



# **Standard Operating Procedure (SOP)**

## **for**

# **Matsya Sampada Jagrukta Abhiyan**

## **Pan India**

**Department of Fisheries**  
**Government of India**



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### Introductions

Fisheries and aquaculture sector is an important source of food production, nutrition security, employment, income and foreign exchange. This promising sector **provides livelihood, employment and entrepreneurship to more than 2.8 crore fishers and fish farmers** at the primary level and several lakhs along the value chain. Over the last decade, it has been the endeavour of the Department to **address challenges and on-ground issues** that have demanded attention from policy makers for long. In order to overcome problems and implement solutions, **understanding the pulse of the fishers, fish farmers and other stakeholders** thus becomes critical. Therefore, conducting sustained grassroot level outreach activities is a turning point for the success of the Departmental schemes and initiatives.

Since the launch of PMMSY (2019-20), outreach activities have been stepped up by the Department and **2.71 crore stakeholders have been reached out by DOF**. This includes achieving outreach of 70.22 lakh fishermen, fish farmers and stakeholders through **Sagar Parikrama**, 137.63 lakh stakeholders through fish festivals, expos, campaigns and publicity events, 50.29 lakh stakeholders through social media platforms among other initiatives. While the outreach efforts are ongoing however there is lack of information and awareness amongst farmers about the welfare schemes undertaken by the Government. **These gaps entail low uptake of many fisheries activities under PMMSY**, low uptake of Kisan Credit Card (KCC) and challenges excluded from ongoing schemes. **For sustained and larger outreach at the grass root level across the country**, the Department is meticulously planning strategic initiatives **“Matsya Sampada Jagrukta Abhiyan”** from **September 2023 to February 2024**.

This SOP is designed to help plan and execute Matsya Sampada Jagrukta Abhiyan efficiently and effectively across India with Institutional Support/Collaborations of state/UT fisheries departments, ICAR and CSIR fisheries institutes, state fisheries colleges and universities, National Council for Cooperative Training, Krishi Vigyan Kendra etc.

### Objective

Various efforts have been made to popularize the fisheries program and scheme and enhance domestic fish consumption through various physical publicity and awareness program, and digital platforms. Department of Fisheries, GoI proposes to launch of **‘Matsya Sampada Jagrukta Abhiyan’** with the following objective

1. To disseminate information and knowledge about **Nine Years’ of achievements and success stories** of the Department of Fisheries and its field institutions across the country
2. Reach out to **2.8 crore fish farmers (1.23 Crore Female and 1.56 Crore Male)** particularly communities in **3477 coastal villages**; fish farmers, fishers, fish workers, SHGs/ JLGs, FFPOs/co-operatives/federations, Mandals and local fisheries societies

The program will provide a platform to disseminate and showcase valuable information, best practices, and the latest advancements in fisheries and aquaculture techniques, modern and innovative fish farming technologies, fish processing, and value addition to a large audience of fish farmers, and other fisheries stakeholders. This will encourage the adoption of advanced practices, leading to increased efficiency and profitability. The outreach program will play a vital role in promoting responsible fisheries management, sustainable aquaculture, and the overall well-being of the communities dependent on this crucial sector.



## Target Groups

The outreach program participants can be grouped into undermentioned two categories:

Core Group: Small and Marginal Fish Farmers	Support/Ancillary Groups
<ul style="list-style-type: none"> <li>▪ Fish farmers, Fishers, and Fish workers</li> <li>▪ SHGs/ JLGs in fisheries sector</li> <li>▪ Fisheries cooperatives</li> <li>▪ FFPOs/Cs</li> <li>▪ Fisheries Federations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fisheries entrepreneurs</li> <li>▪ Fisheries Development corporations</li> <li>▪ Private entities</li> <li>▪ Academicians and researchers</li> <li>▪ Fisheries department officials</li> </ul>

It is expected that a minimum 500 number of Participants will attend each outreach program at each location.

## Institutional Support/Collaborations

The **Matsya Sampada Jagrukta Abhiyan** would be implemented through the support and collaboration of following Institutions:

S.No	Organization
1	Indian Council of Agricultural Research (ICAR) Fisheries Institutes
2	State Fisheries Colleges and universities
3	National Council for Cooperative Training(NCCT)
4	Krishi Vigyan Kendras(KVKs)
5	Council of Scientific & Industrial Research(CSIR)
6	Central Govt. Institutions

### Focus areas of support and collaborations

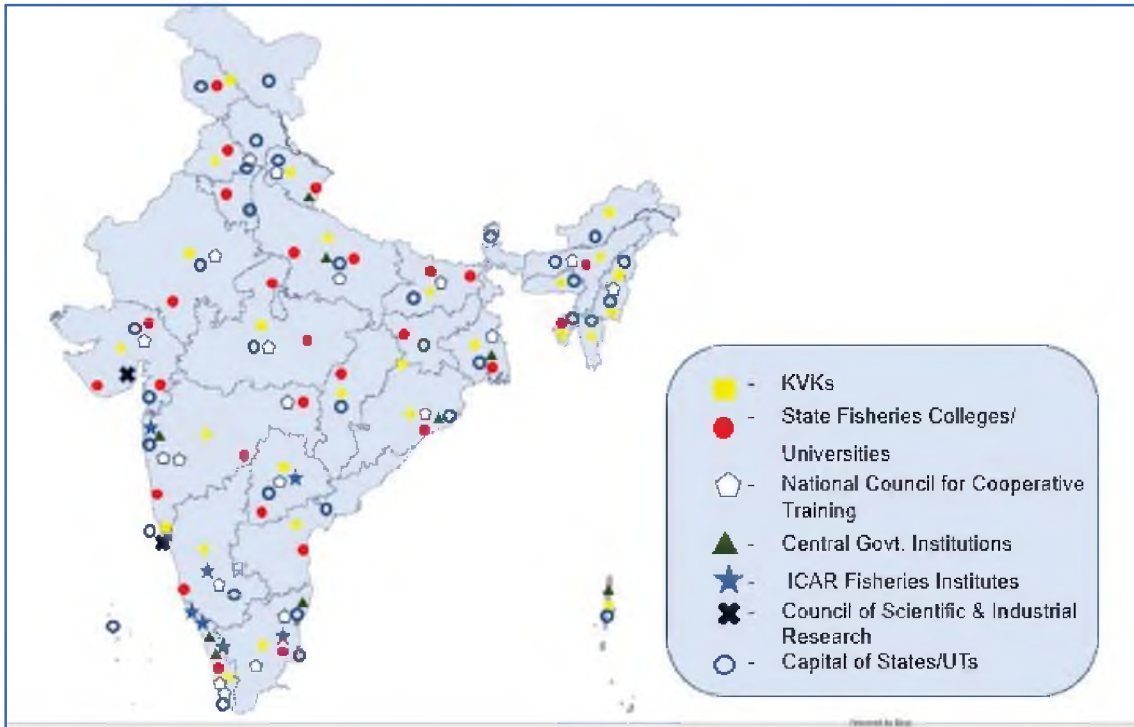
The success of the Abhiyan hinges on strong cooperation and association with these institutions and organizations. Effective collaboration allows to **plan the Abhiyan, pool resources, Mobilize target groups, share expertise, organize Jagrukta Abhiyan and work together toward common goals, ultimately maximizing the reach of outreach activities** at grassroot level

