

ICAR-CMFRI launches new app and website

Kochi, 7 August 2018. ICAR-Central Marine Fisheries Research Institute, Kochi (CMFRI) has developed a multi-vendor E-commerce website (www.marinefishsales.com) and associated android app ([marinefishsales](https://play.google.com/store/apps/details?id=com.marinefishsales)) through the National Innovations on Climate Resilient Agriculture (NICRA) project. The website and mobile app is aimed at helping fish farmers and fishermen to sell their farmed fish and marine catch directly to the customers online and to fetch better income without depending middlemen.

The web application was released by Dr Trilochan Mohapatra, DG, ICAR and Secretary DARE, during the sixth NICRA annual review meeting held at NASC, New Delhi. This may be the first instance that a government institution in fisheries sector facilitates the E-commerce solution, thereby undertaking the greater role to address grass root level climate change



adversities through income improvement and livelihood security improvement.

Various fishermen SHGs can register as vendors (fishers and farmers) based on their fish products and update their stock availability under pre-approved categories and products, which shall be displayed in the website and associated mobile app. Customers visiting the website or app could place the order and subsequently the registered fisher/farmer shall be notified through email and SMS, upon which the quality products within the pre-assigned time frame shall be delivered, enabling direct product sale between customers and SHGs.

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