

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF FISHERIES

RAJYA SABHA

UNSTARRED QUESTION No. 1181
TO BE ANSWERED ON 10TH DECEMBER, 2025

Supply of domestically produced prawns under PMMSY

1181. Shri Paka Venkata Satyanarayana:

Will the Minister of *Fisheries, Animal Husbandry and Dairying* be pleased to state:

- (a) whether Government has initiated any specific programme or policy under the Pradhan Mantri Matsya Sampada Yojana (PMMSY) to facilitate the supply of domestically produced prawns to Defense establishments, Ministry of Home Affairs' forces and educational hostels (SC/ST) for nutritional security;
- (b) if so, the details of the pilot projects undertaken and the quantity of prawns supplied to these institutions in the last three financial years;
- (c) the budgetary allocation earmarked for strengthening the domestic supply chain and quality assurance systems specifically for this purpose; and
- (d) whether the Ministry plans to introduce mandatory procurement quota for domestic seafood, including prawns, for large-scale institutional consumption?

ANSWER

**MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING:
(SHRI RAJIV RANJAN SINGH ALIAS LALAN SINGH)**

(a) to (d) The Department of Fisheries, Government of India has requested Ministry of Defence and Ministry of Home Affairs for the bulk procurement of shrimp for their establishments citing its nutritional value. State/UT Governments have also undertaken efforts in this direction. The Uttarakhand Government has signed an agreement with the Indo-Tibetan Boarder Police (ITBP) for the supply of trout fish, local trout farmers or producers are supplying trout to various ITBP posts. In last three years, National Fisheries Development Board (NFDB), has assisted projects on consumer preference, consumption pattern and future demand for fish and fishery products in India", and pilot scale implementation of "Smart Packing technology: fish freshness indicator" at field level to enhance domestic fish consumption. As of now, the Department of Fisheries, Government of India has approved 22 Wholesale Fish Market, 202 units of fish retail markets and 6410 unit of fish kiosks, and 27301 units of fish transportation facilities viz., refrigerated and insulated trucks, Live Fish Vending Centres, auto rickshaws, motorcycles and bicycles with ice box to support the domestic sale and consumption of fishery product including prawns. Furthermore, to boost domestic consumption and build awareness, Department of Fisheries, Government of India through National Fisheries Development Board (NFDB) initiated promotional campaigns by inviting creative taglines/slogans using social media platform, jingles of in vernacular languages on domestic fish consumption and create awareness among the various stakeholders of PMMSY and general public. NFDB has also organized 48 fish food festivals & fish melas to attract more consumers and popularize fish sales. NFDB is also facilitating all FFPOs and fisheries cooperatives through e-NAM, ONDC, and NERAMAC to enhance opportunities for e-marketing and e-trading. This includes supporting State-led branding initiatives to promote domestic fish consumption
