



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

Online Marketplace feature "Aqua Bazar" in "Matsya Setu" app

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Matsya Setu app - 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), has features to **facilitate trade in freshwater fisheries** based on geographical location of the stakeholders.

Aqua Bazar - The online marketplace will help the fish farmers and stakeholders to source the inputs such as fish seeds, feed, medicines, etc., and services required for fish culture as well as farmers can also list their table-size fish for sale.

The marketplace **aims to connect all stakeholders in the aquaculture sector.**

The fish farmers do face difficulties in selling their produce in the market or they only rely upon a limited number of buyers/agents to procure their fish produced.

To address the problem, ICAR-CIFA and 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.

Others: **Best Agriculture Apps for Farmers:** Krish-e, IFFCO Kisan Agriculture, Pusa Krishi, Agri App, Crop Insurance, Kheti-Badi, Agri-Market, Shetkari, etc.

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