A goldfish is swimming in a clear glass fishbowl. The fish is positioned in the center of the bowl, facing towards the left. The bowl is set against a plain white background. The text of the title is overlaid on the upper portion of the bowl.

**MARKET POTENTIAL OF ORNAMENTAL
FISHES IN GUJARAT**
PROBLEMS & PROSPECTS

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Introduction

A goldfish is swimming in a clear glass bowl. The bowl is partially filled with water, and the goldfish is positioned in the center. The background is a plain, light color.


- Keeping colourful and fancy fishes, popularly known as ornamental fishes, aquarium fishes, or live jewels is one of the oldest and most popular hobbies of the world.
- The trade with a turnover of US \$ 5 Billion has an annual growth rate of 8 % offers a lot of scope for development.
- With the increase in demand for ornamental fishes especially in USA, Europe and Japan, many countries in Asia have started capturing and culturing beautifully coloured ornamental fishes.

Continue...

A goldfish is swimming in a clear glass bowl. The fish is orange and white, facing left. The bowl is partially filled with water, and the background is a light, neutral color. The text 'Continue...' is overlaid on a light green rectangular box at the top of the image.

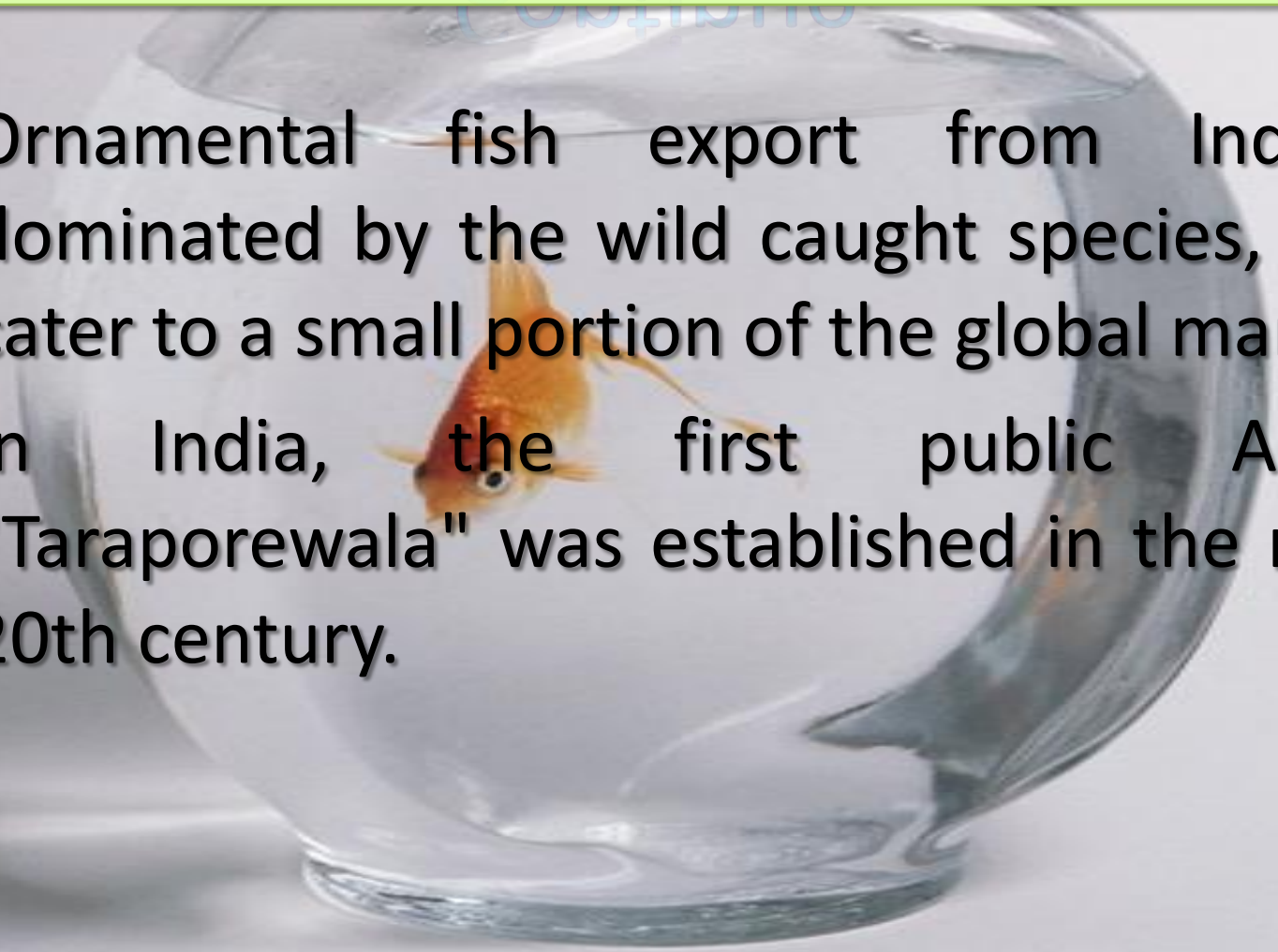
- The top exporting countries are Singapore followed by Hongkong, Malaysia, Thailand, Philippines, Sri Lanka, Taiwan, Indonesia and India.
- The largest importer are the US, followed by Europe and Japan. The emerging markets are China and South Africa.
- Not only the attractiveness and colour, but also the rarity is important in an export market.

