



MPEDA

PRESENTED BY
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- * The erstwhile Marine Products Export Promotion Council established by the Government of India in September 1961 was converged in to MPEDA on 24th August 1972.
- * **The Marine Products Export Development Authority(MPEDA)** was set up under Section (4) of MPEDA Act, 1972 and became functional from 20th April, 1972.
- * The MPEDA, a statutory body, is responsible for development of the marine products industry with special reference to exports.



- * MPEDA is the nodal agency for the holistic development of seafood industry in India to realise its full export potential as a nodal agency.
- * Based on the recommendations of MPEDA, Government of India notified new standards for fishing vessels, storage premises, processing plants and conveyances.
- * MPEDA's focus is mainly on Market Promotion, Capture Fisheries, Culture Fisheries, Processing Infrastructure & Value addition, Quality Control, Research and Development.



- * MPEDA is given the mandate to promote the marine products industry with special reference to exports from the country.
- * It is envisaged that this organization would take all actions to develop and augment the resources required for promoting the exports of “all varieties of fishery products known commercially as shrimp, prawn, lobster, crab, fish, shell-fish, other aquatic animals or plants and any other products which the authority may, by notification in the Gazette of India, declare to be marine products for the purposes of the Act”.
- * The Act empowers MPEDA to regulate exports of marine products and take all measures required for ensuring sustained, quality seafood exports from the country.
- * MPEDA is given the authority to prescribe for itself any matters which the future might require for protecting and augmenting the seafood exports from the country.
- * It is also empowered to carry out inspection of marine products, its raw material, fixing standards, specifications, and training as well as take **all necessary steps for marketing the seafood overseas.**



FUNCTIONS OF MPEDA

1. REGISTRATION
OF

INFRASTRUCTURE

2. PROMOTION OF
AQUACULTURE



IMPLEMENTATION
OF SCHEMES

COLLECTION AND
DISSEMINATION

PROMOTION OF DEEP
SEA FISHING
PROJECTS

IMPART TRAININGS
AND
AWARENESS
ACTIVITIES





INSPECTION



FIXING OF
STANDARDS AND
SPECIFICATIONS



- * **MISSION-** We are determined with the objective to promote the Indian marine products industry with reference to the exports of quality seafood from the country.
- * **VISION-** We envision India becoming the top country to provide sustainable and quality seafood to every corner of the world.
- * **FOCUS-** Our focus is mainly on Market Promotion, Capture Fisheries, Culture Fisheries, Processing Infrastructure & Value addition, Quality Control, Research and Development.

