



National Fish Festivals

Promoting Fish Consumption in the Country



Fish for Health and Wealth

Fish touch our lives in countless ways in terms of providing food, nutrition, livelihood, employment, recreation, and many more. Fish is an excellent source of protein and it provides more than 25% of the world's dietary protein. Human population annually consumes over 100 million metric tonnes (MMT) of fish.

India is the second largest fish producing country in the world with the estimated fish production of 12.6 MMT during 2017-18. Fish and fish products have presently emerged as one of the largest groups in agricultural exports of India with 13.77 lakh tonnes in terms of quantity and Rs. 45,106.89 crore in value. However, domestic fish consumption in India is relatively low.

Per Capita Fish Availability

Profile of Fish Utilization

Profile	India	Global
Total production (MMT)	12.6	171.0
Human consumption (MMT)	11.3	136.0
Non-food uses (MMT)	1.3	35.0
Per capita fish consumption (kg)	9	21

In India 40% people are vegetarians. In some States/UTs, especially the North-eastern States, fish consumption is quite high. There is a need to promote domestic fish consumption across the country as there are several health benefits. This would create adequate demand and spur further production & consumption.

Health Benefits of Fish Consumption

Fish is an Excellent Health Food

- Rich in protein and minerals like calcium, phosphorous, potassium, selenium magnesium, and vitamins like A, D, K, B3, B12, and E
- Good source of Omega-3 fatty acids
- Contains mono-unsaturated fats
- Regulates metabolism
- Strengthens immune system

- Enhances brain activity and keeps nervous system healthy
- Helps in regulating hormone levels, and improves elasticity of blood vessels and capillaries
- Improves heart functioning as it contains polyunsaturated fats
- Reduces bad cholesterol (LDL) and blood pressure levels
- Helps in alleviating pain of migraine and arthritis
- Helps in preventing cancer by lowering cancer-causing agents

National Fish Festivals

There is a need to popularize fish as food and increase the per capita consumption of fish. NFDB is extending financial assistance for construction of hygienic wholesale and retail fish markets, fish outlets, mobile fish vending vehicles, processing units, etc. Further, to popularize fish consumption, 'Fish Festivals' are organized in different parts of the country to campaign and create awareness among consumers by exhibiting preparation of different fish menu and showcasing various ready to cook and ready to eat value added fish products. National Fish Festivals were organized by NFDB on the occasion of 'National Fish Farmers Day' on 10th July and 'World Fisheries Day' on 21st November, of each year and at different places as per the Annual Calendar, while financial assistance was provided to organize State Fish Festivals across the country.

National Fish Festival, Visakhapatnam

A Fish Food Show was organized by the NFDB at Visakhapatnam, Andhra Pradesh on 9th & 10th July 2018. Beautifully decorated and housed inside seven pagodas, located on the Beach road, just in front of the YMCA campus (the venue for Fish Farmers Day celebrations), made the venue very attractive and eye-catching. It was inaugurated by the Joint Secretary (Fy), DADE, MoA, GoI in presence of Commissioner of Fisheries, AP, Chief Executive, NFDB and a large number of participants and visitors. Altogether there were Seven Fish Cuisine Stalls set up by renowned private Restaurant/Hotel Chains,

Govt. undertakings such as the West Bengal State Fisheries Development Corporation (famed for their 'ALL FISH RESTAURANT'), the Ananda Group's 'NUTRI FISH', etc. They demonstrated preparation of a variety of cuisines and served mouthwatering dishes of fishes.



Beach Road, Visakhapatnam, AP, 9th & 10th July 2018

National Fish Festival, New Delhi

A 6-day Fish Food Festival was organized by the NFDB at Dilli Haat, INA, New Delhi from 20th to 25th November 2018. The event was inaugurated by the Joint Secretary (Fy), DADF, MoA, Govt. of India. Subsequently, Shri Tarun Shridhar, Secretary (ADF), also visited the Festival Stalls. There were 15 stalls, with participation of major restaurants, Govt. organizations, entrepreneurs, etc., to popularize consumption of fish and fish products. Different varieties of fish and shrimp dishes were prepared and served to the visitors. The fish food festival attracted huge crowd on all the days.



Dilli Haat, INA, New Delhi, 20th to 25th November 2018

National Fish Festival, Hyderabad

A 3-day Fish Festival at People's Plaza, Necklace Road, Hyderabad was organized by NFDB from 1st to 3rd February 2019. Shri Mohammed Baba Fasiuddin, Deputy Mayor, Greater Hyderabad Municipal Corporation, inaugurated the Fish Festival. Twenty stalls were put up in a grand manner with participation of different exhibitors, viz., small entrepreneurs, restaurant chains, Women Co-operative Societies and Telangana State Fisheries Cooperative Society. A variety of ready-to-eat and ready-to-cook fish/prawn/shellfish items were prepared and served to the public. The response from the Hyderabad public was very good with an average of 10,000 people visiting daily to taste the various fish food. An average of 2 tonnes of fish/shrimp/crab/other shellfish were sold daily during the 3-day Fish Festival. Smt. I. Rani Kumudini, Chief Executive, NFDB and Smt. C. Suvarna, Commissioner of Fisheries, Govt. of Telangana, visited the stalls, and distributed certificates to the participants.



People's Plaza, Necklace Road, Hyderabad, 1st to 3rd Feb 2019

More Festivals to Come

In view of the popularity and success, a series of Fish Festivals are scheduled during 2019-20, across India. The Calendar for the Fish Festivals is available in the website of NFDB.

For Further Information:

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