

## **MEDIA RELEASE**

### **INCOIS-Reliance Foundation mega campaign for Maharashtra fishing communities puts the spotlight on technology for sustainable fisheries**

- Organised as part of *Azadi Ka Amrit Mahotsav* by the Indian National Centre for Ocean Information Services (INCOIS) and Reliance Foundation
- In-depth interactions with over 200 members from Maharashtra's fishing community on information services and beneficial technologies to enhance fishing-based livelihoods
- Key concerns on marine fisheries, including climate change influence, sustainable fisheries, new opportunities in deep-sea fishing were discussed
- Reliance Foundation has been working with fishing communities across India on various livelihood initiatives including services such as the '*Machli*' app

**Mumbai, August 4, 2023:** Over 200 coastal fisherpersons from Maharashtra experienced first-hand the use and benefits of information services as well as related technologies for strengthening livelihoods during a 'Mega Awareness Campaign on Ocean Information and Advisory Services'. Organised by the Indian National Centre for Ocean Information Services (INCOIS) and Reliance Foundation in Navi Mumbai on Thursday, the event assumes significance in the context of climate challenges impacting fish catch from the state's coastal waters and the need to bridge information gaps essential for marine fisherpersons.

Speaking on the success of the campaign, **Dr T Srinivas Kumar, Director, INCOIS**, expressed gratitude to all participants. "The collective efforts of INCOIS and Reliance Foundation have significantly raised public awareness about ocean information and advisory services. This campaign has effectively highlighted the critical role our oceans play in supporting economic growth and has helped advance the concept of Blue Economy. The positive impact of this campaign will extend far beyond its conclusion, as it has inspired stakeholders to work together for a sustainable future."

"India is the 3<sup>rd</sup> largest fish producer in the world and the government is poised through PMMSY to take this Blue Revolution even further. Reliance Foundation has been helping enhance lives and livelihoods of fishing communities through information services such as the 'Machli' app, promote sustainable fishing and help in improving information generation by taking feedback from the fishing community to experts. Our partnership with INCOIS has been a long standing one and it continues to help the marine fishing community better adapt to climate challenges towards their better future," according to **Mr Jagannatha Kumar, CEO, Reliance Foundation**.

Dr Ravishankar C.N., Director and Vice-Chancellor, Central Institute of Fisheries Education (CIFE); Ms Priyanka Singh, Chief, Rural Transformation, Reliance Foundation, and other key stakeholders from the fisheries sector addressed the fishing community. Organised as part of a series of campaigns by INCOIS across the country to mark *Azadi Ka Amrit Mahotsav*, Thursday's event provided a platform for fisherpersons from Maharashtra to interact with stakeholders from the government, key research and development sector organisations. A stakeholder consultation was also held where a group of fisherpersons using information services of INCOIS and Reliance Foundation provided feedback on ways to strengthen these services.

Experts from the Indian Space Research Organisation (ISRO), the Central Institute of Fisheries Education (CIFE), Central Institute of Fisheries Technology (CIFT), Central Marine Fisheries Research Institute (CMFRI), NETFISH-MPEDA, Fishery Survey of India, Reliance Foundation and the Mangrove Foundation spoke on key fisheries concerns at the event.

In collaboration with INCOIS, an autonomous body under Govt. of India's Ministry of Earth Sciences, Reliance Foundation reaches nearly 25% of India's active marine fisherperson families, mainly across eight states. For marine fisherpersons, Reliance Foundation translates complex scientific information into locally relevant advisories to help fisherpersons with life-saving information, identify fishing zones with relevant information. Reliance Foundation has supported women in linkage and availing of schemes to increase returns from fish production and other high-value fishing activities. By working with fishing communities on the ground, Reliance Foundation is able to partner holistically with scientific institutions providing feedback on advisories to institutions to enhance information generation.

### **About Reliance Foundation**

Reliance Foundation, the philanthropic arm of Reliance Industries Limited, aims to play a catalytic role in addressing India's development challenges through innovative and sustainable solutions. Led by Smt. Nita M Ambani, Founder and Chairperson, Reliance Foundation is relentlessly working for the overall well-being and enhanced quality of life for all, focusing on rural transformation, education, health, sports for development, disaster management, women empowerment, urban renewal and arts, culture and heritage, and has touched the lives of over 70 million people across India, in over 54,300 villages and urban locations. More on [www.reliancefoundation.org](http://www.reliancefoundation.org)

Follow Reliance Foundation on:

Twitter: [@ril\\_foundation](https://twitter.com/ril_foundation)

Facebook: [@foundationRIL](https://www.facebook.com/foundationRIL)

LinkedIn: [reliancefoundation](https://www.linkedin.com/company/reliancefoundation)

Instagram: [@RelianceFoundation](https://www.instagram.com/RelianceFoundation)

### **About INCOIS**

ESSO-INCOIS was established as an autonomous body in 1999 under the Ministry of Earth Sciences (MoES) and is a unit of the Earth System Science Organisation (ESSO). ESSO- INCOIS is mandated to provide the best possible ocean information and advisory services to society, industry, government agencies and the scientific community through sustained ocean observations and constant improvements through systematic and focussed research. <https://incois.gov.in/>