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Dr Reddy is working as Scientist in the field of fish processing technology with an experience of 10 years in research, teaching and extension. He is expert in the field of fish processing, preservation, value addition, extraction and utilization of functional components from fish processing waste. Dr Reddy has more than 30 research publications in high impact journals and acting as a reviewer for many reputed international journals. He is also closely associated with the emerging entrepreneurs in the field of fish value addition in Punjab state.

Presentation Summary

Promoting entrepreneurship in fish processing & value addition in Northern India; Constraints & Possible solutions

Fish processing sector in India is expanding day by day with a major contribution towards foreign exports. In the recent past, export of fish and fish products from India generated a revenue of more than 40,000 crores, which came from only 8-10% of the total fish produced. The remaining 90% fish that is produced in India is being marketed and consumed in India, indicating the potential of domestic marketing and entrepreneurship opportunities in this sector. Despite well established cold chain facilities in Northern India, the fish marketing as well as consumption is not up to the mark due to various technical and social issues. Educating people and encouraging youth with skill development programmes would change the scenario in this region. Government institutes in the region are playing a vital role in motivating and training youth and woman to start entrepreneurship in fish processing and value addition, which is evident by the currently working startups and small scale business in this area. More efforts are needed in this field to improve fish consumption and fish processing sector in Northern India.