



## ICAR-CIFA Organizes Fish Harvest Mela and Live Fish Sale

Date: 03.04.2026

Place: ICAR-CIFA, Bhubaneswar

The ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA), Bhubaneswar, successfully organized a Fish Harvest Mela and live fish sale on April 3, 2026. The event was conducted with the objective of creating public awareness about the activities of ICAR-CIFA and promoting the health benefits of regular fish consumption.

The programme received an encouraging response, with more than 300 members of the public visiting the institute to purchase live fish harvested from the farm ponds. About one tonne of fish was sold during the mela. Thirteen varieties of food and ornamental fish were displayed and sold in live condition, ensuring maximum



freshness and quality for the consumers. The wide publicity given in advance contributed significantly to the turnout. Fish were made available to the public at subsidized prices fixed by ICAR-CIFA. The event also served as a platform to showcase the institute's advanced fish production technologies, particularly in the field of diversified aquaculture. Visitors expressed satisfaction over the quality of fish and appreciated the initiative taken by ICAR-CIFA.



The Fish Harvest Mela-cum-live fish sale was a grand success. In view of the enthusiastic response, it has been decided to organize such harvest melas in future as well to further enhance public awareness on freshwater aquaculture and the importance of fish as a nutritious food for good health.



**भाकअनुप - केन्द्रीय मीठाजल जीबपालन अनुसंधान संस्थान**  
**ICAR - Central Institute of Freshwater Aquaculture**  
**आईएसओ ९००१ : २०१५ प्रमाणित संस्थान**  
**An ISO 9001:2015 Certified Institute**



For more details, contact:  
Director, ICAR-CIFA, Bhubaneswar  
Tel: 0674-2465421  
Email: [director.cifa@icar.org.in](mailto:director.cifa@icar.org.in)