

Chapter-8

Training, Awareness Generation and Capacity Building



1. Introduction

- 1.1 PM-MKSSY intends to support formalization of the unorganized fisheries sector, facilitating access to institutional credit, adoption of aquaculture insurance , enhancement of fisheries value-chain efficiencies and establishment of supply chains of safe fish products to consumers along with creation and maintenance of jobs.
- 1.2 Training and capacity-building programmes will educate and enable targeted beneficiaries for the grounding and successful implementation of their projects under the Sub-scheme. These activities will facilitate active participation of potential beneficiaries, boost the uptake of sub-scheme components, and extend outreach activities. Training and capacity building programmes will be designed to equip targeted beneficiaries with the skills and knowledge necessary to develop and implement the respective components of PM-MKSSY. Capacity building will also facilitate proper use of resources, reducing the risk of errors, misuse, or non-compliance with scheme guidelines.
- 1.3 Communication and awareness campaigns will leverage various media channels to reach out a broader base of target beneficiaries, raising awareness about the PM-MKSSY components, the registration process on NFDP, and the application process for respective sub-scheme components. These campaigns will equip participants with the necessary knowledge and documentation, encouraging adoption of recommended practices. Extension support will complement these efforts by providing hands-on assistance and expert advice, helping stakeholders effectively implement new techniques and technologies.
- 1.4 Workshops will provide an interactive platform for stakeholders to engage with experts, share experiences, and gain practical insights into topics relevant to the fisheries and aquaculture sector. These sessions will foster collaboration,

problem-solving, and the exchange of ideas, thereby enhancing the collective knowledge and skills of participants.

- 1.5 Promotional events such as exhibitions and trade fairs will be organized to showcase innovations, products, and services available within the fisheries and aquaculture sector. These events will create networking opportunities, attract potential customers, and open up new market opportunities for businesses. Additionally, conferences, seminars, and summits will serve as high-level fora for discussing strategic directions, addressing sectoral challenges, and setting policy agendas.
- 1.6 To ensure the successful implementation of PM-MKSSY, provisions have been made for organizing communication and awareness campaigns, training and capacity building programmes, workshops, promotional events, and conferences/seminars/summits including providing extension support under the sub-scheme. These activities will raise awareness among target beneficiaries, bridge information gaps, and encourage participation.

2. Aims and Objectives

The objectives of the training, awareness and capacity-building component are as follows:

1. To reach out the targeted benefices through various modes of communication and awareness about the PM-MKSSY and its components.
2. To undertake mass mobilisation activities for individuals/ organisations involved in fisheries and aquaculture sector to register on NFDP for formalization of the sector.
3. To increase awareness about the benefits of Sub-scheme and how to avail these benefits.
4. To enhance the capacity of the various stakeholders and beneficiaries to develop and implement various projects supported under the Sub-scheme efficiently and sustainably
5. To improve financial literacy of the targeted beneficiaries through specific training modules

6. To address training needs of the fisheries cooperative societies to function as FFPOs.
7. To create awareness among bankers and other financial institutions on the sectoral needs
8. To identify policy barriers/constraints in the formalisation of fisheries sector through stakeholder consultations/workshop
9. To conduct advocacy sessions for sustainable fisheries resources management
10. To promote best practices, technological interventions, Traceability Systems and GAP, GFP, Self-Monitoring and Reporting through knowledge modules

3. Implementing Agency

- 3.1. National Fisheries Development Board (NFDB) will function as national nodal agency for training, awareness, and capacity building including skill development/upgradation activities to be implemented under PM-MKSSY. NFDB will collaborate with various other training partners to achieve the overall objectives of PM-MKSSY.
- 3.2. Indicative list of training partner from institutes/agencies/organizations is given below. NFDB may collaborate with any other reputed national/international/state level institute/agency/organization based on their relevance and expertise.

Table-01: Indicative list of training partner from institute/ agency/ organization for Training, Awareness generation and Capacity Building

Categories	Training Partners	Illustrative institutes/ agencies/ organizations to act as Training Partner
Central Government	Any institute/agency/ organization of GoI	RSETIs, ICAR, KVKs, MANAGE, VAMNICOM, NCDC, LINAC, NAFED, SFAC, NERAMAC, NPC, NABARD, BIRD, EEI of ICAR, ASCI, FICSI, CIFE, FISHCOPFED, MPEDA, DoF- GoI Institutes etc.

Categories	Training Partners	Illustrative institutes/ agencies/ organizations to act as Training Partner
State Government	Any institute/agency/ organization of State Government	State/UT Fisheries Department and their agencies, State Fisheries and Agriculture Universities/Colleges, etc.
International Organizations / Agencies	Specialized agencies/organizations/think-tanks/institutes working towards sustainable development of fisheries.	World Bank, AFD, BOBP-IGO, etc.