INDIA Scenario

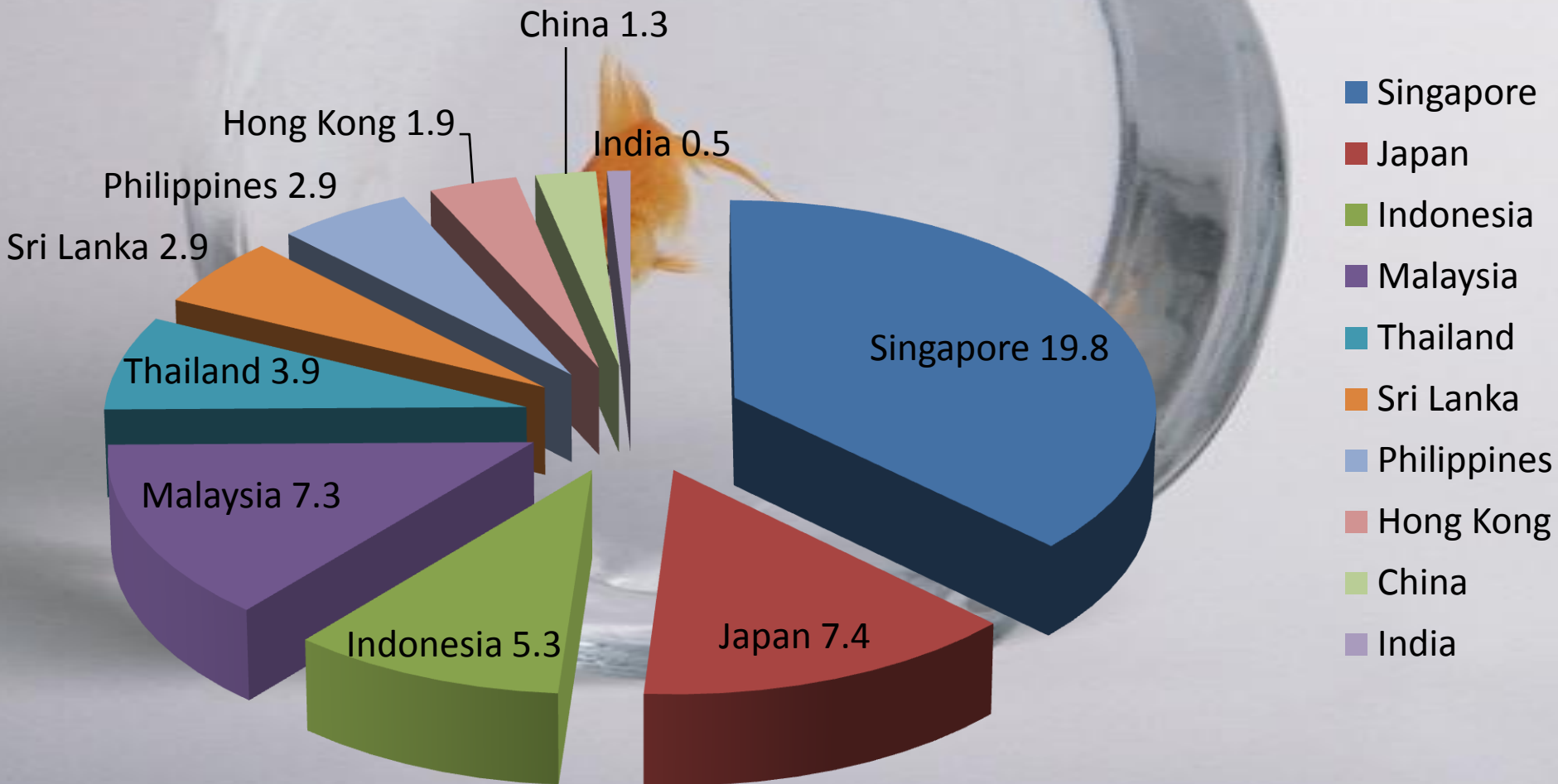
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- The Indian ornamental fish sector is a small but vibrant segment, with potential for tremendous growth and large-scale gainful employment generation.
 - India's share in ornamental fish trade is estimated to be Rs 158.23 lakh which is only 0.008% of the global trade.
 - At present the market is mainly domestic.

