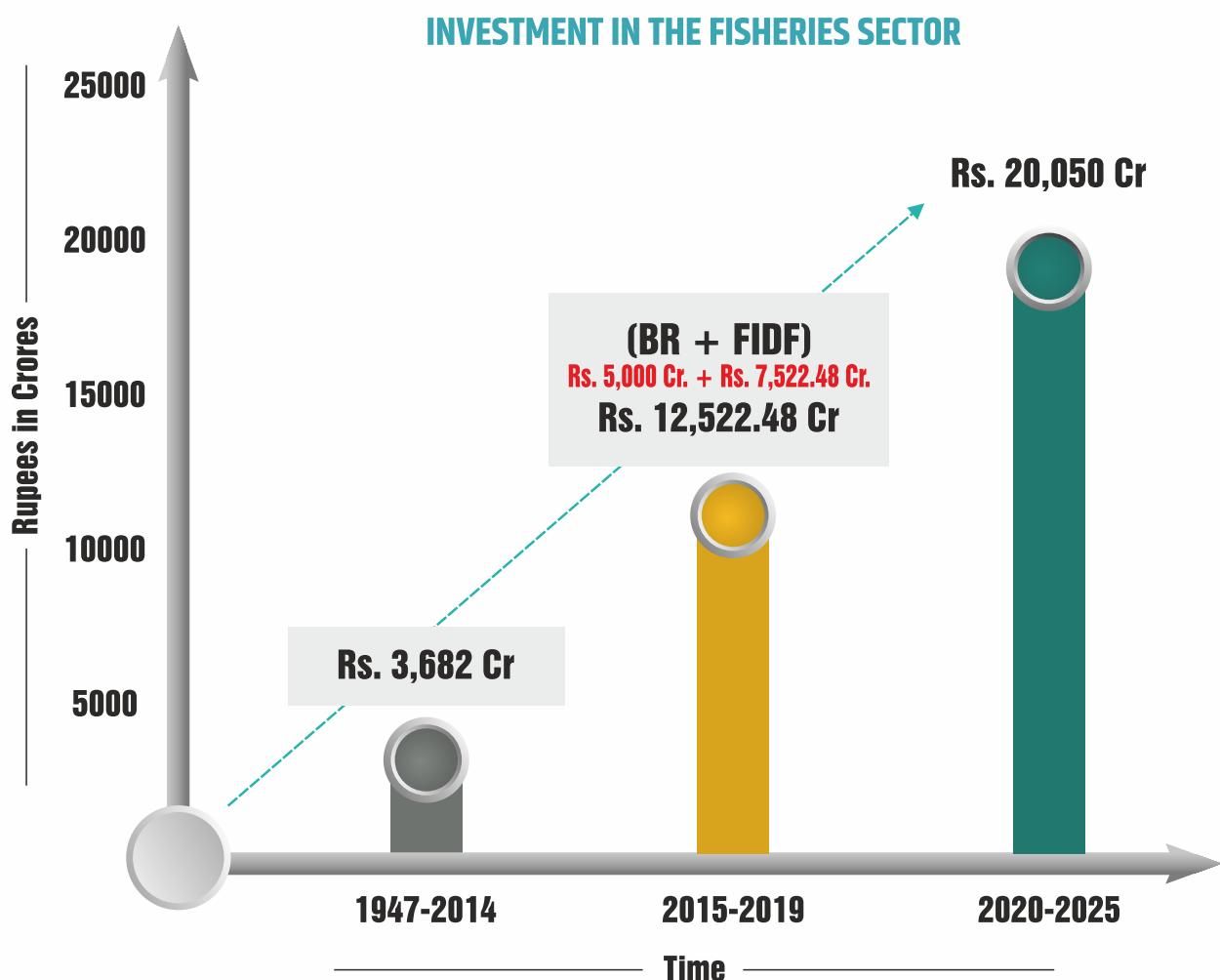
- 2015-16 Blue Revolution Scheme launched infused an investment of Rs. 5000 Crores in fisheries sector.
- 2017-18 National Marine Fisheries Policy launched
- 2018-19 Fisheries and Aquaculture Infrastructure Development Fund (FIDF) launched with corpus of Rs. 7,522 Crores
- 2018-19 KCC facility extended to fish farmers
- 2018-19 Exclusive Department for Fisheries created
- 2019-20 Separate Ministry of Fisheries, Animal Husbandry and Dairying created
- 2020-21 Pradhan Mantri Matsya Sampada Yojana (PMMSY) launched with an outlay of Rs. 20,050 Crores



Tank of Swagat Sahoo, Vill-Khampur, Block-Balisankara, Dist-Sundergarh (Odisha)

HIGHEST EVER INVESTMENT IN FISHERIES SECTOR UNDER PMMSY

Rs. 32,572 Crores investment in the Fisheries sector under various schemes and programmes namely Blue Revolution, Fisheries and Aquaculture Infrastructure Development Fund (FIDF) and Pradhan Mantri Matsya Sampada Yojana (PMMSY)



The total investment of **Rs. 20,050 Crores** under PMMSY, spread across FY2020-25 is the **highest ever investment in the Fisheries sector**.