### Outreach Activity Location

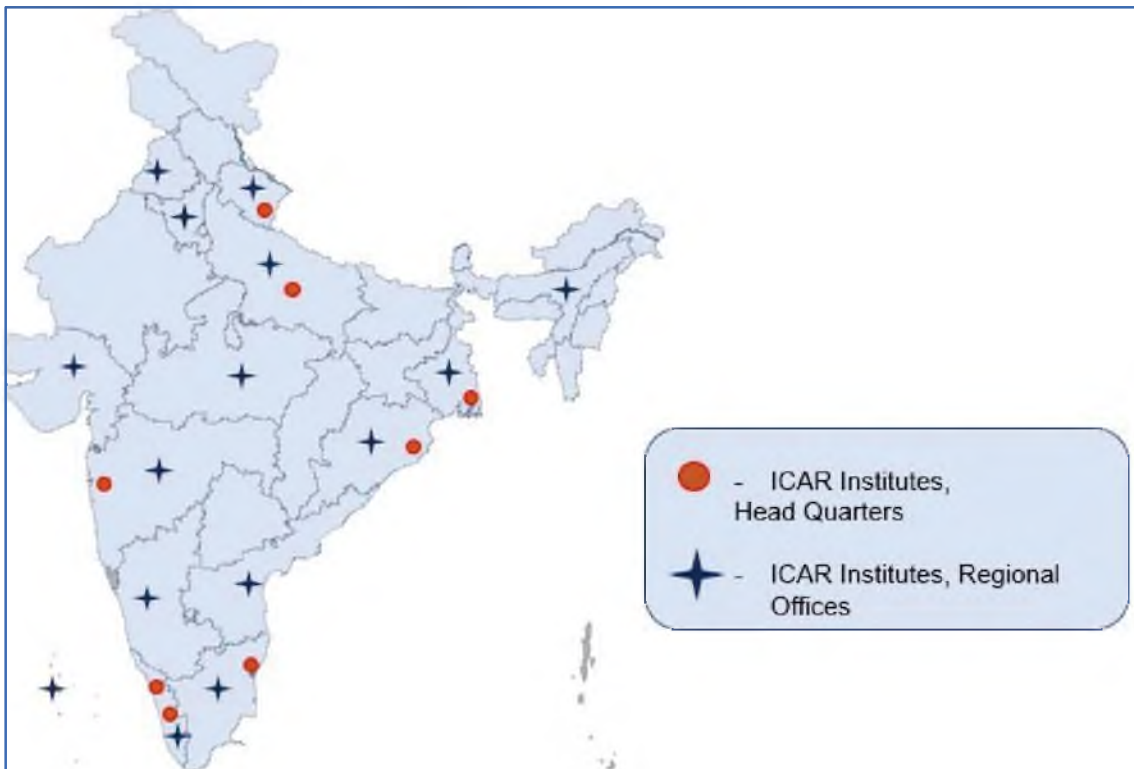
Matsya Sampada Jagrukta Abhiyan will be organized at the **supporting institutions premise or state government auditoriums or other cost-effective paid government and other facilities**



### Mapping of Institutions across India



### Mapping of ICAR Institutes & Regional Offices across India





List of supporting institutions is in [Annexure I](#)

## Matsya Sampada Jagrukta Abhiyan Plan

Matsya Sampada Jagrukta Abhiyan cumulatively aims to achieve an **outreach of 50,000+ fish farmers** through physical presence and an **additional outreach of 20,000+ fish farmers** through online mode. **Prominent public representatives or political representatives** shall be invited to grace the program. **Resource person from DoF or State Fisheries Department** will attend the program along with other stakeholders

**Matsya Kisan Sammelan shall be organized from September 2023 to Feb 2024.** A total of **108 Outreach programs (monthly average ~18 and weekly ~4-5)** across India will be organized. After launch of event minimum 3 outreach programs to be organized in each state/UTs.

***Matsya Sampada Jagrukta Abhiyan will be launched on PMMSY third Anniversary celebration on 15<sup>th</sup> September, 2023 at Brilliant Convention Centre, Indore, Madhya Pradesh***

### Program Schedule for Matsya Kisan Sammelan

**Minimum 500** fish farmers are anticipated to participate in each program. The outreach program will be organized from **9 AM to 12:30 PM** followed by lunch.

