

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF FISHERIES

RAJYA SABHA
UNSTARRED QUESTION No. 1019
TO BE ANSWERED ON 4th DECEMBER, 2024

Rangeen Machli App

1019 Dr. Parmar Jashvantsinh Salamsinh:

Will the Minister of *Fisheries, Animal Husbandry and Dairying* be pleased to state:

- (a) the details and objectives of "Rangeen Machli" app;
- (b) salient features of the app thereby helping aquarium shop owners, fish enthusiasts; and
- (c) the importance of promoting local businesses and giving users source of reliable information?

ANSWER

**THE MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
(SHRI RAJIV RANJAN SINGH ALIAS LALAN SINGH)**

(a): ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA) with financial support under Pradhan Mantri Matsya Sampada Yojana (PMMSY) from Department of Fisheries, Ministry of Fisheries, Animal Husbandry & Dairying, Government of India has developed the "*Rangeen Machhli*" app with aims to support hobbyists, farmers, and professionals in the ornamental fish industry by providing multilingual, reliable, and comprehensive information on ornamental fish care, breeding, and maintenance. The app caters to a broad audience by offering content in eight Indian languages. It seeks to promote the ornamental fish trade and encourage informed fish-keeping practices while fostering a sense of community among enthusiasts and professionals. The objectives of the Rangeen Machli App are as below:

- (i) To provide information on popular ornamental fish species and their care.
- (ii) To promote local businesses through dynamic directories of aquarium shops.
- (iii) To enhance knowledge of ornamental aquaculture techniques, thereby empowering fish farmers and shop owners.
- (iv) To serve as an educational tool for newcomers and professionals in the ornamental fish industry.

(b): Salient features of the "*Rangeen Machhli*" app as informed by ICAR are (i) Multilingual Support: Content is available in eight Indian languages, ensuring accessibility for a diverse audience, (ii) Comprehensive Fish Information: Provides detailed guidance on care, breeding, and maintenance of ornamental fish, (iii) "Find Aquarium Shops" Tool: A dynamic directory that allows users to locate nearby aquarium shops, updated by shop owners themselves. This feature helps aquarium shop owners promote their businesses to a wider audience and gives fish enthusiasts easy access to reliable sources for ornamental fish and aquarium products, (iv) Educational Modules: "Basics of Aquarium Care" Module: Covers essential topics such as aquarium types, filtration, lighting, feeding, and daily maintenance and (v) "Ornamental Aquaculture" Module: Focuses on breeding and rearing ornamental fish, aiding farmers in diversifying their stock.

(c): ICAR has also reported that Promoting local businesses through tools like the "Find Aquarium Shops" feature fosters economic growth in the ornamental fish industry by creating better visibility and opportunities for shop owners. It also ensures that users can access authentic and reliable aquarium products and services, reducing dependency on unverified sources. Reliable information empowers users with the knowledge to maintain healthier aquariums and make informed decisions, thus enhancing sustainability and growth in the ornamental fish trade.
