

accessible finance and market logistics. Female specific roles and responsibilities limit their participation in post-harvest activities. Gender based discriminations, harassments and grievances discourage their involvement as well as limit new entrants. Off the nets and boats practices of females had adversely affected on the quality and quantity of raw material supplies. Gender empowerment interventions on soft skills development were an essential need to upgrade the post-harvest chain. Market oriented processing and value adding package will help to brake the hard barriers.

SE OR 22

Frontline demonstration of FRP carp hatchery for the improvement of livelihood and socio-economic status of tribal community in Andhra Pradesh

RAMESH RATHOD^{1*}, G.J. PRAMODA MALLI¹, P.V. RANGACHARYULU¹, B.S. GIRI¹, J.K. SUNDARAY²

¹Regional Research Centre, ICAR-Central Institute of Freshwater Aquaculture, Fish seed farm, Penamaluru, Poranki P.O., Vijayawada, Andhra Pradesh, India; ²ICAR- Central Institute of Freshwater Aquaculture, Kausalyaganga, Bhubaneswar, Odisha, India; *rathodcifa@gmail.com

Inland fisheries sector contributes 60% of the fish production of the country, promising sector for employment, livelihood, and food security. An inland fishery is the mainstay for many fishermen and small farmers, and considered as one of the major livelihood for the fishermen communities across the country. Lack of knowledge and inconsistent productivity from the inland water bodies may alter the livelihood opportunities for the fishermen. Hence, in order to create awareness and knowledge on scientific aquaculture practices, ICAR-CIFA demonstrated the FRP carp hatchery for breeding and seed production followed by nursery management of carp culture for the

improvement of livelihood and socio-economic status of tribal fishermen communities of Guntur district, Andhra Pradesh. A total of 60 tribal fishermen of Macherla block of Guntur district, who depends directly or indirectly on small reservoirs and village ponds for livelihood, were identified and selected for the training programme. The FRP carp hatchery was installed near Bugga Dam, Atmakuru colony of Guntur district for demonstration and seed production of carps. Standard breeding protocol was followed for induced breeding of catla and rohu. Spawning fecundity, fertilization rate, hatching percentages and larval survival was recorded. A total of 0.7 million spawn were produced during the season. The survival percentage was estimated at 35%. Spawn reared under nursery ponds were further released into the small reservoirs for the livelihood of the fishermen. With this attempt, the adoption and confidence level of the fishermen increased 2-3 folds by proven scientific aquaculture interventions and less dependence on government subsidies, purchase of seed from private agencies. Further, it was assumed that fishermen community developed their skills and self sustained in production fish seed through the training and demonstration. Therefore, the present study revealed that the training programme effectively raised knowledge on different aspects of scientific fish culture in consultation with fishermen community for the improvement of livelihood and socio-economical conditions.

SE OR 23

Disruptive extension - An apt option for sustainable fisheries



A.K. MOHANTY*, V.K. SAJESH, K.V. REJULA, V. GEETHALEKSHMI, S. ASHALETHA, P. SRUTHI, M.V. SAJEEV

ICAR-Central Institute of Fisheries Technology, Kochi, Kerala, India; *dramulyakumar@gmail.com

Since last two decades, the role of Agriculture extension system in global scenario has undergone a radical change. In technology diffusion process. On the basis of the nature of different farm technologies in respect of their design, integration and application; various TOT models have been tested and robust extension approaches have been validated across diverse agro-climatic situations, socio-cultural settings and adaptation framework. The paradigm shifts in the frontline extension system, emphasized on moving beyond technology and beyond commodity concentrating more on farmer-centric approaches by ensuring strong farmers-research-extension linkages for technology dissemination, that ushered in farmers'-led, demand-driven and market-led extension, which can ensure food, nutrition and livelihood security leading to sustainable development. Global fisheries have made rapid strides in recent years by establishing its strong hold over increasing food supply, generating job opportunities, raising nutritional level and earning foreign exchanges; thus significantly envisioning food security and adequate nutrition for a global population expected to reach 9.7 billion by 2050. But this trade-driven, resource depletion sector needs to be sustained amidst challenges of climate change, dwindling fishery resources and population stress, so that fish farmers can adjust their production portfolio keeping eye upon the emerging trends in food consumerism in domestic as well as global markets. The apt option to meet these challenges is 'disruptive extension', an innovative extension approach that eventually adjusts an existing approach to

the way the farmers learn. It is an entrepreneurial oriented sustainable extension system which facilitates the community with information support, social insurance, resource accessibility and resource affiliation that can able to transform every link in the food chain, from farm to fork. It is a cost-recovery extension approach, the fulcrum of which lies between resource exploitation on one side and resource conservation on another side that influence the livelihood security of small scale farm holders through sustainable fisheries.

SE OR 24

Marketing channels, their effectiveness and perceived motivators for value addition in freshwater aquaculture: A study from NCR region

RESHMA GILLS*, J.P. SHARMA, R.R. BURMAN, R.R. SHARMA, AMIT KAR

ICAR-Indian Agricultural Research Institute, Pusa Campus, New Delhi, India; *reshma1818@gmail.com

In a challenging global situation, inland fisheries and aquaculture make sizeable contributions in nutritional security, sustainable livelihood and income making in rural India. Market accessibility and opportunities for the inland fisheries are different in different region of India. Peri-urban freshwater aquaculture is an emerging area with huge potential for development. Even though government set priority on this sector, it is not exempted from exploitation in many dimensions. In the present study, an attempt was made to understand and analyse various marketing channels of fresh and processed fish in peri urban area of National Capital Region. Comparative analysis of cost of production and net income of fish growers and processors and a qualitative identification of motivating factors