Continue...

- Ornamental fish export from India is dominated by the wild caught species, which cater to a small portion of the global market.
- In India, the first public Aquaria "Taraporewala" was established in the mid of 20th century.



ASIAN COUNTRY EXPORT CONTRIBUTION (%)



A goldfish is swimming in a clear glass bowl. The fish is orange and white, with long, thin fins. The bowl is partially filled with water. The background is a plain, light-colored surface.


OBJECTIVE OF STUDY

OBJECTIVE OF STUDY

- ✓ To know the market potential of Ornamental fish in Gujarat.
- ✓ To know the various Government Policy & Schemes for this sector specially to Encourage export.
- ✓ To know the reasons behind absence of export from Gujarat.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

A goldfish is swimming in a clear glass fishbowl. The fish is orange and white, with long, thin tail and dorsal fins. The bowl is partially filled with water and sits on a light-colored surface. The background is a plain, light color.

❖ **Source of data collection**

Primary :- Data collected from survey of Aquarium fish seller

Secondary :- Data collected from internet

❖ **Data collection method**

1) Personal and telephonic interview.

2) Observation of Aquarium shop

❖ **Sampling Techniques** :- Convenience sampling & Purposive sampling.

❖ **Sampling Unit** :- owners/Managers of Aquarium shop

❖ **Sampling Size**:- 5 Centres around Gujarat.

Gujarat's Fishing Policy

A goldfish is swimming in a clear glass bowl. The fish is orange and white, with long, thin fins. The bowl is partially filled with water, and the background is a plain, light color.

- Fishing for ornamental fish is one of the corner stones of the fisheries policy being drafted by Gujarat Government.
- This is a “non-violent activity quite in tune with Gujarati ethos”.
- The business of ornamental fish has a big future in Gujarat, going by the growing number of small aquariums in houses.

Continue...

- Currently, the traders have to go as far as Calcutta and Chennai to buy ornamental fish.
- A new incentives scheme is being worked out for fish producers willing to hatch only ornamental fish.
- Under the plan, incentives would be given to produce ornamental fish in a small hatcheries.

DOMESTIC MARKETING CHANNEL



Prospects

A goldfish is swimming in a clear glass bowl. The bowl is partially filled with water, and the goldfish is positioned in the center. The background is a plain, light-colored surface.

- α Gujarat is bestowed with a large coast line having very good ornamental fish species diversity.
- α Unit value of ornamental fish is higher than the food fish.
- α Good opportunity for aquarium accessories (i.e. toys, plants, etc...).
- α Additional source of Income.
- α Business and Employment opportunity.
- α Offers good opportunity for rural and urban households to augment income.

