

40 YEARS  
OF  
RESEARCH AND DEVELOPMENT  
IN  
MARINE FISHERIES IN INDIA



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Research and Development in Marine Fisheries  
held at Mandapam Camp, 16 - 18 September 1987, to mark  
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Central Marine Fisheries Research Institute, Cochin  
(*Indian Council of Agricultural Research*)  
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# The Marine Products Export Development Authority

The Marine Products Export Development Authority (MPEDA), established by the Govt. of India as a statutory body in September 1972, is vested with the responsibility for the development of seafood industry in India with special reference to exports. The Authority functions under the administrative control of the Ministry of Commerce and has offices in all the major centres of seafood production and export in India, a Trade Promotion Office at New Delhi and overseas Trade Promotion Offices in Tokyo (Japan) and New York (USA).

The MPEDA has on its Board official nominees representing the Ministries of Commerce, Agriculture, Finance, Industrial Development, Shipping and Transport as well as the two houses of Parliament, the maritime State Governments, the seafood export industry and fishery research institutions.

## OBJECTIVES

- \* Regulating marine products export
- \* Laying down standards and specifications
- \* Rendering financial assistance to processors and exporters
- \* Helping the industry in relation to market intelligence, export promotion, trade enquiries and the import of essential items
- \* Providing training in different aspects of the marine products industry, with special reference to quality control, processing and marketing
- \* Promotion of prawn farming for export production

In discharge of its functions, the MPEDA has launched a number of programmes and projects for stepping up ex-

ports, diversification of export products and diversification of markets. These programmes are aimed at increasing export production through promotion of commercial prawn farming and deepsea fishing; modernisation of export processing sector and trade promotion activities in major markets overseas.

## SHRIMP/PRAWN FARMING

Frozen shrimp constitutes over 80% of our marine products export earnings. However, shrimp production for the last several years has been stagnating. As scope for increasing production from natural resources is limited, scientific aquaculture has been suggested as a viable alternative.

MPEDA has been, till recently, concerned almost exclusively with promoting the export marketing of marine products. However, of late, realising that the major constraint of export has been production, MPEDA has also launched certain schemes for promoting export production, particularly shrimp through brackishwater shrimp farming. The promotional role of MPEDA in this area is very limited since the primary responsibility is vested with the Ministry of Agriculture and State Fisheries Departments. The major initiative of MPEDA has been mainly in taking steps for setting up two large commercial shrimp hatcheries with technical collaboration of reputed French and American companies in the eastern coastal areas for the production and supply of shrimp larvae in view of the critical importance of assured supply of seed for the development of shrimp farming in the country. Scheme for providing technical and financial assistance for the development of shrimp farming, which MPEDA has taken up in the recent past, are also aimed at complementing the efforts of the State Governments and private enterprises to develop shrimp farming in the country.



Conducting biennial Indian Seafood Trade Fair within the country is a major international trade programme of MPEDA. Shri P. Shiv Sankar, Union Minister of Commerce, lighting the ceremonial lamp, inaugurating the 7th Fair at Madras in February, 1987

## MODERNIZATION OF EXPORT PROCESSING SECTOR

The MPEDA is administering a number of schemes for modernising seafood processing facilities and for improving the quality of products exported from India. These schemes include several subsidy assistance programmes aimed at improving seafood processing facilities, modernisation of machinery and equipment and for setting up quality control testing laboratories with necessary technical personnel.

### ASSISTANCE FOR UPGRADING PEELING SHEDS

Pre-processing of shrimp is mainly done at peeling sheds, manned and managed mainly by the weaker sections of the society. For enabling the peeling shed operators to improve their facilities conforming to the standards prescribed by MPEDA, financial assistance up to Rs.10,000 per unit was provided by MPEDA. Under this scheme, introduced in 1980-81, an amount of Rs.63 lakh was disbursed to 880 peeling sheds which improved their standards and facilities as per the MPEDA norms. As the objective has been achieved, the operation of this scheme has been suspended.

As a further measure for maintaining the standards of hygiene of these peeling sheds, MPEDA has introduced a scheme for providing maintenance grant up to Rs.15000 per unit.

### SUBSIDY FOR OUTBOARD MOTORS

With a view to helping the fishermen operating traditional country craft, MPEDA has introduced a scheme from 1984-85 to provide subsidy assistance for procuring out-board motors to fit on the country craft. The assistance per countrycraft is limited to Rs.5000 and the scheme is administered through the Fisheries Departments of the State Governments.