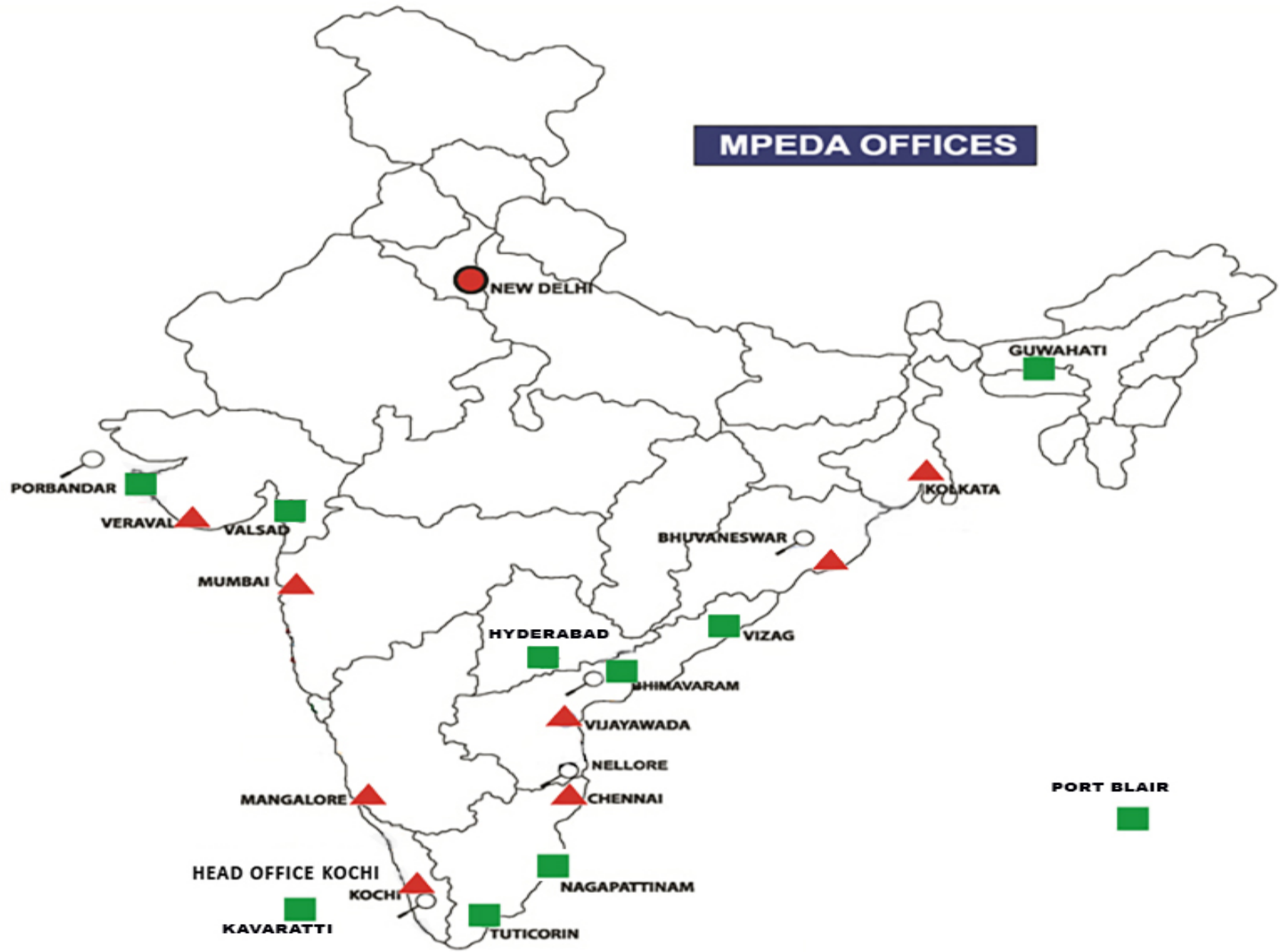


MPEDA HEAD OFFICE

- * The Marine Products Export Development Authority,
MPEDA House,
P.B.No.4272,
Panampilly Avenue,
Panampilly Nagar P.O,
Kochi – 682 036,
KERALA – INDIA
- * MPEDA functions under the Department of Commerce,
Government of India and acts as a coordinating
agency with different Central and State Government
establishments engaged in fishery production and
allied activities



MPEDA OFFICES



- ▲ REGIONAL DIVISION
- SUB REGIONAL DIVISION
- TRADE PROMOTION OFFICE
- LABORATORY



Edit with WPS Office

- * Projection of Indian marine products in overseas markets by participation in overseas fairs and organising international seafood fairs in India
- * Implementation of development measures vital to the industry like distribution of insulated fish boxes, putting up fish landing platforms, improvement of peeling sheds, modernisation of industry such as upgrading of plate freezers, installation of IQF machinery, generator sets, ice making machineries, quality control laboratory etc.
- * Promotion of brackish water aquaculture for production of prawn for export



QC LABOURATORIES

- * **MPEDA has four Quality Control Laboratories**

1. Kochi (Kerala),
2. Bhimavaram,
3. Nellore (Andhra Pradesh),
4. Bhubaneswar (Odisha).

- * All the four laboratories are accredited as per the **ISO/IEC 17025 by the National Accreditation Board for Testing and Calibration** Laboratories (NABL), a member of the International Laboratory Accreditation Co-operation (ILAC).
- * The scope of accreditation covers testing of fish and fishery products for Chemical residues.
- * The laboratories are also approved by the Export Inspection Council of India (EIC) for testing of fish and fishery products intended for export (commercial samples).



- * The Laboratory at Head office has also got Food Safety Standards Authority of India (FSSAI) recognition for testing of fish and fishery products.
- * MPEDA has recently inaugurated another laboratory at Porbandar (Gujarat), which will be acquiring NABL accreditation and EIC approval soon.



- * The MPEDA QC Laboratories are equipped with **high precision sophisticated equipments** such as Liquid Chromatography Tandem Mass Spectrometers, Inductively Coupled Plasma – Mass Spectrometer (ICP-MS), High Performance Liquid Chromatographs (HPLC), Gas Chromatographs (GC-ECD), Gas Chromatograph-Mass Spectrometer (GC-MS & GC-MSMS), Automated ELISA Analyser etc, and all necessary supporting equipments/instruments.
- * The laboratories are undertaking implementation of National Residue Control Plan (NRCP) for aquaculture products as per EU requirement . Also undertakes testing of samples under Pre-Export Testing which is mandatory for export of seafood consignments.



- * MPEDA also have a microbiology laboratory in Kochi, set up with sophisticated instruments for testing, fish and fishery products, food and water.
- * The Laboratory has two sections, one for conventional Microbiology testing and the other for molecular biology where advanced molecular biology tools have been set-up for testing of Viruses.



Network for Fish Quality Management and Sustainable Fishing (NETFISH)



Education Through NETFISH

- * Network for Fish Quality Management and Sustainable Fishing (NETFISH) is a society formed in 2006 under the aegis of Marine Products Export Development Authority (MPEDA), Kochi.
- * The Society is registered under the Travancore–Cochin Literary, Scientific and Charitable Societies Registration Act, 1955.
- * NETFISH, the extension arm of MPEDA, stands for improving the quality of fishery products exported from the country and the sustainability of fishery resources as well.
- * The major objectives of NETIFSH is to empower fisheries sector by imparting knowledge to fishermen, fisherwomen, processing workers, technicians, other fishery stakeholders etc. on fish quality management, conservation of fish resources and sustainable fishing.