**Key activities envisaged in the program are tabulated below:**

S.No	Time	Details
1	09:00 AM – 09:45 AM	Registration of Participants
2	09:45 AM -10:00 AM	Inauguration of the Exhibition on Fisheries Start Ups /Fish FPOs / Fish Cooperatives & Walk through the Exhibition
3	10:00 AM -10:05 AM	Arrival and felicitation of dignitaries
3	10:05 AM – 10:10 AM	Welcome address
4	10:10 AM – 10:15 AM	Program launch by Lighting of the Lamp
5	10:15 AM – 10: 20 AM	Short Video on Achievements of PMMSY with PM's byte
6	10:20 AM – 10:40 AM	Presentation on PMMSY and other Department of Fisheries Schemes
7	10:40 AM -10:45 AM	Recorded Message from Hon'ble Cabinet Minister, FAHD/MoS's
8	10:45 AM – 10:55 AM	2 minutes Success Story video and 5 minutes experience sharing of progressive farmers and 3 Min Q&A
9	10:55 AM - 11:05 AM	2 minutes Success Story video and 5 minutes experience sharing of progressive farmers and 3 Min Q&A
10	11:05 AM - 11:15 AM	2 minutes Success Story video and 5 minutes experience sharing of progressive farmers and 3 Min Q&A
11	11:15 AM - 11:25 AM	2 minutes Success Story video and 5 minutes experience sharing of progressive farmers and 3 Min Q&A
12	11: 25AM – 11:35 AM	2 minutes Success Story video and 5 minutes experience sharing of start-ups on stage – 5 and 3 Min Q&A
13	11:35 AM – 11:55 AM	Matsya Kisan Gosthi
14	11:55 AM – 12:00 PM	Vote of Thanks
15	12:00 PM – 12:30 PM	Field Visit for technology and best practices demonstration



### Activities brief during Matsya Kisan Sammelan :

- **Success story video** will be focused on technology infusion, doubling the farmer income, fisheries value chain, etc. will be played and concerned stakeholder will share their experience. They will also interact with audience and answer their query about how they adopted the technology and achieved success.
- **Matsya Kisan Gosthi:** Department of Fisheries officials will address the farmers queries/doubts regarding the program and schemes.
- **Minimum 20 Fisheries Exhibition Stalls** (NFDB, State Fisheries Department, Cooperative, Start-up, Private entities in feed & medicine business, stalls of the lead bank for KCC promotion etc.) will be there to exhibit various aspects of the fisheries to the concerned target group.
- **Field Visit** for technology and best practices demonstrations will be arranged by the organizing institution at their own premises (like in ICAR Institutes/Fisheries Colleges) or nearby fisheries institution or successful farmer field.
- **Organizing Institutions can customize the outreach program** to meet the local ecosystem requirement. However, Schedule of the program must be approved from NFDB.

### Proposed calendar

Monthly calendar of the Matsya Sampada Jagrukta Abhiyan will be released by the Department of Fisheries, Government of India. The Calendar will be published on DoF, GoI/NFDB website. Collaborating organizations will organize the outreach program as per approved schedule on mutually agreeable date

The **proposed weekly calendar (Tentative)** for the outreach program pan India is in [Annexure-II](#)

### Program Management

The Outreach program will be conducted in hybrid mode. Physically it will be conducted at identified location by supporting institutions. Mobilization of the intended target group will be done by collaborating organizations or their empanelled entities. Suggested procedures are mentioned below:

#### 1. Planning of Outreach program:

The outreach program should be planned as per defined objective to reach the grassroot level fisheries target group. Estimation of the participants must be done accurately to make further arrangements and planning.

**Location selection:** Organizing institution will utilize the space available in their premise or state government auditoriums or other cost-effective paid government facilities. If Government facilities are not available on scheduled dates, then cost-effective private facilities may be utilized. Suitable venues will be finalized to accommodate 500 attendees from various fish farming communities .



**Program Schedule Finalization:** Minutes to minutes of the outreach shall be finalized by Organizing Institution keeping into consideration the suggested schedule of the Samellan in advance, considering the travel time and logistical constraints. The outreach activities will be one day program from 9:00 am to 12:30 pm followed by lunch. If site of field visit for technology and best practices demonstration is away from institution, then it may be done post lunch and logistic arrangements may be done accordingly in advance.

Respective States and UTs Fisheries Department will identify and collect success story and ensure their participation. Also, two minutes video of success story is required to be prepared in advance by respective farmer/entrepreneur.

**Arrangement for Joining the outreach activities virtually:** The Organizing Institution should make necessary arrangements of online collaboration tools by which target group can join virtually across India

**Team formations:** The Organizing Institution should form a competent team responsible for planning, organizing, and executing the meetings. All the team members must be assigned clear responsibilities with their timelines for executions.

**Content development:** All the outreach promotional materials must be designed as per set standard for utilizations in the program preferably in regional language.

**Logistics Arrangement:** Ensure advance arrangement of necessary equipment, Participants' kit, transportation(onward and return), accommodation, refreshments, and other event essentials.

**Pre-Event Communication:** Reach out to intended participants and relevant organizations to invite them to the planned outreach program by utilizing various communication channels .

**Regular Review:** Continuously review the progress of arrangement as per plan and make necessary adjustments for timely and proper arrangement for the program.

## 2. Organizing the Outreach program:

**Registration and Welcome:** Set up a registration desk to record participant details and provide outreach materials.

**Implementation:** Ensure session are as per the predetermined agenda.

**Q&A Sessions:** Encourage interaction by conducting question and answer sessions to address specific concerns of the participants.

## 3. Post-Event Activities:

**Feedback Collection:** Gather feedback from participants to evaluate the effectiveness of the outreach program and identify areas for improvement. Analyze data collected during the meetings to gain insights and measure the impact of the event.

**Reporting:** A comprehensive report summarizing each meeting's outcomes, attendance, feedback, and key highlights must be shared with NFDB.





### Fund Availability

The DoF/NFDB approved organizing institutions shall submit the proposal for conducting outreach activities to NFDB. Funds for organizing the outreach program will be made available from the administrative expenses of PMMSY. The NFDB would be competent to decide on the modalities and guidelines including cost norms for incurring expenditure for the outreach program.