### ASSISTANCE FOR SETTING UP

#### COMMUNITY PEELING CENTRES

Consequent on the introduction of MPEDA's programme of compulsory registration of peeling sheds, a scheme was

Another important trade promotion programme is participation in specialized Food Fairs in overseas seafood markets.

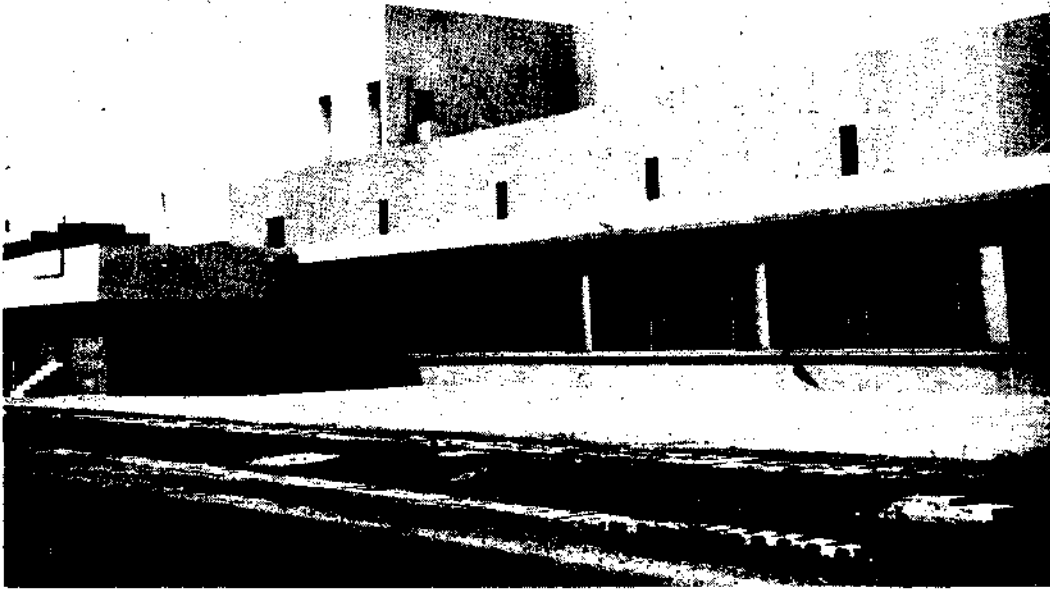
MPEDA's stand in the Anuga Food Fair at Cologne (FRG)



Refrigerated trucks for long-distance transportation of frozen seafoods for export



**500-tonne frozen storage  
set up at Cochin Port**



introduced for community peeling centre for rehabilitating peeling workers who were hitherto engaged in way-side peeling in and around landing centres. Under this scheme, administered through State Governments, MPEDA provides capital cost of the community peeling centre, provided the land required for same is made available by the State Government. A couple of community peeling centres have been set up in Kerala.

**SUBSIDY FOR AUTOMATIC  
FLAKE/CHIP ICE MAKING MACHINE**

For assisting the small scale seafood processors in installing machines for production of quality ice for inplant use, MPEDA provides financial assistance up to 25% of the cost of the machines, subject to a maximum of Rs.1 lakh per plant.

**SUBSIDY FOR GENERATOR SETS**

Uninterrupted power supply is essential for maintaining the quality of frozen seafoods. For assisting the seafood processing units to have captive power as a stand-by arrangement for use in situations like power cut and power failures, MPEDA provides financial assistance up to Rs. 40,000 for procurement of generator sets.

**SUBSIDY FOR INSTALLATION OF  
IMPROVED PLATE FREEZERS**

Most of the seafood processing plants in India are rather old and the plate freezers used for freezing shrimp takes more than 2½ hours for freezing. Reducing freezing time is desirable to produce good quality products. For assisting the seafood operators in upgrading the efficiency of the freezing machinery to freeze the products in 90 minutes, MPEDA provides a subsidy up to Rs. 1 lakh per unit.

**SUBSIDY FOR TRUCK REFRIGERATION UNITS**

Frozen seafoods, being highly perishable, are often transported by insulated trucks. This is not a satisfactory arrangement, particularly for long distance transportation of frozen seafoods. Refrigerated truck is the ideal transport for preservation of freshness in long distance transportation. With a view to enable the seafood processors in the small-scale sector to acquire refrigerated trucks, MPEDA provides a subsidy of 33.3% of cost of the refrigeration unit subject to a maximum of Rs. 45000.