TECHNOLOGY INFUSION: MORE CROP PER DROP

PMMSY lays emphasis on addressing critical gaps in the value chain through technology infusion and optimal water management to achieve ‘more crop per drop’

Rs. 2,841 Crores investment planned for Expansion, Intensification and Diversification of Aquaculture



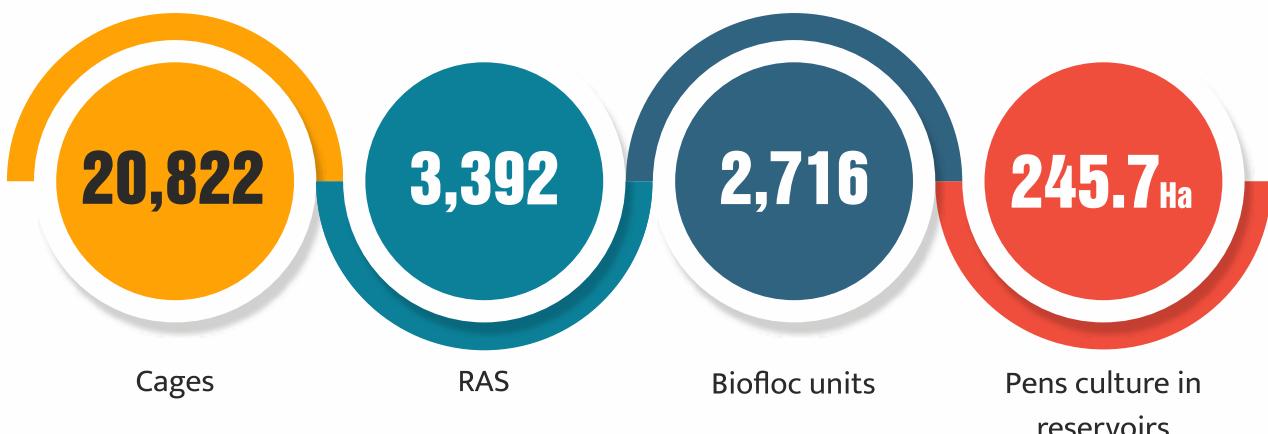
Fish production in Biofloc in Chhattisgarh

New Technologies under PMMSY

- Re-circulatory Aquaculture Systems (RAS)
- Biofloc
- Cage Culture
- Pen Culture

PMMSY Achievements (FY2020-23, till date)

TECHNOLOGY INFUSION IN INLAND FISHERIES



Deep Sea Fishing Vessels

Driving higher incomes for traditional fishermen

Vessel Type	Annual Profit
Traditional Fishing Vessel	Rs. 1.2 Lakhs
Motorised Vessel	Rs. 3 Lakhs
Mechanised Vessel	Rs. 8-10 Lakhs
Modern Deep-Sea Fishing Vessel	Rs. 32 Lakhs



Motorised Fishing Vessels, Kochi Harbour



Prashikshani- Modern Deep Sea fishing Vessel, Kochi Harbour



PMMSY Promotes ‘Make in India’

- Upgradation of existing fishing vessels
- Low cost indigenous fishing vessels
- Deep sea vessels for traditional fishermen
- Technologically advanced vessels

TECHNOLOGY INFUSION IN MARINE FISHERIES



Bio-toilets
in mechanized
fishing vessels



Sea cages



Upgradation of
existing
fishing vessels



Deep
sea fishing
vessels

PRODUCTIVE UTILIZATION OF LAND AND WATER

- Development of aqua hub with end to end linkages for promotion of Exports
- Rs. 520 Crores investment under PMMSY for development of 10 Lakh Hectares of reservoirs and wetlands for fisheries (FY2020-25)



Fish Cage Culture activity in Halali reservoir (Madhya Pradesh)

PMMSY Achievements (FY2020-23, till date)



DEVELOPMENT OF WASTE LANDS TO WEALTH LANDS

Rs. 576 Crores investment planned for productive utilization of saline and alkaline effected lands for aquaculture



Land with saline water used for shrimp farming at Rohtak (Haryana)



Saline water aquaculture at Gurugram (Haryana)

1,585 Ha

Pond area for saline-alkaline aquaculture

ENTREPRENEUR-LED MODEL

PMMSY aims to create a conducive environment for private sector participation, development of entrepreneurship and innovative business models in fisheries sector

Innovations, Start-ups and Incubations, participation by youth, entrepreneurship to be promoted in fisheries and aquaculture sector

Total amount of **Rs.100 Crores**
earmarked for FY 2020-25



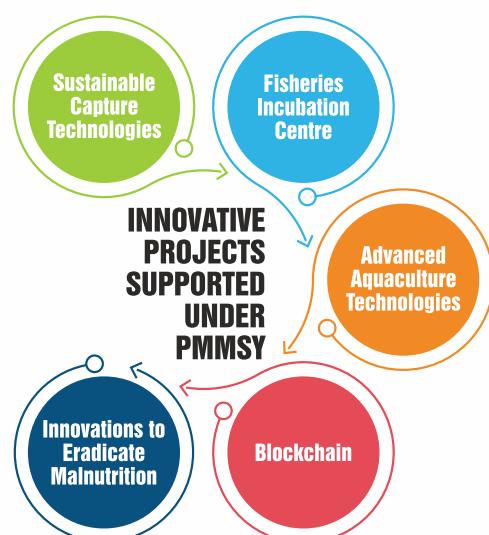
Total **24** proposals at a cost of
Rs. 62.20 Crores approved



Fisherwomen processing fish in a fish drier, SHG in Kochi (Kerala)

