



Online Marketplace Aqua Bazar

Why in News?

Recently, the Union Minister for Fisheries launched the **Online Market Place** feature, Aqua Bazar, in the **MatsyaSetu mobile app** during the ninth general body meeting of the **National Fisheries Development Board**.

What is Matsya Setu App?

▪ About:

- The app was developed by the [Indian Council of Agricultural Research ICAR-Central Institute of Freshwater Aquaculture \(ICAR-CIFA\)](#), Bhubaneswar, with the funding support of the **National Fisheries Development Board (NFDB)**, Hyderabad through the [Pradhan Mantri Matsya Sampada Yojana \(PMMSY\)](#).

▪ Features:

- Through this platform, any registered vendor can list their input materials.
- The listed items will be displayed in the marketplace based on geographical proximity to the app user.
 - The listings are categorized into the following **major categories, fish seeds, input materials, services, jobs, and table fish**.
 - Every listing will contain **detailed information about the product, price, available quantity, supply area**, etc. along with the seller's contact details.
- The needy farmers/stakeholders can contact the vendors and fulfill their procurements.
- It also allows the fish farmers to list their grown table-size fish/fish seeds for sale with an option to indicate the date of availability along with the price offer.
 - Interested fish buyers will contact the farmers and offer their prices.

▪ Significance:

- The online marketplace will **help the fish farmers and stakeholders to source the inputs such as fish seeds, feed, medicines, etc.**, and services required for fish culture as well as farmers can also list their table-size fish for sale.
 - The marketplace aims to connect all stakeholders in the aquaculture sector.
 - Reliable information about the timely availability of quality inputs in the right place is very crucial for the success and development of freshwater aquaculture in the country.
- It will certainly **help the farmers to receive more business inquiries from buyers or buyer agents who procure fish**, paving the way for increased awareness about the market situation and better price realization of farmers' produce.

What was the Need to Launch this Initiative?

- At times, fish farmers do **face problems in sourcing critical, quality inputs such as fish seeds, feed, feed ingredients, [fertilizers](#), nutraceuticals, additives, medicines, etc.**, during the crop season.
 - **Any delay in obtaining these inputs would cause significant consequences in the productivity of their fish culture operation.**
 - Sometimes, farmers also look for services such as farm construction, rental services, manpower for harvesting, etc.

- Similarly, at certain times, fish farmers do **face difficulties in selling their produce in the market** or they only rely upon a limited number of buyers/agents to procure their fish produced.

What is the National Fisheries Development Board?

- The National Fisheries Development Board (NFDB) was established in 2006 as an autonomous organization under the administrative control of the Department of Fisheries, **Ministry of Fisheries, Animal Husbandry & Dairying**, Government of India to enhance fish production and productivity in the country and to coordinate fishery development in an integrated and holistic manner.
- **Headquarters: Telangana, Hyderabad.**

UPSC Civil Services Examination Previous Year Question (PYQ)

Mains

Q. Defining the blue revolution, explain the problems and strategies for pisciculture development in India. (2018)

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