

Mr. Manoj Sreekanta Kurukkal: An Indian entrepreneur with international exposure in the field of fish processing, health care and film industry. Mr. Manoj is the founder of Ash Tree Ventures and owns successful business establishments in African Countries, Middle East and India. He is also into the film production industry.



An abstract graphic consisting of several thin, black, overlapping lines that form a complex, irregular shape. The lines intersect at various points, creating a sense of depth and movement. The overall impression is that of a stylized map or a network diagram.

FISHERIES SECTOR OF KERALA: ENHANCING VALUE THROUGH SUPPLY CHAIN INTERVENTIONS.

MANOJ SREEKANTA



FOCUS AREAS

- 1. Modernization of the seafood value chain and markets.**
- 2. Implementation of Food safety Standards**
- 3. Value addition**
- 4. Resource management and sustainability**
- 5. Control of Post harvest loss, Cold chain**
- 6. Enhancing production through sustainable aquaculture.**
- 7. Branding of fresh and processed seafood**
- 8. Innovation and transfer of technology**



VALUE CREATION IN SEAFOOD SUPPLY CHAIN

VALUE :

Identify Problem and create solutions.

Aim is to improving life of everyone.



1. MODERNIZATION OF SEAFOOD VALUE CHAIN AND MARKETS

- 1. Improvement of infrastructure and practices. Boat , landing centers etc**
- 2. Training, monitoring**
- 3. Maintaining standards through out the value chain**
- 4. Controlling post harvest loss**
- 5. Increased value on same quantity of resource**
- 6. Availability of ice and intermediary storage.**
- 7. Connecting to the consumers through digital interface.**



2. IMPLEMENTATION OF FOOD SAFETY STANDARDS

- 1. Maintaining standards through out the value chain**
- 2. Certifications**
- 3. Monitoring**
- 4. Concept of BMU.**



3. VALUE ADDITION

1. Understanding the value addition
2. Identifying the gap/pain point.
3. Creating value by creating solutions



4. RESOURCE MANAGEMENT AND SUSTAINABILITY- CAPTURE FISHERY

- 1. Stock assessment and effort control**
- 2. Management by the stakeholders.
Training.**
- 3. Define and regulate the optimum use
of resources.**
- 4. Certifications.**



5. CONTROL OF POST HARVEST LOSS

1. **Infrastructure**
2. **Intermediary storage**
3. **Processing centers for the domestic market.**
4. **Evolving India and market potential.**



6. RESOURCE ENHANCEMENT THROUGH SUSTAINABLE AQUACULTURE

- 1. Demand assessment and selection of species and technology .**
- 2. Certifications / organic.**
- 3. Regulations on usage of open water bodies.**
- 4. IT and direct customer access/demand prediction/ pre order.**



7. BRANDING OF FRESH AND PROCESSED SEAFOOD

- 1. Creating a Kerala brand**
- 2. Designed outlets within and outside Kerala. Eg NID**
- 3. Branding based on standards, sustainability and certifications.**



8. INNOVATION AND TRANSFER OF TECHNOLOGY

- 1. Innovation**
- 2. Incubation centers**
- 3. Start ups**
- 4. Entrepreneurship, technology transfer and implementation.**
- 5. Demand/slaes management through digital interface.**



THANK YOU

ENHANCING VALUE IN SEAFOOD
SUPPLY CHAIN 12