**ASSISTANCE FOR UPGRADATION OF COLD STORAGES**

For cold storages which are deficient in maintaining optimum temperature, MPEDA provides financial assistance up

to Rs. 75000 per unit for upgrading the efficiency of such storages.

#### **PRODUCTION OF VALUE-ADDED ITEMS**

India's exports of frozen shrimp are being traditionally made in institutional packs of 2 kg/5 lbs. blocks. These packs are reprocessed in the importing countries for production of consumer products, which fetch higher prices in international markets. As a measure of encouragement to seafood processors for changing over to production of value-added /consumer items like Individually Quick Frozen (IQF) shrimp etc., MPEDA provides subsidy up to Rs. 15 lakh per unit, for procuring machinery/equipment required for the plants.

As a further pioneering effort in this line, MPEDA has a programme for equity participation in companies being set up for production and export of value-added new items.

#### **MINI LABORATORIES IN PROCESSING PLANTS**

Frequent check of quality and freshness of the raw material at various stages of processing and production is essential for ensuring the high quality of products. With a view to assist the seafood processing units to set up mini laboratories for quality check at various stages of processing, MPEDA provides assistance up to Rs. 50,000 per unit towards cost of laboratory equipment and chemicals.

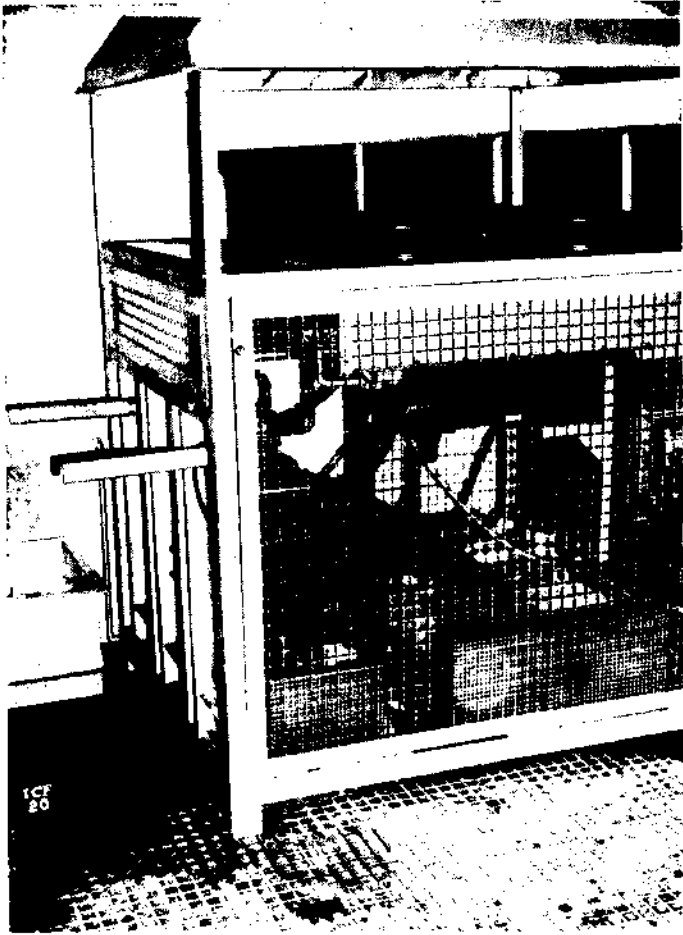
MPEDA had also made it mandatory that all plants should have their own laboratories by December 1986, failing which the export units were likely to be deregistered.

#### **EMPLOYMENT OF QUALITY CONTROL PERSONNEL**

Seafood processing units having their own quality control laboratories and approved under the Modified In-Process Quality Control (MIPOC) scheme assistance is provided from MPEDA for employing qualified technologists in the laboratories. Assistance up to Rs. 1500 per mensem towards salary of the technologist is being provided by the MPEDA.



**Quality control  
laboratory at Cochin**



A flake/chip ice making machine

## MARKET INTELLIGENCE

MPEDA obtains latest ruling prices in major markets through the overseas Trade Promotion Offices in Tokyo and New York as well as Indian missions in other major trading centres. Latest price trends are passed on to the trade in India through the Authority's weekly price bulletin PRIME. This information is also made available to the trade over phone/telex. MPEDA also functions as the national liaison office in India for the INFOFISH, market information service of the FAO in Kuala Lumpur.