### Cost Norms for One-Day outreach activities (Indicative)

S. No.	Component and Unit Cost	Rate Per person (in Rs)	For 500 participants (in Rs)
1	Mobilization of minimum 500 Intended beneficiaries (Lumpsum for the travel arrangement)	500	2,50,000
2	Inaugural expenses (Banner, Hording, Pamlet, bouquets, photos etc.)		2,00,000
3	Rent for the venue		1,00,000 (Maximum 2,00,000)
4	Workshop kit (folder, pad, pen, reference material etc.)	100	50,000
5	Honorarium to Resource Persons including travel expense	5,000	25,000
6	Refreshments for participants/dignitaries (for 550 Individual)	200	1,10,000
7	Lunch (for 550 Individual)	300	1,65,000
8	Miscellaneous		1,00,000
Total			10,00,000 (Maximum: 11,00,000)

#### Note:

1. This is indicative computation and actual computation will be done post getting information from NFDB
  2. Cost of video of entrepreneur /success story has not been included: to be done by respective individual
  3. Costing of hybrid outreach program cost has not been included
  4. Cost of exhibition stall and field visit has not been included.
- <This need to be vetted as per NFDB Cost norm for outreach program>

### Program Monitoring

Monitoring of the outreach program is necessary to ensure its effectiveness, identify areas for improvement, and measure the impact on the target group. NFDB will implement a robust and transparent monitoring process to track the progress of outreach program, make informed decisions, identify potential opportunities for expansion, trends, areas of improvement and ensure that outreach program is effectively meeting intended objective. NFDB will undertake the following activities for monitoring of the program

#### Data Collection and Documentation:



NFDB will create a structured system for collecting and recording qualitative and quantitative data related to outreach activities, participants, and outcomes. The information such as participant demographics, event attendance, feedback, and progress toward objectives will be documented by NFDB. Weekly progress report will be prepared by NFDB and shared with DoF, Gol.

**Ensure Program Adaptation and Flexibility:**

NFDB will compare program data and outcomes against predefined objective, plans, targets, and standards and ensure the program is meeting its intended goals and making progress. NFDB will monitor program activities in real-time and review the collaborating organization suggestions / strategies / approaches to meet regional requirement for achieving desired results.

**Feedback for Continuous Improvement**

NFDB seek feedback from collaborating organizations, staff, volunteers, and participants to identify areas that require adjustment and make necessary improvement in the outreach strategy with prior approval of DoF, Gol

**Role and Responsibility of stakeholder departments**

All the stakeholders will work collectively for successful implementation of Abhiyan for creating awareness for wider outreach and jointly review the program preparedness at all levels. The key stakeholders, identified below will govern and support the effective implementation of outreach program:

Stakeholder	Roles and Responsibilities
Department of Fisheries, Government of India	<ul style="list-style-type: none"> <li>▪ Strategic direction</li> <li>▪ Funding approvals</li> <li>▪ Creation and updating of SOP</li> <li>▪ Issuance and publication outreach programmes calendar</li> </ul>
National Fisheries Development Board(NFDB)	<ul style="list-style-type: none"> <li>▪ Support initiatives of DoF, Gol</li> <li>▪ Support institutes conducting outreach programs</li> <li>▪ Screening of financial proposal of outreach program by supporting institutions and providing fund in time with necessary approval and compliance fulfilment</li> <li>▪ Monitoring, evaluating and reporting on outcomes of country-wide Outreach program</li> <li>▪ Outreach program Quality Assurance</li> <li>▪ Support state in development and customization of Information Education and Communication(IEC) materials</li> <li>▪ Follow-up with officials at every level to ensure timely execution and reporting of the event</li> </ul>
State/UTs Fisheries Department	<ul style="list-style-type: none"> <li>▪ Facilitate assistance to DoF, Gol, NFDB and collaborating institutions in respective states/UTs in the implementation of the outreach program</li> <li>▪ Support the collaborating institutions in Mobilization of Target group</li> <li>▪ Provide necessary information as and when required for outreach program</li> <li>▪ Identify and collect success story</li> </ul>
Supporting/ collaborating Institutions	<ul style="list-style-type: none"> <li>▪ Facilitate virtual planning and review meetings of NFDB and DoF, Gol</li> <li>▪ Mobilization of the target group</li> <li>▪ Implement the outreach program at their respective regional level</li> </ul>



Stakeholder	Roles and Responsibilities
	<ul style="list-style-type: none"> <li>▪ Submit proposal to NFDB for the fund for the outreach</li> <li>▪ Submission of reports to NFDB as per requirement</li> </ul>

## Check List

The checklist will help in prioritizing assignments, monitor progress, and arrange details for organizing successful **Matsya Sampada Jagrukta Abhiyan**. Suggested checklist for efficient planning is as follows:

S.No.	Activities	Remarks
1	<b>Pre-Planning Phase</b>	Develop overall program structure of Matsya Sampada Jagrukta Abhiyan as per suggested schedule in SOP
		Choose Date and time
		Identify the target audience as per SOP and participant demographics
		Set a budget and allocate resources as per activities
		Submit proposal to NFDB/DoF for approval
		Establish a timeline and key milestones.
		Form organizing committees as suggested in SOP and assign responsibilities.
2	<b>Planning Phase</b>	Finalize a suitable date, time, and duration for the program.
		Select a venue that accommodates the expected number of participants.
		Secure necessary permits and permissions for the event.
		Develop a detailed program agenda and schedule.
		Identify and invite keynote speakers, dignitaries and chief guest
		Determine the program content, including sessions, workshops, and activities.
		Plan accommodation and transportation options for attendees(if required)
3	<b>Logistics Phase</b>	Arrange for necessary audio-visual equipment and technology.
		Finalize venue arrangements, including seating, stage setup, and signage
		Coordinate catering services for meals, snacks, and beverages.
		Arrange for accommodation options if required.
		Set up registration and check-in processes.
		Ensure accessibility for participants with disabilities.
		Establish a communication plan for event updates and notifications.
		Confirm transportation arrangements for speakers and participants.
		Ensure necessary AV resources, Internet facility are in place
		Online invite and link
Formal invites to all guests and speakers		
Dice arrangement		