Empowering youth to take up entrepreneurship

- Conducted Startup Challenge
- Develop Technology Incubation Centres
- Attractive package of assistance under PMMSY for start ups/integrated units





LAUNCH OF FISHERIES STARTUP GRAND CHALLENGE

13th January - 31st March, 2022



Problem Statement for Grand Challenge

Enhancing quality of fish production in fisheries and aquaculture sector

Innovative branding and promotion for increasing consumption of fish and its products

Design and develop infrastructure solutions across fisheries value chains

Innovative solutions for combating fisheries related environmental issues

Total no. of Applications Received

163

EMPLOYMENT GENERATION AND LIVELIHOOD SUPPORT

PMMSY promotes creation of alternate livelihood through Seaweed Cultivation, Ornamental Fish Rearing, Eco-tourism, marine-based handicrafts, value addition to fish/other marine raw material



Tank of Maa Shantoshi SHG Maneswar, Arda, Sambalpur (Odisha)

- **55 lakh** employment opportunities to be created - 15 Lakhs direct employment, 40 Lakhs in allied activities
- **6 Lakh families** to be provided livelihood and nutritional support during fish ban/lean period in both marine and inland areas



A Rainbow Trout farmer in Chouchot Shamma (Ladakh)

ALTERNATIVE SUSTAINABLE LIVELIHOODS

- **Mariculture** for safe and secure lives and livelihoods of traditional fishermen
- **25% of marine fishers** to shift to mariculture in next 10 years

Rs. 1,276 Crores investment planned under PMMSY for promoting cage culture & seaweed cultivation

Sea-Cage Cultivation Less risk, more profit

Activity	Capital Cost	Net income per annum
Cage Cultivation (Cobia)	Rs. 5 Lakhs	Rs. 1.8 Lakhs per cage

Seaweed Cultivation to generate large scale employment for **coastal fisherwomen**



Fisherwomen in seaweed cultivation

PMMSY Achievements (FY2020-23, till date)

63,531

Monoline tubenet

54,500

Rafts

Cluster or area-based approach is being promoted to enhance competitiveness of the Fisheries sector, facilitate economies of scale, generate higher incomes and accelerate growth in an organized manner. Potential locations to be developed in an integrated manner through establishment of forward and backward linkages, development of facilities for fish production, processing and marketing within vicinity.

Rs. 750 Crores to be invested for developing **Integrated Modern Coastal Fishing Villages** to promote sustainable fishing practices, reduce environmental stress and improve socio-economic condition of costal fishermen

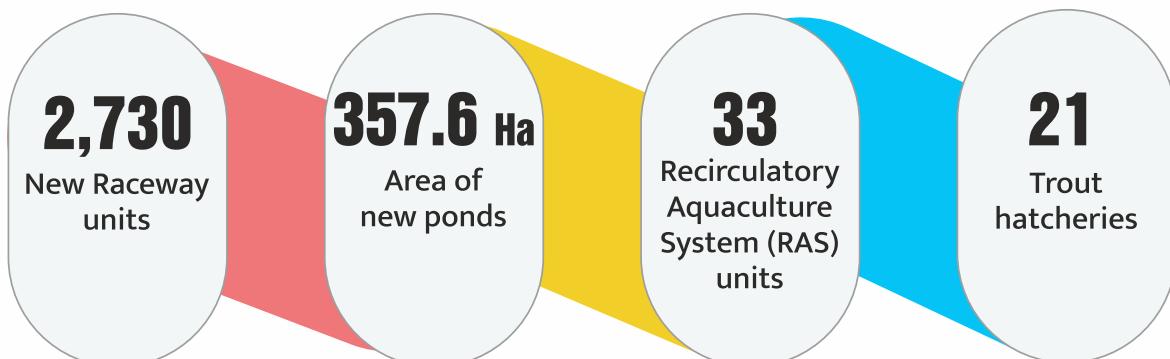
Rs. 599 Crores investment planned under PMMSY for development of Ornamental and Coldwater fisheries as potential sectors

PMMSY Achievements (FY2020-23, till date)

DEVELOPMENT OF ORNAMENTAL FISHERIES



DEVELOPMENT OF COLDWATER FISHERIES



KEY INFRASTRUCTURE DEVELOPMENT

Highest ever investment of **Rs. 8,400 Crores** for infrastructure development in Fisheries sector.



Fish Harbour (Chennai port)

- Rs.6,000 Crores for harbours and landing centers
- Rs.2,400 Crores for cold chain and market infrastructure

Critical activities being undertaken for
unlocking potential across value chain

World
class fishing
harbours

Modern
seamless
cold chain

Clean
and hygienic
markets

Inland fishing harbours and landing centers along the Ganga and Brahmaputra rivers to be developed

Number of Fishing Harbours

2014-20

13

2020-24

48

Development of Fishing Harbours and Fish Landing Centres:

- To be promoted as hubs of economic activities
- 48 Fishing Harbours and Fish Landing Centres being developed and modernized

19 fishing harbours and fish landing centre projects at a total cost of **Rs. 912.03 Crores** approved till now

Logistics and infrastructure support

PMMSY Achievements (FY2020-23, till date)