Problems

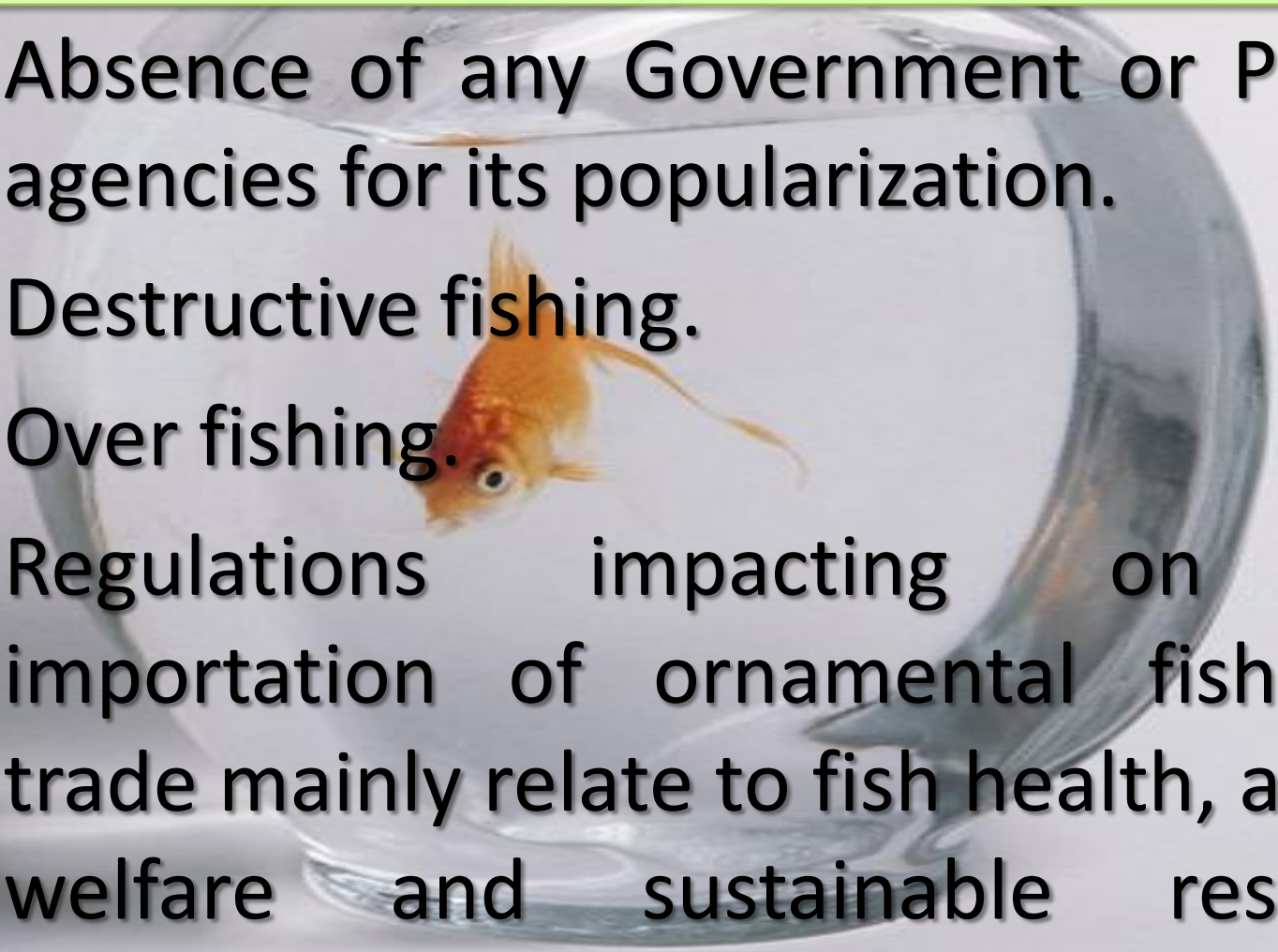
A goldfish is swimming in a small, round glass fishbowl. The fishbowl is filled with water and has a narrow opening at the top. The goldfish is positioned in the center of the bowl, facing towards the right. The background is a plain, light-colored surface.

- α Lack of Breeding houses.
- α High Freight rate.
- α Lack of Professional approach.
- α Lack of awareness among people.
- α Lack of technical and financial support.