- * NETFISH Head Office is located at Vallarpadam, Kochi. The Chairman of MPEDA is the President of NETFISH and the Chief Executive Officer is the Officer-in-Charge of this organization.
- * NETFISH have its State Coordinators in all the maritime states of India to execute the capacity building training programmes in the marine capture fisheries sector.



ACTIVITIES AND SERVICES

- * NETFISH organizes grass root level capacity building programmes among fishermen, fisherwomen, processing workers and other stakeholders, thereby changing their mindset towards fish quality management and responsible fishing.
- * Various Non-Governmental Organizations (NGOs) have been selected as members in NETFISH considering their past records on conducting fisheries development programmes.
- * Personals from these member NGO's are being trained on various fisheries extension programmes with the help of reputed fisheries institutes /universities /departments/ scientists, etc. and are utilized for conducting various extension programmes among fisher folk.
- * Both theory and practical classes are being arranged for the fishermen.



- * Since 2007, NETFISH has been conducting effective extension works in all the nine maritime states of India. Regular training programmes are conducted for the fisherfolks and other fishery stakeholders at areas in and around selected harbours and landing centers in these states.
- * So far, NETFISH has successfully conducted around 30000 extension programmes whole through the country.
- * NETFISH's outreach programmes include Fish quality management programmes conducted for the various stakeholders at fish landing sites, fishing vessels, fishermen villages, pre-processing centers, processing factories and dryfish production centres.
- * Also, awareness training on conservation of marine resources and sustainable fishing are imparted to the fishers through programmes conducted in fishing vessels, fishing harbours and fishermen villages.
- * To spread the message more effectively among the beneficiaries, a variety of special programmes like street plays, clean-up programmes, mass communication programmes, school children programmes, medical camps, rally etc are also organized by NETFISH on need basis.
- * Skill development training programmes in marine fishing, allied fields, fish processing and value addition are also taken up for the betterment of the sector.



MAJOR ACHIEVEMENTS OF NETFISH

1. Improved hygienic handling practices onboard fishing vessels and at harbours and landing centres
2. Involved in development of infrastructure facilities in harbours and landing centres
3. Development of harbour management societies/ committees in fishing harbours/landing centres
4. Introduced regular cleaning schedules at various harbours and landing centers
5. Implementation of dress code for harbour workers
6. Popularization of square mesh cod ends in trawls
7. Implementation of dress code at peeling sheds
8. Improvement of hygiene and sanitation at pre-processing centres
9. Improved production of good quality dryfish.



- * Department Agencies, Ports, Universities etc. for the sustainability of the marine resources, for reducing the post harvest loss in fisheries, for improving the quality of the seafood materials, for improving the quality of dryfish products, for livelihood improvement of fisherfolks and so on.
- * Also, exclusive capacity building activities are being conducted for the welfare of SC/ST fishermen of the country.



COLLECTION OF DAILY HARBOUR DATA

- * NETFISH, through its Harbour Data Collectors, is obtaining the data on the boat arrivals and fish catch landings occurring at about 100 major landing sites across the country on a daily basis.
- * The data obtained are maintained in a web portal.



- * NETFISH has developed various extension tools such as documentaries, animation films, posters, leaflets, handbooks and training manuals on different topics to use in the training programmes.
- * They were disseminated among the stakeholders in 10 different languages viz. English, Hindi, Gujarati, Marathi, Kannada, Malayalam, Tamil, Telugu, Odia and Bengali. Also various contents were developed and disseminated through social media as well.



Fixing standards

- There is a nationwide network of ELISA labs to ensure antibiotic residue free aquaculture shrimp for export.
- * Imparting technical knowhow and information to seafood industry for quality up-gradation.
- * Entrusting special research projects on quality problems with National Research Institutes as and when required
- * Integrated development programme for upgrading seafood quality by providing assistance for setting up of mini labs to achieve quality assurance.
- * Disseminating standards for compliance for export of fish and fishery products to various countries based on standards / norms / regulations prescribed/revised by such countries from time to time.
- * Arranging delegations from India to acquaint with latest development in technology and resolving quality issues if any.
- * Whenever required, MPEDA also invites / facilitates visits / inspections by the Health Authorities of importing countries to India to observe for themselves the improvements that have taken place in India in the processing and handling of fish and fishery products and to generate confidence in the processing and inspection systems being followed in India.



- * MPEDA is a member in the meetings organized by Bureau of Indian Standards, the Export Inspection Council and Food Safety and Standards Authority of India.
- * MPEDA also offers its comments in meetings organized by the NCCP for finalizing India's stand in the various committees of the Codex Alimentarius Commission, where international standards for fish and fishery products and related subjects are formulated.
- * Providing comments on SPS/TBT issues.
- * Investigate the rejections/detention reported from European Union, Japan, USFDA and other markets to suggest corrective actions to the processor to prevent recurrence in future.
- * Providing technical guidance for HACCP implementation.
- * Organising national/international trainings in Quality Control for the seafood processing sector for familiarizing the analytical methods adopted by importing countries.
- * Training programmes are organized in India in collaboration with national and international organizations like USFDA, EU-BTSE, CITD, FAO, INFOFISH etc.
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