20

Integrated Development of Reservoir

12

Integrated modern landing centers

9

Brood banks

Different types of vehicles used for fish selling & distribution

17,529

Fish transportation facilities

8,195

Motor Cycles

4,893

Bicycles with Ice Box

2,867

Auto Rickshaws

789

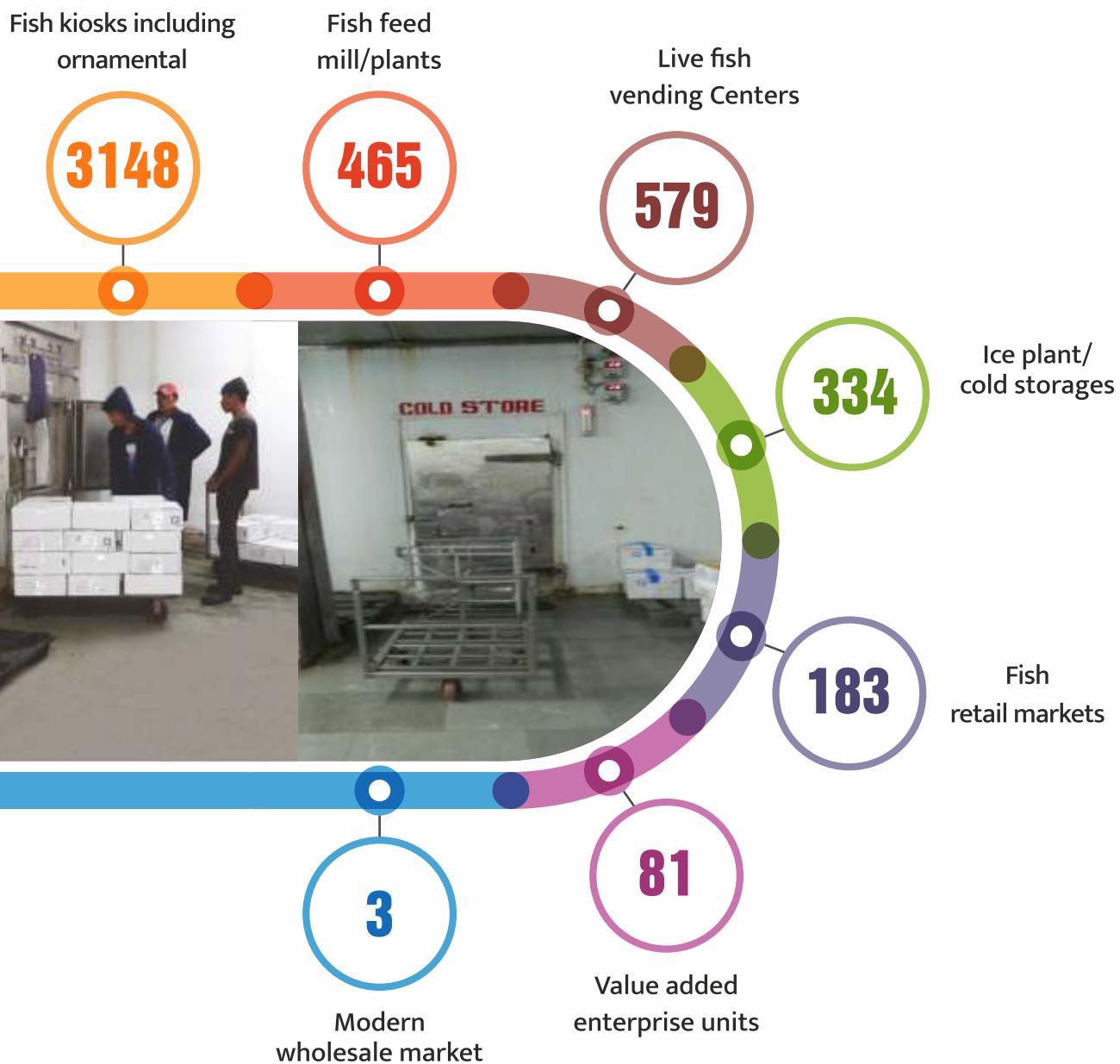
Insulated Trucks

185

Refrigerated Trucks



Development of different storage, enterprise units and markets



Development of aquatic health management System

20
Mobile centres and testing labs

13
Disease diagnostic centre and quality testing labs

4
Aquatic referral labs

19

DOUBLING EXPORTS

India is one of the leading exporters of seafood. The export of marine products stood at 12.89 lakh metric tons and valued at Rs. 57,586 Crores (~USD 7.76 billion) during FY 2021-22

123

Exporting countries

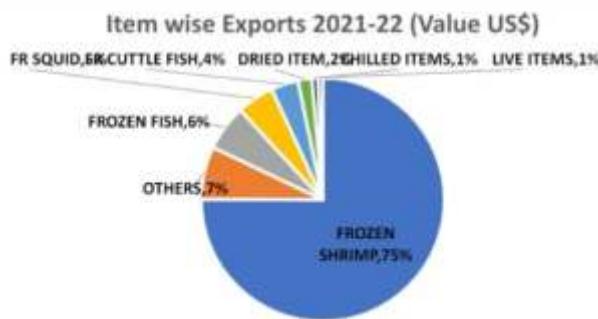


Figure.2 Item wise exports 2021-22 (Value US\$)