S.No.	Activities	Remarks
		Event folders
		Banners for Venue, roundabout and auditorium
		PMMSY achievements banners for venue
		Guest souvenirs
4	<b>Promotion Phase</b>	Ensure registration link are functional and in place at DoF, GoI/NFDB/State DoF/Organizing institutes/ICAR etc. with essential information.
		Promote the event through social media, emails, and other online platforms.
		Reach out to relevant media houses for event coverage.
		Utilize partnerships and collaborations to extend event reach locally
5	<b>Participant Management</b>	Open online registration and manage participant sign-ups.
		Send confirmation emails with event details to registered participants.
		Collect participant information and special requirements.
		Provide information about accommodation and transportation options.
6	<b>1 Week Prior to the Event</b>	Ensure all committee chairs meet and confirm all details against the Master Plan.
		Ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc).
		Finalize event script
		Brief any/all hosts, greeters, volunteers about their event duties and timelines.
		Finalize seating plan/dice plan
		Provide final registration numbers to caterer.
		Make print and online copies of any speeches, videos, and presentations.
		Do a final registration check, including name badges & registration list.
Confirm details with media attendees.		
7	<b>Day Before the Event: Almost There</b>	Confirm media attendance.
		Ensure all signage is in place both around the venue and any other areas in which it's needed.
		Ensure registration tables are prepared
		Stock with necessary items (such as blank name badges, paper, pens, tape, stapler, etc.)
		Ensure all promo items, gifts, plaques, etc. are on-site.
		Ensure all A/V equipment is set up and working properly.
8	<b>During the Event</b>	Set up registration and check-in desks for seamless entry.
		Ensure proper signage and wayfinding throughout the venue.
		Monitor and manage the event schedule to ensure smooth transitions.
		Assign volunteers and staff to assist with various tasks.
		Manage audio-visual equipment and technical aspects.



S.No.	Activities	Remarks
		Address any unexpected issues or concerns that arise.
9	Post-Event Phase	Gather feedback from participants through surveys
		Collect and organize event photos and videos for future use.
		Prepare a comprehensive event report highlighting key outcomes.
		Evaluate the event's success against predetermined goals.
		Gather all receipts and documentation, final registration data, etc.
		Share highlights on media

### Working committees

In order to carry out works relating to **Matsya Sampada Jagrukta Abhiyan**, the head of the organizing institution will constitute various committees to ensure the smooth conduct of the event. These committees will work together to ensure the success of a national-level outreach program by covering a wide range of responsibilities and tasks. The specific committees required may vary based on the regional requirements of the program. The composition and responsibilities of the committees constituted are as below:

S. No	Name of Committee	Duties of the Committees
1	Program Planning Committee	<ul style="list-style-type: none"> <li>(I.) Develop the overall program structure of the outreach program</li> <li>(II.) Addresses legal and regulatory matters, including obtaining necessary permits and permissions</li> <li>(III.) Ensure compliance with applicable laws</li> <li>(IV.) Collaborate with relevant organizations, institutions, and individuals to enhance the program's reach and impact.</li> <li>(V.) Finalize venue, date, time, and Minutes to minutes of the Abhiyan</li> <li>(VI.) Communication with various stakeholders</li> <li>(VII.) Identify and invite keynote speakers, workshop facilitators, and resource persons relevant to the program's objectives.</li> <li>(VIII.) Finalization of invitees from Central Ministries/Departments and Fisheries Research and other related Institutes etc.</li> </ul>
2	Invitations & Abhiyan Preparation Committee	<ul style="list-style-type: none"> <li>(I.) Mobilize the target audience for the event</li> <li>(II.) Creates Abhiyan-related content, such as presentations and handouts</li> <li>(III.) Finalization of text, design, and printing of invitation cards.</li> <li>(IV.) Finalization and printing of the minute-to-minute program</li> <li>(V.) Finalization of banners and their printing</li> <li>(VI.) Invitation to Press</li> <li>(VII.) Arrangements for lightening the lamp</li> <li>(VIII.) Finalization of items for felicitating the dignitaries on the dais (mementos etc.)</li> <li>(IX.) Bouquets, stage Decoration, etc.</li> <li>(X.) Compeering of the event</li> <li>(XI.) Nameplates for Dignitaries on dais</li> </ul>



S. No	Name of Committee	Duties of the Committees
		(XII.) Handles the promotion of the program through various channels like social media, traditional media, and online platforms. (XIII.) Inspection of the venue prior to Occasion (XIV.) redressal of issues (if any)
3	<b>Reception Committee for registration, kits and other reception duties &amp; Program Management</b>	(I.) Finalization of the list of delegates and invitees (II.) Security issues issues of VIP's and issuance participants/ delegates etc. (III.) Registration desk/reception (IV.) Finalisation of Badges for VIPs and participants (V.) Finalization and procurement of kits for participants/delegates (VI.) Manages participant registrations and distribution of program materials. (VII.) Manage anchoring of the program & monitor Minutes to minutes program (VIII.) Coordination with Venue Authority for necessary redressal and smooth running of the program
4	<b>Catering committee</b>	(I.) Finalisation of food items for tea and Lunch (II.) Coordination of all matters related to catering. (III.) Supervising the food service during breakfast and lunch (IV.) Redressal of issues if needed
5	<b>Transport and Accommodation Committee</b>	(I.) Accommodation and local transport arrangements for participants/ delegates as may be required (II.) Reserving the event Hall for the event and related coordination. (III.) Any other duty on transport.
6	<b>Technology and Audio-Visual Committee</b>	(I.) Manages technical aspects such as audio-visual equipment, live streaming, and ensuring a seamless tech experience. (II.) Handles interactions with the media, press releases, and interviews to generate media coverage for the program.
7	<b>Post-Event Follow-up Committee</b>	(I.) Designs methods for evaluating the success of the program (II.) Collect feedback from participants for future improvements (III.) post-event documentation like reports and summaries

