

Conference on

ACCELERATING THE BLUE ECONOMY WAVE TOWARDS VIKSIT BHARAT

Wednesday, 22nd January 2025 | Mumbai



Supporting Department



Academic Partner



BACKGROUND

The **Blue Economy** represents a transformative and sustainable model of economic growth centered around the oceans and marine resources. It includes key sectors such as fisheries, aquaculture, marine energy, coastal protection, and biodiversity conservation. The Blue Economy not only addresses environmental sustainability but also drives socio-economic growth by generating employment, enhancing food security, and fostering innovation.

Globally 40% of the world's population live near coastal areas, more than 3 billion people utilize the oceans for their livelihood, and 80% of world trade is achieved using the Ocean. The blue economy is estimated to be worth more than \$1.5 trillion annually and providing over 30 million jobs worldwide with countries like Norway, Vietnam, Indonesia, Chile, Canada, US, Spain, UK, Turkey, and France leading the charts. The global seafood market was worth over \$236.61 billion in 2023.

The 'sunrise sector' of the Indian economy, the Indian Fisheries sector with the highest average decadal growth of 8.9% (FY 2014-2023) continues to grow at a healthy pace. India is currently, the 2nd largest fish producing country with around 8% share in global fish production and a record high fish production of 174.45 lakh tonnes (2023-24). India also stands at 2nd in aquaculture production and is one of the top shrimp producing and seafood exporting nations in the world. The sector provides sustainable livelihoods to over 30 million people mostly within the marginalized and vulnerable communities.

With the motto of '*Reform-Perform-Transform*', Government of India consistently prioritises the development of the fisheries sector as a key driver towards a *Viksit Bharat* by 2047. With the launch of transformative schemes and initiatives in the past, the Budget Announcement 2024-25 increases the budget allocation for the fisheries sector and provisions to address major sectoral challenge of high operational and production cost.

For the year 2024-25, total budgetary allocation of Rs. 2,616.44 crore has been made for the Department of Fisheries (GoI), 54% increase as compared to the allocation during the year 2023-24. For the year 2024-25, Rs. 2,352 crore has been allocated for Pradhan Mantri Matsya Sampada Yojana (PMMSY) scheme; this allocation is 56% more than the allocation of Rs. 1,500 crore made during the year 2023-24. The launch of Pradhan Mantri Matsya Sampada Yojana (PMMSY) in the year 2020-21, has boosted the overall fish production in the country has shown an increasing trend, registering a fish production of 162.48 lakh tonnes in 2021-22 from 141.64 lakh tonnes in 2019-20. This Centrally Sponsored Scheme (CSS) that aims to develop India's fisheries sector in a sustainable and inclusive way.

To ensure availability of quality brood for quality seed, Finance Minister Smt. Nirmala Sitharaman announced the financial support for setting up a network of Nucleus Breeding Centre (NBC) for shrimp brood stocks. Further, financing for shrimp farming, processing and export will be facilitated through NABARD. Establishment of state-of-art facilities in NBCs will improve the genetic quality of aquaculture species for higher productivity and quality, reduce the dependence on import of shrimp brood stock. This is a welcoming step to promote the shrimp industry, as shrimp is a major contributor to seafood export. Shrimp exports have

significantly growth to Rs. 40,013 crore in 2023-24 from Rs. 8,175 Crore in 2011. In 2023-24, the export of frozen shrimp was to the tune of 7.16 lakh ton worth Rs. 40,013 crore.

Under Fisheries Infrastructure Development Fund (FIDF), concessional finance support will be provided to private entrepreneurs and investors for setting up of shrimp aquaculture facilities, processing plants and export related infrastructure. The investments made in infrastructure, adoption in technology and improving fisheries' practices will translate into higher production and productivity, better quality, and increased efficiency across the shrimp value chain. New avenues shall thus open up with enhanced production of quality shrimp value-added products for meeting the demand of the global as well as domestic markets.