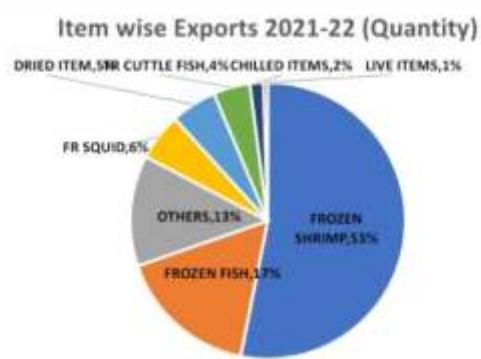


Figure.3 Item wise exports 2021-22 (Quantity)

PMMSY aims at Doubling Fisheries Exports From Rs. 46,663 Crores to Rs. 1 Lakh Crores by 2025

- Focus on clusters, species diversification, promotion of value-added products, infrastructure and logistics support, marketing and promotion of brand india
- 4 focus species - Tilapia, Pangasius, Cobia and Pompano



Fisherwomen working in Shrimp processing plant, Kochi, Kerala

FISHER WELFARE AND INSURANCE

Group Accident Insurance Scheme for Fishers (GAIS)

Provides for insurance coverage of Rs. 5.00 lakhs in case of death and permanent total disability, Rs. 2.50 lakhs for permanent partial disability and Rs. 25,000 for hospitalization



PMMSY Achievements (FY2020-23, till date)

FISHERMEN WELFARE

4,008

Boats and nets replacement

Livelihood and nutritional support for

6, 77,462

during fishing ban/lean period



Support to fishermen for nets and boats

VESSEL INSURANCE

Insurance coverage for fishing vessels has been introduced for the first time in fisheries



Fishermen involved in fishing activities in sea

DEVELOPMENT OF FISHERIES IN NORTH EAST REGIONS

Special focus on region-specific interventions are being undertaken due to remoteness and difficult terrain in the North Eastern States for development of Fisheries sector

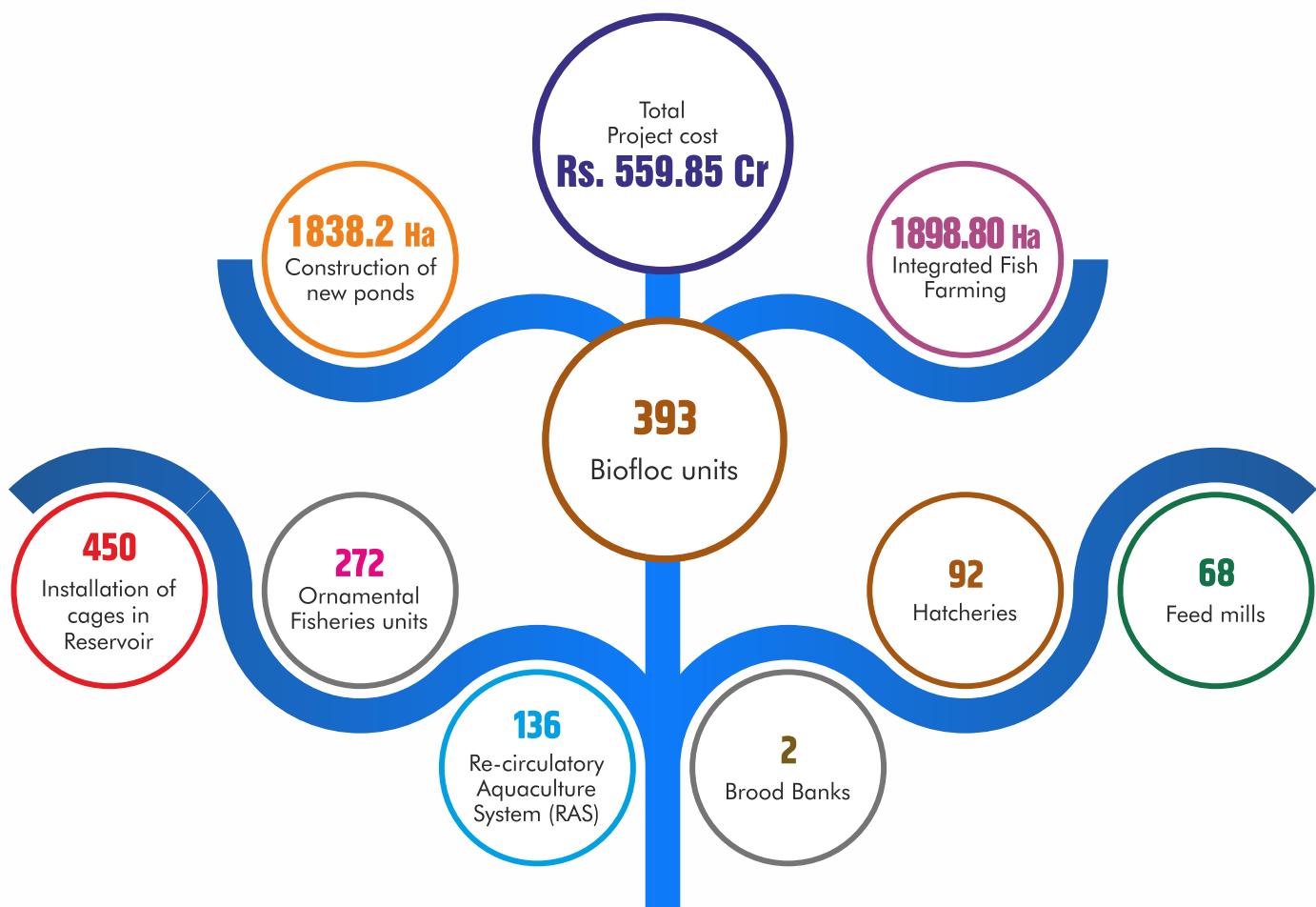
PMMSY Achievements (FY2020-23, till date)