Continue...

CONFIRMING...

- α Absence of any Government or Private agencies for its popularization.
- α Destructive fishing.
- α Over fishing.
- α Regulations impacting on the importation of ornamental fish and trade mainly relate to fish health, animal welfare and sustainable resource management



Aquarium Fish Sellers

A clear glass fishbowl containing a single goldfish. The fish is positioned in the center of the bowl, facing left. The bowl is filled with water and has a wide, shallow shape. The background is a plain, light-colored surface.

- Aqua Blue Fisheries
- Shukan Aquarium
- Gujarat Aquarium
- Chrome Aquaria
- Vishal Aquarium

Ornamental Fishes

Species	Water Quality	Season	Breeding Type	Egg Type/Care
Molly	Hard Water Spp.	Summer/Monsoon	Live Bearer	Young Ones
Guppy	Hard Water Spp.	Summer/Monsoon	Live Bearer	Young Ones
Platy	Hard Water Spp.	Summer/Monsoon	Live Bearer	Young Ones
Swordtail	Hard Water Spp.	Summer/Monsoon	Live Bearer	Young Ones
Gourami	Wide Tolerance	Summer/Monsoon	Nest Builder	Male Guard eggs
Rosy Barb	Wide Tolerance	Summer/Monsoon	Egg Scatterer	Adhesive
Gold Fish	Wide Tolerance	Monsoon/Winter	Egg Scatterer	Adhesive
Fighter	Wide Tolerance	Summer/Monsoon	Nest Builder	Male Guard eggs
Catfish	Wide Tolerance	Monsoon/Winter	Egg depositor	Enclosures
Angel	Soft Water	Summer/Monsoon	Egg depositor	Parents Fan Eggs
Black Widow Tetra	Soft Water	Summer/Monsoon	Egg Scatterer	Adhesive