## PARTICIPATION IN INTERNATIONAL TRADE FAIRS

One of the major market promotional programmes being undertaken by the Authority is participation in specialised Food Fairs and other International Trade Fairs. Every year, the Authority participates in about half a dozen specialised Food Fairs in different parts of the world. Participation in the Food and Trade Fairs has helped in creating a better awareness of Indian seafoods abroad and in highlighting India's status as one of the leading fishing nations with very rich potential for further development.

## ORGANISATION OF INDIAN SEAFOOD TRADE FAIR

The biennial Indian Seafood Trade Fair organised by the MPEDA since 1973 has been established as a major trade event of significance to the seafood export industry in India. The Fair provides a unique forum for buyers and sellers to meet and discuss problems of common interest for

further consolidation of trade relationship and also for exploring possible areas of collaboration for trade development. The usefulness of the Fair has been widely appreciated by the seafood export community in India as well as importers from all parts of the world. Seven such Fairs have so far been held.

### TRADE DELEGATIONS

The Authority sponsors visits of delegations consisting of senior officials of the Government and representatives of the trade to various markets for high level discussions and for development of personal contacts with buyers and officials in importing countries. Apart from delegations and sales teams sponsored and funded by the Authority, individual sales teams of exporters are also sent abroad with financial support under the Market Development Assistance (MDA) scheme.

Selected teams of leading buyers as well as important officials and technical experts from major seafood importing countries are periodically invited to India as guests of the MPEDA for personally witnessing the production standards and developmental efforts in fish production and export.

### PUBLICATIONS

MPEDA brings out a monthly journal 'Indian Seafoods' which is mailed regularly on complimentary basis to seafood buyers and Indian trade missions overseas. The journal brings out the day-to-day development of Indian seafood industry so as to keep the importers and concerned aware of what is happening in India. For the benefit of trade in India,



A mini laboratory set up with subsidy assistance from MPEDA, which according to the present provisions extends up to Rs. 50,000 per plant



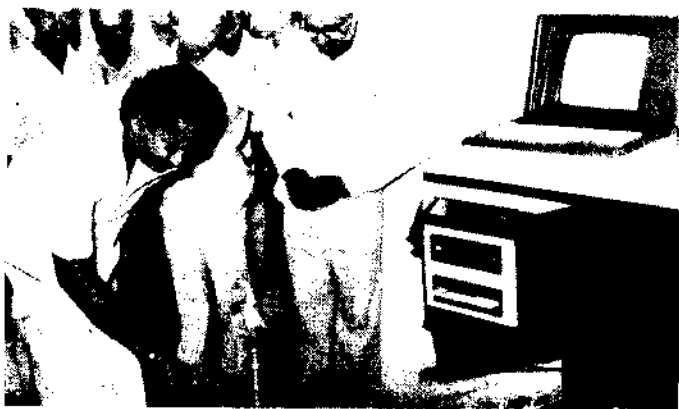
Squid jigging, for the development of which MPEDA had made available the services of Japanese experts under a scheme launched with the technical collaboration of CIET





**Formal handing over of prawn seed to a farmer in Orissa as part of the prawn seed distribution programme of MPEDA for the benefit of farmers**

**A Computerised Trade Information Centre was formally inaugurated by Shri C. Cherian, President, Seafood Exporters Association**



MPEDA brings out a fortnightly 'Seafood Newsletter', circulation of which is restricted mainly to persons and organisations within the country. Apart from the above periodicals, the Authority has brought out several important publications like Directories of Exporters/Importers and Reports containing recommendations of delegations and sales teams, Market Study Reports, seminar proceedings, extension literature as well as trade information of interest to seafood industry in India and overseas.

#### **EXTERNAL PRESS ADVERTISEMENTS**

MPEDA releases attractively designed press advertisements in selected food/trade journals in the existing major markets as well as other potential areas. The press advertisement programme covers mainly Japan, USA, UK/Continent, West Asian and South East Asian countries.

## PROMOTION OF DEEPSEA FISHING

Under the new policy aimed at optimum exploitation of deepsea fishery resources of India, the Commerce Ministry is the nodal agency for promotion of joint ventures in deep-sea fishing. The Commerce Ministry has nominated MPEDA as the field agency for receiving and processing applications for joint ventures. The MPEDA has thus been assigned an important role in the national efforts for the development of deepsea fishing in the Indian waters.

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*Communicated by the Director,  
MPEDA, Cochin.*



**A training in processing of fish products by foreign technical expert under Indo-EEC trade promotion programme**



**A peeling shed set up with MPEDA's financial assistance, the financial assistance is at the rate of Rs. 10,000 per shed. So far Rs. 63 lakhs were distributed for upgrading 880 peeling sheds**