Integrated duck cum fish farming

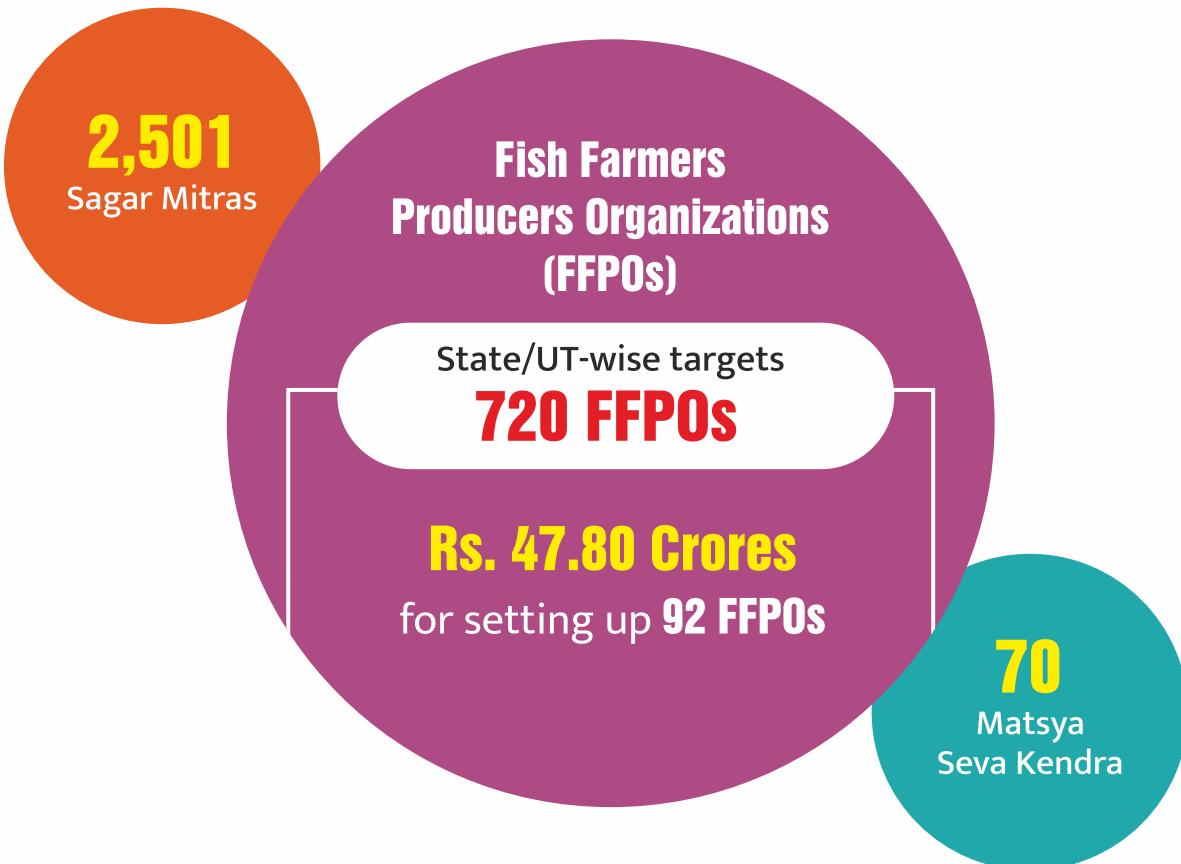
Integrated paddy cum fish farming

Cage culture at Serlui B Dam, Mizoram



CAPACITY BUILDING AND EXTENSION SERVICES

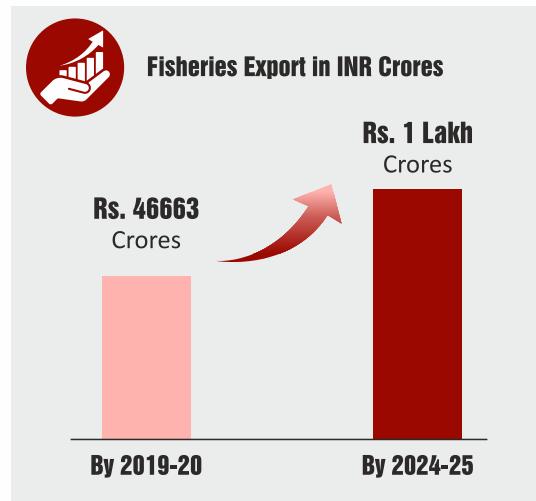
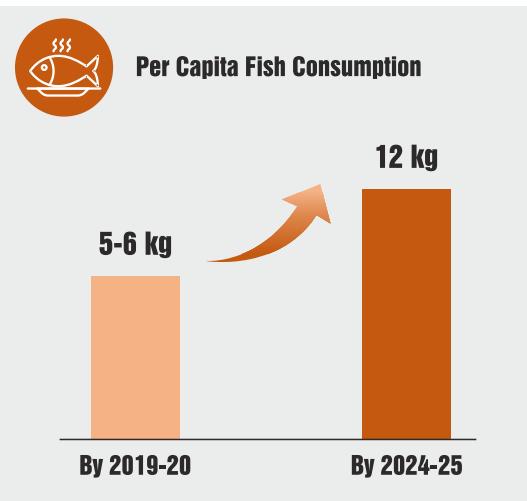
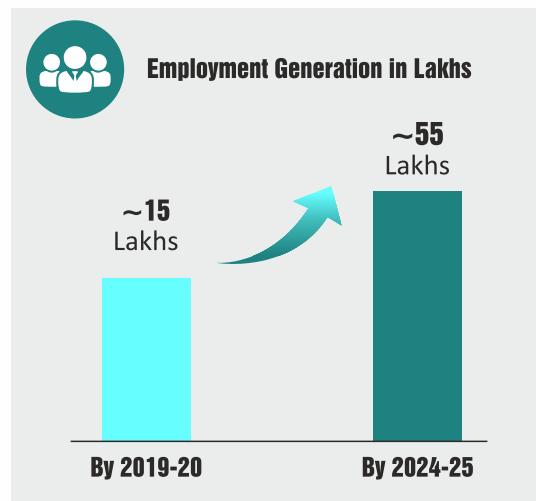
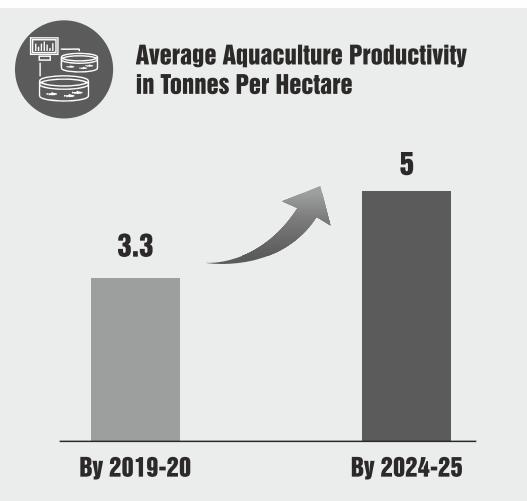
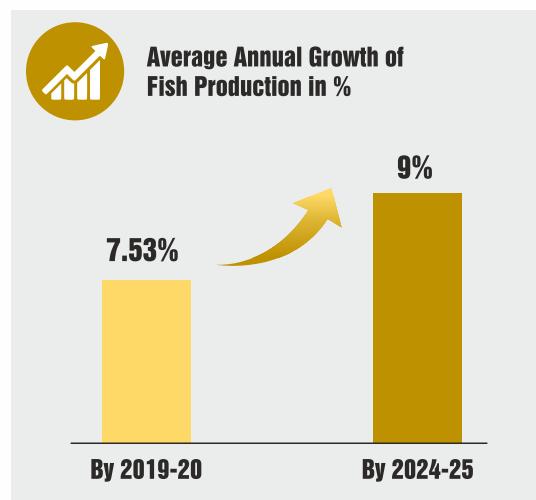
PMMSY Achievements (FY2020-23, till date)



TRAINING AWARENESS AND OUTREACH



ANTICIPATED OUTPUTS AND BENEFITS BY FY2024-25





FINANCIAL INCLUSION

1. FISHERIES AND AQUACULTURE INFRASTRUCTURE DEVELOPMENT FUND (FIDF)

Rs. 7,522.48 Crores earmarked under FIDF for supporting projects to address infrastructural requirements for the Fisheries sector

FIDF provides concessional finance to the Eligible Entities (EEs), including States/UTs and state entities for development of identified fisheries infrastructure facilities through Nodal Loaning Entities (NLEs) namely,

- National Bank for Agriculture and Rural Development (NABARD)
- National Cooperatives Development Corporation (NCDC) and
- All scheduled banks

FIDF provides **interest subvention up to 3% per annum** to Eligible Entities (EEs) for development of identified fisheries infrastructure at interest rate not lower than 5% per annum

Maximum repayment period of 12 years

105 Project proposals at a total cost of Rs. 4923.94 Crores approved till now

Key projects approved

20

Fishing Harbours

16

Fish Landing Centres

Total cost of the
approved proposals