Finance Minister also announced that the Government will bring out National Co-operation Policy for systematic, orderly and overall development of the co-operative sector. Development of Fisheries Co-operatives as per the holistic national policy will empower the fishers and fish farmers in carrying out various fisheries value chain activities in an organised manner. This is expected to enhance their bargaining power and facilitate market linkages for better value creation and value realization.

Further, India is accelerating its blue economy by introducing a new policy to boost domestic shipbuilding, with a focus on fuel-efficient and eco-friendly vessels. These subsidies will be provided under the government's ₹18,000 crore shipbuilding financial assistance policy (SBFAP) 2.0. the government plans to provide a 25% subsidy for specialized vessels, and up to 30% for green vessels and other highly specialised ships, aiming to increase India's share of global shipping from under 1% to 5% by 2030. This initiative will support the development of advanced, low-emission vessels powered by biofuels, methanol, ethanol, and electricity, positioning India as a competitive global hub for sustainable ship manufacturing. Aligned with the vision of a "Viksit Bharat," the policy seeks to drive economic growth, enhance maritime infrastructure, and strengthen India's presence in the global shipping industry.

With 7517 kilometers long coastal line, India has a unique maritime position. The country's blue economy comprises of the entire resources system in the ocean, economic infrastructure in marine, maritime and onshore coastal zones within country's legal jurisdiction. The country has 12 major ports and 187 non-major ports, handling about 1400 million tons of cargo every year, as 95 per cent of India's trade by volume transits by sea. The coastal economy supports over 4 million fisher folk and coastal communities. Maharashtra adopted Sagarmala, Swadesh Darshan Vision projects for Coastal Infrastructure Development, and additional Blue Economy-related schemes to sustainably develop the fisheries sector as well as the Konkan region of Maharashtra.

The Fisheries sector in India plays a significant role in the Indian economy providing livelihood to millions of fisher folk. Hon'ble Prime Minister's Blue Revolution in India demonstrated importance of Fisheries and Aquaculture sector.

ASSOCHAM in collaboration with Central Institute of Fisheries Education brings to you the Conference on "**Accelerating the Blue Economy wave towards Viksit Bharat**".

FOCUS AREAS

- ❖ **Fisheries and Aquaculture – Transformative potential of the blue economy to boost MSME:** Exploring the transformative potential of practices such as mariculture, coastal aquaculture, seaweed farming, and bioprospecting in advancing marine biotechnology. This includes examining how these sectors can contribute to healthcare innovation and sustainable energy production. The discussion will also cover the opportunities within these fields, along with the role of government policies in supporting and boosting their growth.
- ❖ **The Blue MSME:** MSME are significant to the Indian economy and are involved in major industrial operations with every sector across the country. MSME in sectors such as coastal tourism, fishing, seafood processing, shipbuilding, and services related to Ocean tourism will be discussed, highlighting their role in driving inclusive growth and innovation within the Blue Economy.
- ❖ **Livelihood integration and entrepreneurship:** With the agenda of Viksit Bharat, there is focus to improve the livelihood of MSME and instill entrepreneurship and encourage Make in India initiatives. One of the key objectives of PMMSY is to ensure social, physical and economic security for fishers and fish farmers. Post production and management of fish waste to sustainable use plays a vital role for the MSME to venture into entrepreneurship. The session will deep dive into the global best practices and discuss the socio-economic benefits to the sector.
- ❖ **Key challenges and the possible resolutions in the Sector:** The sector faces several Environmental, Economic and social challenges. Sustainable Port/ Jetty infrastructure, Adaption to climate change, Technology adaptation and digitization, reporting accountability, adequate finance, Tech tracking to name a few. The role of Financial and Development Institutions FIFD, NABARD, SIDBI, is critical for the MSME is essential to sustain financial stability along with the private FII and Insurance firms. The session will bring together the stakeholders to delve on the way forward for the MSME to sustain financial and understand the schemes and benefits provided by the Government and private sectors.
- ❖ **Global Sustainable approach towards building a balanced Marine Ecosystem:** Sustainable Development Goal 14 (Goal 14 or SDG 14) is about “*Life below water*” and is one of the 17 Sustainable Development Goals established by the United Nations in 2015. Aligning to the SDG Goals and Protection of Marine Ecosystem is vital for long term sustainability. Reduction in overfishing, polluting the sea, marine logistics movement with less emissions will aid to maintain the marine ecosystem. Government of India has adopted a holistic approach to meet Sustainable Development Goals (SDGs) and to improve the quality of life and economic well-being of people in rural areas and to create more livelihood opportunities and entrepreneurs. The session will highlight the best practices to maintain the marine ecosystem.
- ❖ **Leapfrog to futuristic blue economy prospects:** Innovation and Technology advancement is one of the key aspects. Weather monitoring, drone technology, block chains, AI interventions will help boost and at the same time maintain a balance. Real time Maritime services, infrastructure boost, well aided supply chain is essential to the sector.
- ❖ **Coastal Tourism:** The Indian Coastline has always a popular attraction for landscape and the beaches. Sustainable tourism with minimum harm to the marine coastline, Eco Tourism and new approach to the Sector has propelled the tourism sector and created jobs for the industry and locals in the Region post pandemic especially. Cruise, Homestays, Ocean Adventure is now becoming prevalent. The Government support to boost marine tourism is tremendous. The session will create a roadmap aligning to the goals of Viksit Bharat.
- ❖ **Market linkage:** ASSOCHAM aims to help engage and create an open market for MSME and optimum utilization of their produce/ Products.