## Branding and Media Coverage Plan

Branding is an important aspect of communication and promotion of the program and schemes. All the promotional collaterals used in the outreach activities need to be uniformly branded. **Integrated information publishing** of the event at all social media platforms of DoF, ICAR, NCCT, KVKs, Fisheries Colleges and Universities and DoF field Institutions will be done. **Also efforts will be made to conduct the Abhiyan in the REGIONAL LANGUAGES**



### Media Coverage Plan

S.No	Particular	Details
1	<b>Electronic Media</b>	<ul style="list-style-type: none"><li>Prasar Bharti, Community radio, Private channels</li><li><b>Radio advertisement:</b> Include Jingle Ads, RJ Mentions, FM Advertising, Sponsorship Ads</li></ul>
2	<b>Print Media</b>	<ul style="list-style-type: none"><li>National &amp; regional newspapers (online and paper)</li><li>Panel of writers for articles and policy advocacy</li><li>State Headquarters &amp; District Print Media</li></ul>
3	<b>Social Media</b>	<ul style="list-style-type: none"><li>Facebook, Twitter, Instagram, LinkedIn, Youtube, Koo App and Krishify</li><li>Other allied ministries and departments handles and followership</li></ul>
4	<b>Branding</b>	<ul style="list-style-type: none"><li><b>Outdoor publicity</b> through banners, hoardings/ Backdrop Hoarding, digital panels, Pole Bunting, Standee, poster</li><li><b>Exterior Venue Branding:</b> Drop Down Banner, Exterior Signage</li><li><b>Reception Area Branding:</b> Signage</li><li><b>Inside outreach venue:</b> Backdrop, Standee, poster</li><li>Advertisements (display screens and announcements) in trains, buses, metros (respective stations) and other public places</li></ul>
5	<b>Multi-Stakeholder media Collaboration</b>	<ul style="list-style-type: none"><li>PIB, New Delhi and Regional offices of PIB</li><li>My Gov, Public Relations Department, MeitY, Kisan Vikas Kendra (KVKs), Common Service Centers (CSC), MyGov etc.</li><li>ICAR, CSIR, NCCT HQ and regional offices</li><li>Fisheries universities and colleges</li></ul>
6	<b>Level of media Outreach</b>	National-level, State level, and district-level media coordination

Detailed media Plan will be shared to states and UTs fisheries department by DoF, Gol in due course of time

## Annexures

### Annexure I : Region-wise details of the organizations for collaboration

#### (A) State Fisheries Colleges and University

S. No	Name	Short form	Headquarters	Region of Headquarters
1	Dr.MGR Fisheries College and Research Institute, Tamil Nadu Dr. J. Jayalalithaa Fisheries University	TNJFU, TN	TN	Coastal
2	Kerala University of Fisheries and Ocean Studies	KUFOS	Kerala	Coastal
3	College of Fisheries, Karnataka Veterinary, Animal and Fisheries University,	COF, Mangaluru	Karnataka	Coastal
4	Faculty of Fisheries, College of Fisheries, (DBSKKV)	COF, Ratnagiri	Maharashtra	Coastal
5	College of Fishery Science, Hajari Pahad	COFS, Nagpur	Maharashtra	Coastal
6	College of Fishery Science	COF, Udgir	Maharashtra	Coastal
7	College of Fisheries (OUAT), Orissa University of Agriculture and Technology (OUAT)	COF, Rangailunda	Odisha	Coastal
8	College of Fisheries, Govind Ballabh Pant University of Agriculture and Technology, PantnagarEmail: deanfishgbpuat@gmail.com	COF, Pantnagar	Uttarakhand	Inland
9	College of Fisheries, Address: Dr. Rajendra Prasad Central Agricultural University	COF, Pusa	Bihar	Inland
10	College of Fisheries, Bihar Animal Sciences University	COF, Kishaganj	Bihar	Inland
11	College of Fisheries, Assam Agricultural University	COF, Raha	Assam	NE
12	College of Fisheries Science, Kamdhenu University	COFS, Veraval	Gujarat	Coastal
13	College of Fisheries Science, Kamdhenu University	COFS, Navsari	Gujarat	Coastal
14	College of Fishery Science, Andhra Pradesh Fisheries University	COFS, Muthukur	Andhra Pradesh	Coastal
15	Faculty of Fishery Sciences, West Bengal University of Animal & Fishery Sciences	WBUAFS, Kolkata	West Bengal	Coastal
16	College of Fisheries, CAU (I)	COF, Lembucherra	Tripura	NE
17	College of Fisheries, Maharana Pratap University of Agriculture and Technology, Udaipur	COF, Udaipur	Rajasthan	Inland
18	Faculty of Fisheries, SKUAST-Kashmir	COF, Kashmir	Jammu and Kashmir	Himalayan
19	College of Fisheries, Acharya Narendra Deva University of Agriculture & Technology	COF, Kumarganj	Uttar Pradesh	Inland
20	College of Fisheries, Rani Lakshmi Bai Central Agricultural University,	CoF, Datia	Uttar Pradesh	Inland







S. No	Name	Short form	Headquarters	Region of Headquarters
21	College of Fisheries Science and Research Centre, Chandra Shekhar Azad University of Agriculture & Technology	COFSRC, Etawah	Uttar Pradesh	Inland
22	College of Fisheries, Guru Angad Dev Veterinary and Animal Sciences University	COF, Ludhiana	Punjab	Inland
23	College of Fisheries, Dau Shri Vasudev Chandrakar Kamdhenu Vishwavidyalaya Kabirdham	COF, Chattisgarh	Chattisgarh	Inland
24	Fishery College, Jabalpur, Nanaji Deshmukh Veterinary Science University	COFS, Jabalpur	Madhya Pradesh	Inland
25	College of Fisheries Science, Birsa Agricultural University	COFS, Jharkhand	Jharkhand	Inland
26	College of Fishery Science, P. V. Narasimha Rao Telangana Veterinary University	COFS, Pebbair	Telangana	Inland
27	College of Fisheries Science, CCS Haryana Agricultural University	COFS, Hisar	Haryana	Inland
28	College of Fisheries Science (COFS) , Kamdhenu University	COFS, Himmatnagar	Gujarat	Coastal