Rs. 4923.94 crores

Project cost restricted to
interest subvention
Rs. 3236.81 crores

2. KISAN CREDIT CARD (KCC)

In FY2018-19, Government of India extended Kisan Credit Card (KCC) facility to fishers & fish farmers to help them meet their working capital and short-term credit needs



Hon'ble PM awarding KCC to a beneficiary in Karnataka

Government of India has taken several initiatives to deepen financial inclusion for fishermen, fish farmers and other stakeholders

- Existing KCC holders- **Rs 3 lakhs**
New card holders- **Rs 2 lakhs**
- **7%** Lending rate
- Additional @3% prompt repayment incentive on interest by banks, conclusively making the overall interest @4% per annum to an amount upto **Rs. 2 lakhs**.

Number of financial inclusion initiatives have been undertaken for fishers & fishermen

Application received
2,10,212

Application sanctioned
88,538

IN NEWS

PM launches Matsya Sampada Yojana, says scheme will double fish exports in 3-4 years

EXPRESS NEWS SERVICE
NEW DELHI, PATNA,
SEPTEMBER 10

PRIME MINISTER Narendra Modi on Thursday launched the PM Matsya Sampada Yojana, which aims to double fish exports in three-four years.

Launching the scheme via video-conference, the PM said, "Today the scheme is being launched in 21 states across the country. Over Rs 20,000 crore will be spent on this in the next 4-5 years. Works worth Rs 1,700 crore are being started today. Under the scheme, several facilities have been inaugurated in Patna, Purnia, Sitamarhi, Madhepura, Kishanganj and Samastipur."