Angel fish



Discus fish



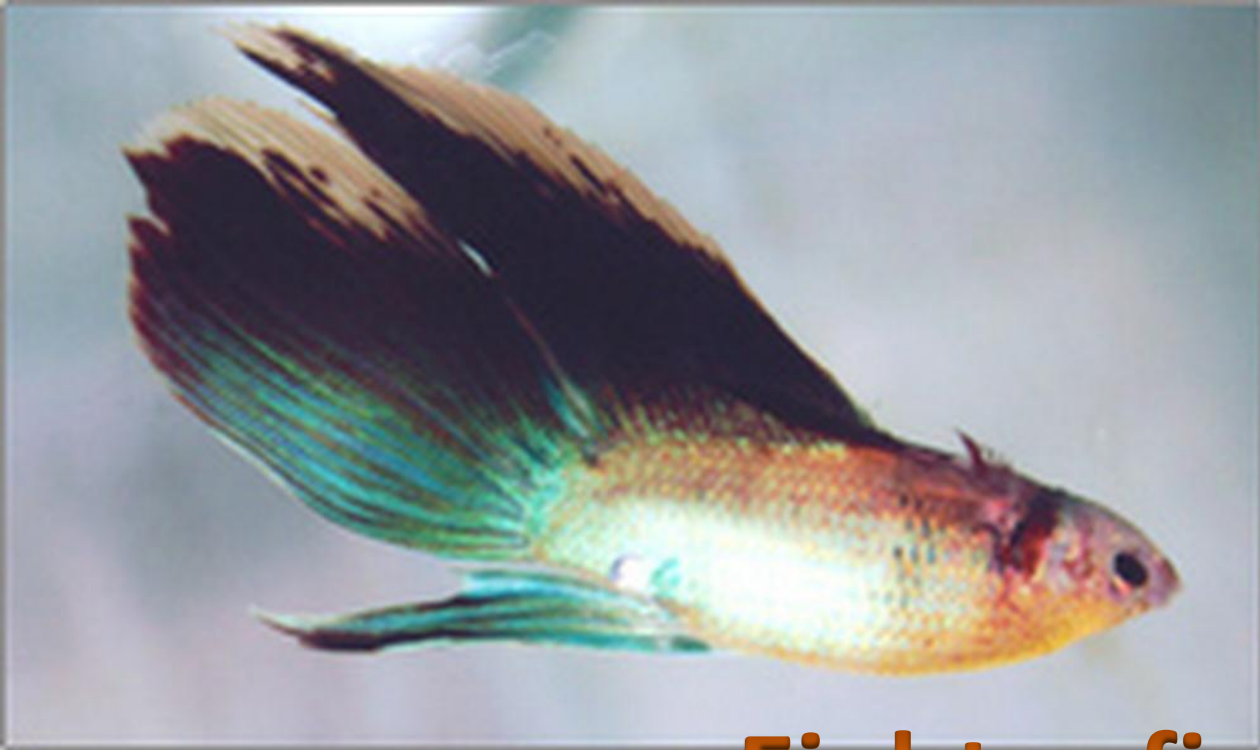


Oscar fish
Oscar fish



Gold fish
Gold fish





Fighter fish





Role

Of

MPEDA

MPEDA

'Rainbow Revolution'

A goldfish is swimming in a clear glass bowl. The fish is orange and white, facing left. The bowl is partially filled with water, and the background is a light, neutral color.

- Plan to set up about 7,200 ornamental fish breeding units across the country.
- Target :500 million fish per annum by the end of the **11**th five-year Plan (2007 to 2012).
- Financial assistance, Marketing and training programmes.
- Also training to manage Breeding units as well as to understand the market requirements to run a viable business.

SCHEME FOR PROVIDING FINANCIAL ASSISTANCE FOR ESTABLISHMENT OF ORNAMENTAL FISH

❖ BREEDING UNITS

❖ MARKETING SOCIETY (OFMS)



- For the effective implementation the beneficiaries will be graded in to 3 categories based on the level of investment

Grade 1	Units are micro scale units set up in a cluster comprising a minimum of 10 units. The maximum assistance per unit in the cluster of 10 will be Rs. 75000/- or 50 % of the capital cost which ever is less.
Grade2	Units are small-scale ornamental fish breeding units, which can be set up as individual units. The maximum assistance will be Rs. 2 lakh or 50 % of the capital cost which ever is less.
Grade3	Units are larger individual multi-species ornamental fish breeding units breeding high value ornamental fishes. The maximum assistance will be Rs. 7.5 lakh or 50 % of the capital cost which ever is less.

OBJECTIVES

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1. To generate export oriented employment in rural and urban households through ornamental fish production.
2. To provide infrastructure required for the production of ornamental fish.
3. To mass-produce a large number of varieties of ornamental fish species to create a large supply of ornamental fish and increase the overall exports.
4. To promote employment and entrepreneurship in the ornamental fish sector by graduates in fisheries, aquaculture and biological sciences.

OFMS



- Apart from the breeding units, in order to develop effective marketing of ornamental fishes produced, financial assistance will be provided to set up Ornamental Fish Marketing Societies (OFMS) by breeders / entrepreneurs and will be registered as per the guidelines prescribed by MPEDA.
- OFMS can avail maximum financial assistance of Rs. 5 lakh subject to conditions.

OBJECTIVES

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1. To provide the infrastructure facilities for marketing of ornamental fish to the breeding units.
2. To promote export market of ornamental fish produced by small-scale breeders.
3. To reduce the intermediaries in production and marketing of the ornamental fish.

THE COST OF SETTING UP BREEDING UNIT FOR TRAINING PURPOSE


Sr. No.	Essential Items	Max Subsidy Amount (Rs.)
1	Cement tanks	60,000
2	Glass tanks	22,000
3	Water supply Items	10,000
4	Electrical Items	20,000
5	Water Treatment Equipments	10,000
6	Building (Partial Roofing)	1,00,000
7	Lab Equipments	15,000

Recommendations

- Empowerment of Suppliers through the formation of Co-operatives.
- Fisheries Institute should also offer trainings for various aspects of Ornamental fish farming.
- NGOs should make aware people about potential of Ornamental fish trade.
- Infrastructural development.
- Sustainable use of resource.

Conclusion

From the above discussion it is clear that there is very good Opportunity for Domestic as well as International market of Ornamental Fish. There is need to give more emphasis on this sector also. Government needs to formulate suitable Policy specially to encourage export.

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THANKS

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