- 3.3. In addition to the above institutes/agencies/organizations, DoF, GoI/ NFDB may also empanel other suitable private agencies/institutes/organizations as training partners for training, awareness, and capacity building activities based on their capability and competencies.
- 3.4. NFDB and other training partners shall be responsible and accountable for proper implementation of training or awareness, or capacity building activities entrusted to them in order to achieve desired outcomes. NFDB will undertake coordination, monitoring and supervision of the programmes implemented through various institutions/agencies/organizations. The responsibility of overall supervision will lie with PMU-DoF, GoI.
- 3.5. National level workshops, conferences and events will be organised by NFDB directly or through the identified institutions/agencies/organizations as per requirement.

4. Modalities of Implementation

- 4.1. NFDB in consultation with PMU-DoF, GoI will develop annual calendar for training, awareness and capacity building activities under PM-MKSSY. Towards this end, NFDB will establish active communication and collaborations mechanism with State/UTs and relevant training partners.
- 4.2. Training partners will be required to register themselves on NFDP for submission of the proposal for training, awareness or capacity building activities under PM-MKSSY and update progress of implementation of activities on NFDP.
- 4.3. On approval of the Training proposal , an MOU will be executed between NFDB and the training partner.
- 4.4. Training partners will develop and design necessary module for training /awareness, materials incorporating the topic, methodology, duration, venue and follow up activity etc .They may also empanel experts wherever required. Training partners will be responsible for selection of beneficiaries for all the activities undertaken with the support of States/UTs Fisheries Departments.
- 4.5. States/UTs Fisheries Departments and their agencies may undertake awareness campaigns, outreach activities, training and capacity building programmes, skill development, skill upgradation, workshops, seminars etc. under PM-MKSY either on their own or in collaboration with NFDB and various identified training partners. States/UTs Fisheries Departments will submit Self Contained Proposal(SCPs) to NFDB/PMU-DoF, GoI.
- 4.6. Wherever required, States/UTs Fisheries Departments may conduct training and capacity building needs assessment in order to determine training requirements under PM-MKSSY.
- 4.7. Communication plan and dissemination strategy shall be done by selected media agency. A detailed TOR shall be developed for outsourcing of the Media Agency.

4.1.1. Registration of Training Partner

For online registration on NFDP, training partners will follow steps given below:

1. Visit **NFDP** and go to “Training, Awareness, and Capacity building” module
2. **Click on “Training Partner Registration” tab and complete the registration process.**
3. **Fill in the registration form by providing required details like**
 - a. Organization details
 - b. Contact information.
 - c. Relevant experience and credentials
 - d. Details of previous training programs conducted (if any)
4. After filling all the required fields, **submit the registration form.**
5. Training partner will receive a confirmation message on registered email and mobile number.
6. Refer “Online registration form for Training partner in NFDP” at [Annexure-XXV](#) (Page No. 227) for the fields of the form.

4.1.2. Submission of Proposal and Fund Disbursement for Training and Capacity Building

4.1.2.1. Submission of Proposal by Training Partner

Following process flow outlines submission of proposal and approval process for training programs:

1. Identified Training Partner will submit detailed proposal for the training program online on the NFDP "Training, Awareness, and Capacity building" module after registration.
2. NFDB will scrutinize the proposal for completeness and alignment with program objectives.
3. NFDB will submit the scrutinized proposal to PMU- DoF, GoI with comments and observations.
4. PMU-DoF, GoI will examine the proposal, compiles comments and observations for consideration by the Grant Sub Committee (GSC).

5. In case of GSC finds any deficiency in the proposal, improvement or requirement of any additional document(s) the training partner will be intimated by PMU-DoF, GoI to meet the requisite compliance.
6. Respective training partner submits the revised proposal with due rectifications.
7. PMU-DoF, GoI will re-evaluate the revised proposal and forward the complied proposal to GSC for consideration
8. In case GSC finds the proposal in order, GSC will forward the proposal with its recommendation to GC for the approval
9. Upon Approval of GC, Administrative Approval (AA) and Financial Sanction will be issued.
10. After Issuance of Administrative Approval and financial sanction, NFDB will sign Memorandum of Understanding (MoU) with the training partner for implementation of the training program.
11. Online proposal submission form is at [Annexure-XXVI](#)(Page No. 229) and indicative contents of detailed proposal is at [Annexure-XXVII](#)(Page No. 232)
12. Flow chart for process of application of training partner is in [Figure-09](#) (Page No. 139)