This is the first such comprehensive plan to promote fisheries in the country, he said, adding, "The goal is to double fish exports in the coming 3-4 years."



PM Narendra Modi at the launch of the scheme. PTI

After opening his speech in Bhojpuri, Modi switched to Hindi to say: "The thinking behind launching sundry schemes today is to ensure that our villages should become India of 21st century and the strength of Atmnirbhar Bharat."

Bihar Chief Minister Nitish Kumar, Deputy Chief Minister Sushil Modi and Union minister

Giriraj Singh joined the launch programme from Patna via video-conference.

Under the new scheme, fish producers will get new infrastructure, modern equipment, and new markets will be provided, Modi said. "This will increase earning opportunities through farming as well as other means." The scheme will boost fish, milk and honey production, paving the way for blue, white and sweet revolutions, he said.

The PM also launched other initiatives for fisheries, dairy and animal husbandry including e-GOPALA app, which will provide information "related to cattle care, from productivity to its health and diet". The app will enable cattle owners to buy and sell animals, said a statement from the government.

The PM said the Centre was looking at taking IVF technique in rearing calves to every village,

"A cow generally gives birth to one calf in a year, but there have been experiments in laboratories getting several calves in a year through IVF technique. We intend to extend this technique to every village."

Referring to Mission Dolphin, which was announced on August 15, Modi said, "I learnt that Nitish Babu has been quite excited with the project. I believe if the number of dolphins goes up, it would benefit people living by Ganga." He was referring to the positive impact of rearing dolphins on fishery.

Lauding the work done by the Bihar government, Modi praised Nitish for the scheme to deliver drinking water to every home. "Till four-five years ago, only 2 per cent people were linked to supplied drinking water. This figure has now gone up to 70 per cent and about 1.5 crore households are linked to the scheme," he said.

पीएम ने बुलंद की आत्मनिर्भर भारत की आवाज

बिहार समेत 21 राज्यों के लिए 20,500 करोड़ की मत्स्य संपदा योजना का शुभारंभ किया

खबर लूटे, बढ़ावा : प्रधानमंत्री नरेंद्र मोदी ने गुरुवार को 20 राज्यों के लिए मत्स्य संपदा योजना (प्रायसमपाद्यास्वर्धी) की शुरुआत करते हुए इसमें 55 लाख लागत को संजगर मिलने की उम्मीद जताई। वर्षभूत कार्यक्रम में उन्होंने कहा कि आज 21 प्रदेशों में प्रायसमपाद्यास्वर्धी मत्स्य संपदा योजना शुरू हो गई है।

उन्होंने कहा, आज जितनी भी फैसलाएं तुम्हारी हैं उनके पीछे सोच यह है कि हमारे गंभीर 21वीं सदी के आत्मनिर्भर भारत की ताकत और ऊँचाई बनें। इस योजना से मत्स्य निवाह दोगुना होने के साथ-साथ अधिक से अधिक योजगार वाला सूखन होगा और किसानों की आवाज भी दोगुनी होगी। पीएम मोदी ने इस नई कार्यक्रम के बाद मुझे नई ऊँचाई मिली है। इससे काढ़े बाद मुझे नई ऊँचाई मिली है।

गुरुवार को हुए वर्षभूत समाचर में प्रधानमंत्री ने कहा कि आजाही के बाद फैलाव वर्षायित विस्तारण, सीक्युरिटी, समर्थन और बैगमण्ड योजने के लिए विभिन्न



योजनाओं की पोषणा की।

स्कौटी भोजपुरी अंदाज में बोले थे : बिहार के लोगों को संबोधित करने की बारी अहै तो प्रधानमंत्री नरेंद्र मोदी का अंदाज स्कौटी भोजपुरी हो गया। उन्होंने कहा कि रुद्रा सभे के प्रणाम जा, देसवा खाति, बाल और व्यवस्था मजबूत करे स्कौटी, महली फैलन करे स्कौटी। सेकड़ों करोड़ रुपये की योजना तृप्तारंभ घैल ह। इमर गंव 21वीं सदी के

बिहार वर्ष के लिए नीतीश की सरकार की : बिहार में विकास के लिए मुख्यमंत्री नीतीश कुमार वाले पीठ मालापाले तुए प्रधानमंत्री ने कहा कि चाह-पांच साल पहले तक सिर्फ दो फैसले परों को स्वच्छ पेयजल मिलता चाहे। उत्तमान में यह अंकड़ा 70 प्र० संसद हो गया है। बिहार के 60 लाख घरों को जल से जल वाले आहुति सुनिश्चित हुई है। समारोह के मुख्यमंत्री नीतीश कुमार, उप मुख्यमंत्री सुलोल मोदी ने भी संबोधित किया।

गामीवार के परिव्रम्भ को समझना करते हुए प्रधानमंत्री ने कहा कि कोरोना कहल में जब सारे काम बंद थे, तब भी गांवों से मैडलों तक टूप-डौ, सब्जी-फल, अनाज आदि की आहुति होती रही। बिहार अब उत्तम देशी नस्ती के पुष्टीयों के विकास का कार्य बन रहा है। अङ्गूष्ठीकी मरम्भ से एक गांव से कई नस्त तैयार हो रही हैं।



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