KEY HIGHLIGHTS

- ❖ Panel Discussions and Knowledge Sharing Sessions
- ❖ Participation from Central and State Governments
- ❖ Interaction with Key Industry Stakeholders
- ❖ 100+ Professionals from the Sector
- ❖ Cross Linkages and Networking with Potential Clients and Partners
- ❖ B2B meetings and Networking Opportunities

WHO SHOULD ATTEND

- ❖ Government Departments
- ❖ Academic Institutions
- ❖ Exporters/ Importers who contribute to the Blue Economy
- ❖ Financial Institutions/ Insurance providers
- ❖ Warehousing
- ❖ Cold chain storage developers and
- ❖ Technology providers
- ❖ Logistics service providers
- ❖ OEM Manufacturers
- ❖ Relevant industry Associations
- ❖ Startups/ Fish Technology/ Retail chains

SPONSORSHIP MATRIX

Deliverables	Platinum Partner Rs. 7 Lacs	Gold Partner Rs. 5 Lacs	Silver Partner Rs. 3 Lacs	Associate Partner Rs. 2 Lacs	Logo Partner Rs. 1 Lacs
PRE-EVENT					
Logo on ASSOCHAM event webpage	✓	✓	✓	✓	✓
Logo on delegate invitation mailers	✓	✓	✓	✓	✓
Promotion on ASSOCHAM's official Social Media handles	✓	✓	✓	✓	✓
IN VENUE					
Prominent Logo Display on Wings of the Backdrop 'Category Partner'	✓	✓	✓	✓	✓
Opportunity to address at the Inaugural Session (Senior Representatives only)	✓	✓	—	—	—
Speaker slot at Plenary session (Relevant Representative)	✓	✓	✓	—	—
Corporate Video during breaks	90 sec	60 sec	30 sec	—	—
Table Space at the Registration Counter	✓	—	—	—	—
Display standee at the venue	1	1	1	—	—
Distribute Corporate literature	✓	✓	✓	✓	—
Complimentary 'SPONSOR' delegate passes	10	7	5	3	2
Logo support in "Thank You Panel"	✓	✓	✓	✓	✓
POST EVENT					
Logo mention at Thank You Mailer to Delegates & Speakers	✓	✓	✓	✓	✓

Note: Applicable 18% GST

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