### (B) ICAR Institutes

S. No	Name	Short form	Headquarters	Region of Headquarters	Region of Sub-Centres or its operational area
29	ICAR-Central Institute of Fisheries Technology	ICAR-CIFT	Kerala	Coastal	Coastal
30	ICAR-Central Marine Fisheries Research Institute	ICAR-CMFRI	Kerala	Coastal	Coastal
31	ICAR-Central Institute Brackishwater Aquaculture	ICAR-CIBA	TN	Coastal	Inland
32	ICAR-Central Inland Fisheries Research Institute	ICAR-CICFRI	West Bengal	Coastal	Inland
33	ICAR-National Bureau of Fish Genetic Resources	ICAR-NBFGR	Uttar Pradesh	Inland	Inland, Himalayan and NE
34	ICAR-Directorate of Coldwater Fisheries Research	ICAR-DCFR	Uttarakhand	Inland	Inland, Himalayan and NE
35	ICAR- Central Institute of Fisheries Education	ICAR-CIFE	Maharashtra	Coastal	Coastal, Inland
36	ICAR-Central Island Agricultural Research Institute	ICAR-CIARI	Andaman	Coastal	Andaman and Lakshadweep
37	ICAR-Central Institute of Freshwater Aquaculture	ICAR-CIFA	Odisha	Coastal	Inland

**(C) Central Government institutions**

S. No	Name	Short form	Headquarters	Region of Headquarters	Region of Sub-Centres or its operational area
38	National Fisheries Development Board	NFDB	Telangana	Inland	Coastal, Inland, NE, Himalayan
39	Fishery Survey of India (Headquarters)	FSI	Maharashtra	Coastal	Coastal
40	Central Institute of Coastal Engineering for Fishery	CICEF	Karnataka	Coastal	Coastal
41	Coastal Aquaculture Authority	CAA	TN	Coastal	Coastal, Inland
42	Central Institute of Fisheries Nautical & Engineering Training	CIFNET	Kerala	Coastal	Coastal
43	National Institute of Fisheries Post Harvest Technology and Training	NIFPHATT	Kerala	Coastal	Coastal
44	Marine Products Export Development Authority	MPEDA	Kerala	Coastal	Coastal

**(D) Training Institutes of National Council for Co-operative Training (NCCT)**

SI No	Name & Address of the Institute	Locations	Operational area
1	Vaikunth Mehta National Institute of Cooperative Management	Pune, Maharashtra	Coastal
2	Regional Institute of Cooperative Management	Bangalore, Karnataka	Coastal
3	Regional Institute of Cooperative Management	Chandigarh	Inland
4	Udaybhansinhji Regional Institute of Cooperative Management	Gandhinagar, Gujarat	Coastal
5	Netaji Subhas Regional Institute of Cooperative Management	Nadia, West Bengal	Coastal
6	D.N.S. Regional Institute of Cooperative Management	Patna, Bihar	Inland
7	Madhusudan Institute of Cooperative Management	Bhubaneswar, Odisha	Coastal
8	Institute of Cooperative Management	Bhopal, Madhya Pradesh	Inland
9	Natesan Institute of Cooperative Management	Chennai, Tamil Nadu	Coastal
10	Institute of Cooperative Management	Dehradun, Uttarakhand	Himalayan
11	Institute of Cooperative Management	Guwahati, Assam	NE
12	Institute of Cooperative Management,	Hyderabad, Telangana	Inland
13	Institute of Cooperative Management	Imphal, Manipur	NE
14	Institute of Cooperative Management	Jaipur, Rajasthan	Inland





SI No	Name & Address of the Institute	Locations	Operational area
15	Institute of Cooperative Management	Parassinikadavu, Kerala	Coastal
16	Institute of Cooperative Management,	Lucknow, Uttar Pradesh	Inland
17	Institute of Cooperative Management	Madurai, Tamil Nadu	Coastal
18	Dhananjayrao Gadgil Institute of Cooperative Management	Nagpur, Maharashtra	Coastal
19	Institute of Cooperative Management,	Pune, Maharashtra	Coastal
20	Institute of Cooperative Management,	Thiruvananthapuram, Kerala	Coastal

**(E) Council of Scientific & Industrial Research (CSIR)Institutes**

S. No	Institute Name	Locations	Operational area
1	National Institute of Oceanography (CSIR-NIO)	Goa	Coastal
2	Central Salt & Marine Chemicals Research Institute (CSIR-CSMCRI)	Bhavnagar, Gujarat	Coastal

**(F) Krishi Vigyan Kendra with Fisheries Disciplines Personnel**

**(F1) Coastal States KVKs**

State	KVK
A & N Islands	N & M Andaman
West Bengal	Murshidabad Additional
	Malda
	South 24 Parganas Additional
	Murshidabad
	Jalpaiguri
	South 24 Pgs (Nimpith)
	North 24 Parganas
	Uttar Dinajpur
Odisha	Nayagarh
	Ganjam I
	Dhenkanal

State	KVK
Maharashtra	Raigadh
	Ratnagiri
	Washim
	Nagpur – II
	Dudhburdi
Gujarat	Navsari
	Banaskantha II
	Anand
	Junagadh
Goa	South Goa
Andhra Pradesh	Nellore
	Srikakulam

State	KVK
	Malkangiri
	Angul
	Sundargarh-1
	Ganjam-II
	Nuapada
	Puri
	Mayurbhanj-I
	Khordha
	Bhadrak
	Koraput

State	KVK
	West Godavari (Undi)
	Kancheepuram
Tamil Nadu	Shivagangai
	Namakkal
	Nagapattinam
	Dakshina Kannada
Karnataka	Belagavi-1
	Davangere
	Hassan
	Udupi
Kerala	Kozhikode
	Ernakulam

