

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

LOK SABHA

UNSTARRED QUESTION NO. 948
TO BE ANSWERED ON 8TH FEBRUARY, 2022

Marine Hubs in Andhra Pradesh

**948. SHRI KURUVA GORANTLA MADHAV:
SHRIMATI GODDETI MADHAVI:**

Will the Minister of **FISHERIES, ANIMAL HUSBANDRY AND DAIRYING**
मत्स्यपालन, पशुपालन और डेयरी मंत्री be pleased to state:

- (a) the details of funds allocated under the proposal to set up three marine hubs in Srikakulam, Palakonda and Palasa in the State of Andhra Pradesh; and
- (b) the details of steps taken by the Government to increase awareness among the youth to explain Government incentives, branding and marketing strategies to manage these retail outlets across the coastal districts?

ANSWER

MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

(SHRI PARSHOTTAM RUPALA)

(a) and (b): The Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying is implementing a flagship scheme of Pradhan Mantri Matsya Sampada Yojana (PMMSY) with highest ever investment of Rs. 20050 crore with effect from the financial year 2020-21 in all the States/UTs including in Andhra Pradesh. The Department of Fisheries, Government of India during the financial years 2020-21 and 2021-22 has accorded approval to the fisheries development proposals of Government of Andhra Pradesh at a total cost of Rs. 657.11 crore and so far released Central funds of Rs. 108.95 crore to the State Government for development of fisheries in the State. The Government of Andhra Pradesh has reported that under PMMSY, the State Government is implementing the activity on “construction of fish retail market” (termed as Aqua Hubs) with unit cost of Rs.1.00 crore. It is further reported that the Government of Andhra Pradesh has identified 3 potential locations viz., Srikakulam, Palakonda and Palasa in Srikakulam District of Andhra Pradesh.

The PMMSY *inter-alia* extends supports to the State Governments and Union Territories and other implementing agencies for conducting of awareness programmes. The Department of Fisheries, Government of India through the National Fisheries Development Board (NFDB) released an amount of Rs.8.30 crore under PMMSY to various States, Union Territories and other Government institutions/agencies for organizing awareness programmes for creation of awareness of PMMSY and about the development of fisheries and aquaculture. A total of 957 training and awareness programmes conducted across the country to increase awareness among the fish farmers and fishermen including youth. Besides, awareness is also created through, print and electronic media, digital platforms and dedicated portal of PMMSY and covered a total 20.78 lakh people across the country under various awareness/training programmes. Further, the Department of Fisheries, Government of India under the PMMSY supports the State Governments/Union Territories for setting up of State Programme Units (SPU), District Programme Units (DPU), engagement of Sagar Mitras and setting up of Matsya Seva Kendras also for creating awareness to the public on Government incentives under various schemes including PMMSY. The Government of Andhra Pradesh has reported that awareness is also created through print and electronic media, digital platforms viz. twitter, face book, instagram and other social platforms. Further, awareness is also created by the State Government through SPU and DPU supported under PMMSY, call centre for creating awareness to the public on Government incentives, branding and fish marketing strategy to manage the retail outs across the coastal districts of the State.
