

# Aqua Bazar

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**In news**– The Union Minister for Fisheries, Animal Husbandry and Dairying has recently launched the Online Market Place feature “Aqua Bazar ” in the “MatsyaSetu ” mobile app.

## **What is Aqua Bazar?**

- ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA), Bhubaneswar and National Fisheries Development Board (NFDB) **have developed this digital platform** to bring all the stakeholders to one place.
- 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.**
- The feature 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.
- It will certainly help the farmers to receive more business enquiries 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.

## **MatsyaSetu-**

- The app was developed by the 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).
- It has features to facilitate trade in freshwater fisheries based on geographical location of the stakeholders.
- This app focuses on freshwater fisheries trade, where aqua farmers get access to price information and availability of suppliers based on geographical locations.
- The app also has online courses, wherein experts on aquaculture demonstrate breeding, seed production and information about commercially important fish like carp, catfish, scampi, murrel, ornamental fish and pearl farming.