### (F2) Himalayan States KVKs

State	KVK
Uttarakhand	Nainital
	Udham Singh Nagar
Jammu and Kashmir	Budgam
	Doda
	Jammu

### (F3) Inland States KVKs

State	KVK
Punjab	Barnala
	Mohali
	Tarn taran
Rajasthan	Hanumangarh-I
Uttar Pradesh	Balrampur
	Rampur

State	KVK
Madhya Pradesh	Bhind (Lahar)
	Dindori
	Dewas
Chhattisgarh	Bemetara
	Dhamtari
	Raipur



	Chitrakoot
Bihar	Darbhanga
	Madhubani
	Muzaffarpur Additional
	Nalanda
	Rohtas
	Saran
	Supaul
	Sitamarhi

Telangana

#### (F4) North Eastern States KVKs

State	KVKs
Assam	Karimganj
	Dima Hasao
	North Lakhimpur
	Morigaon
	Nalbari
	Udalguri
	Kamrup
	Cachar
	Bongaigaon
	Dhemaji
	Jorhat
	Kokrajhar
	Nagaon

State	KVKs
Arunachal Pradesh	Changlang
	East kameng
	East Siang
	Lower subansiri
	Tirap
	West Kameng
	Lower Dibang Valley
	Upper Siang
Manipur	Bishnupur
	Churachandpur
	Imphal East
	Senapati
	Thoubal
Ukhrul	



Korba
Mungeli
Kondagaon
Karimnagar (Ramgirikhilla)
Karimnagar (Jammikunta)
Nalgonda (Gaddipalli)
Warangal (Mamnoor)

State	KVKs
Meghalaya	East Khasi Hills
	Jaintia Hills
	Ri-Bhoi
	West Khasi Hills
	South Garo Hills
	East Garo Hills
Mizoram	Aizawl
	Lunglei
	Mamit
Tripura	South Tripura
	Khowai
	North Tripura
	Sepahijala

**(G) ICAR Institutes- Regional Stations**

States	Regional Station
Andhra Pradesh	CICFRI, Eluru, Andhra Pradesh
	CIFT, Visakhapatnam
	CIFE, Kakinada
	CIFE, Balbhadrapuram
	CMFRI, Kakinada
	CMFRI, Visakhapatnam
Assam	CICFRI, Gawahati
Gujarat	CICFRI, Vadodra
	CMFRI, Veraval
	CIFT, Junagarh
Haryana	CICFRI, Karnal
	CIFE, Rohtak
Karnataka	CICFRI, Bangalore
	CMFRI, Mangalore
	CMFRI, Karwar
	CIFA, Bangalore

States	Regional Station
Kerala	CICFRI, Alappuzha
	CIFT, Calicut
	CIBA (Narakkal), Ernakulam
	CMFRI, Calicut
	CMFRI, KVK, Narakkal
	CMFRI, Trivandrum
Madhya Pradesh	CICFRI, Hoshangabad
	CIFE, Hoshangabad
Maharashtra	CIFT, Hoshangabad
	CIFT, Mumbai
Punjab	CMFRI, Mumbai
	CIFA, Akola
Lakshadweep	CIFA, Ludhiana
	CIFA, Bhatinda
	CMFRI, Lakshadweep, Minicoy

States	Regional Station
Odisha	CIBA, Puri
	CIFA (Kausalyaganj), Bhubaneswar
	CIFT(Burla), Sambalpur
Tamil Nadu	CICFRI, Coimbatore
	CMFRI, Mandapam
Uttar Pradesh	CMFRI, Tuticorin
	CMRI, Madras
Uttarakhand	CICFRI, Alahabad
	CIFE, Lucknow
West Bengal	ICAR-DCFR Field Centre, Champawat
	CICFRI, Calcutta
	CIFA, East Kalyani
	CIFA, Rahara
	CIBA (Kakdwip), Calcutta
	CIFRI, Malda
	CIFE, Kolkata
	CICFRI, Kakdwip



**Annexure-II: Proposed calendar for the outreach program pan India**



S.No	States/UTs	Categorization	Sep-23				Oct-23				Nov-23				Dec-23				Jan-23				Feb-23				No. of Program		
			W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4			
1	Andhra Pradesh	Coastal	■																										3
2	Goa	Coastal			■																								3
3	Gujarat	Coastal		■																									3
4	Karnataka	Coastal					■																						3
5	Kerala	Coastal							■																				3
6	Maharashtra	Coastal								■																			3
7	Odisha	Coastal				■																							3
8	Tamil Nadu	Coastal			■																								3
9	West Bengal	Coastal									■																		3
10	Andaman and Nicobar Island	Coastal					■																						3
11	DNH and Daman and Diu	Coastal						■																					3
12	Lakshadweep	Coastal									■																		3
13	Puducherry	Coastal				■																							3
14	Himachal Pradesh	Himalayan	■																										3
15	Uttarakhand	Himalayan					■																						3
16	Ladakh	Himalayan		■																									3
17	Jammu and Kashmir	Himalayan			■																								3
18	Bihar	Inland	■																										3
19	Chhattisgarh	Inland						■																					3
20	Haryana	Inland					■																						3
21	Jharkhand	Inland								■																			3
22	Madhya Pradesh	Inland									■																		3
23	Punjab	Inland				■																							3
24	Rajasthan	Inland						■																					3
25	Telangana	Inland							■																				3
26	Uttar Pradesh	Inland									■																		3





S.No	States/UTs	Categorization	Sep-23				Oct-23				Nov-23				Dec-23				Jan-23				Feb-23				No. of Program								
			W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4									
27	Chandigarh	Inland																																	3
28	Delhi	Inland																																	3
29	Arunachal Pradesh	NE																																	3
30	Assam	NE																																	3
31	Manipur	NE																																	3
32	Meghalaya	NE																																	3
33	Mizoram	NE																																	3
34	Nagaland	NE																																	3
35	Sikkim	NE																																	3
36	Tripura	NE																																	3
<b>Sum of program</b>			<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>108</b>				