Flow Chart for Process of Application of Training Partner

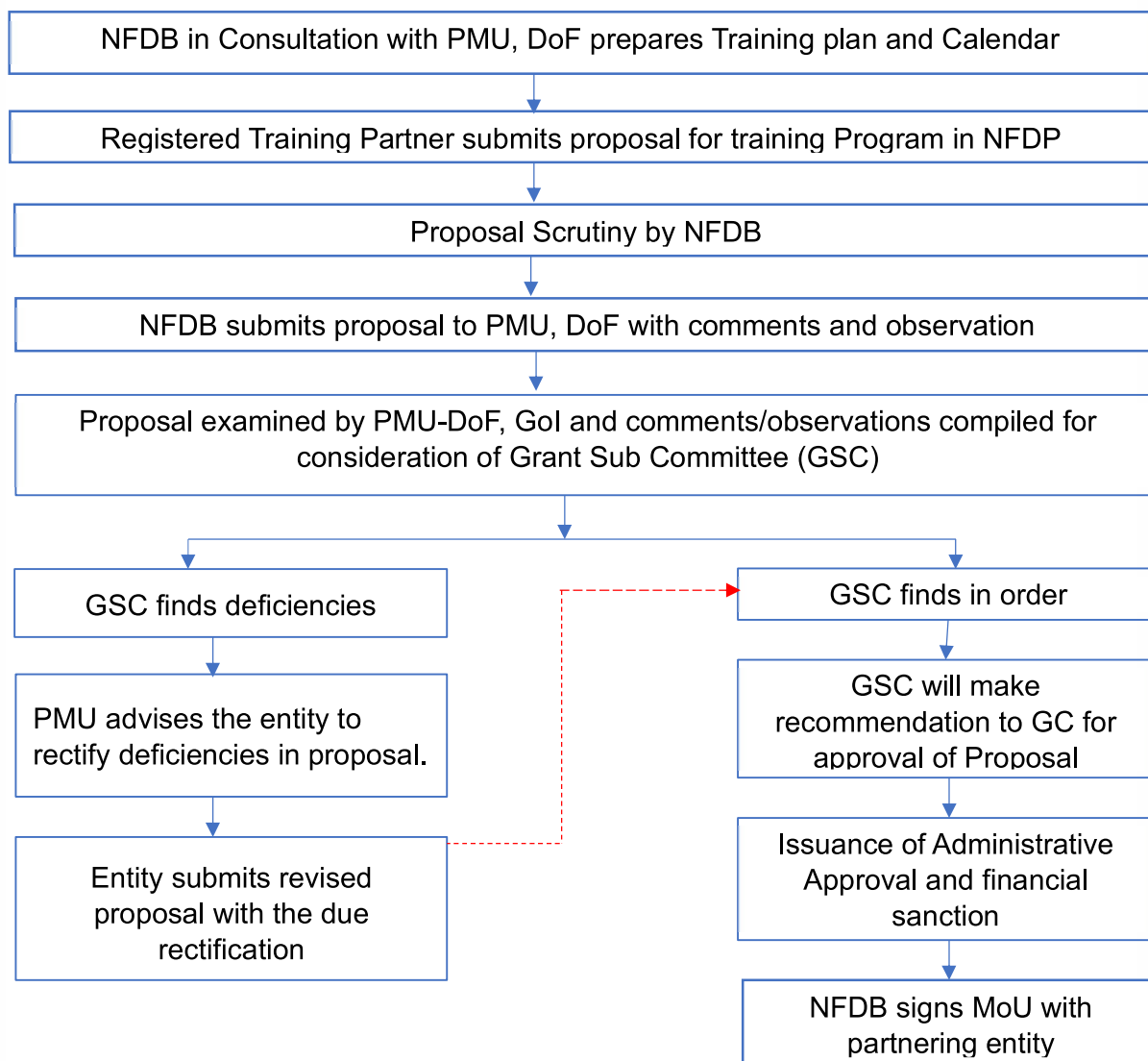


Figure-09: Flow Chart for process of application of Training Partner

4.1.3 Process of Fund Disbursement

The process flow for fund disbursement in line with the Administrative Approval, financial sanction and MoU will be as follows:

1. Selected training partner will submit the request for release of the due instalment of funds to NFDB through NFDP, in accordance with the terms of the MoU.
2. NFDB will forward the fund release request with its comments/ observations to the PMU-DoF, GoI for approval.

9.18 Online Registration Form for Training Partner in NFDP.

Training Partner Details	
Name of the Training partner	Full Name of applicant entity
Registered Address (Plot/house no., Street Address, Village, Block, District, State, Pin code)	Write complete address of Organization
Correspondence Address (Plot/house no., Street Address, Village, Block, District, State, Pin code)	Write complete address of Organization
Website (if applicable)	Website URL (if applicable)
Authorized officer In charge	
Name	Name of the officer
Designation	Designation of the officer
Email	Email address of the officer
Phone	Phone number of the officer
Experience of Training Partner	
Area of Expertise	Specify areas of training experience in maximum 300 Words
Training experience	Number of years
Single Point of Contact (SPOC) details	
<i>In NFDP there will be two Mode to change the SPOC details i.e., by Mobile no/ email Id of the SPOC. Applicant entity must provide SPOC organization email ID and Mobile Number when furnishing the SPOC details as this will be the static parameter.</i>	
Name	Write complete name of SPOC
Designation	Write designation of SPOC
Phone Number	Write phone Number of SPOC
Mobile Number	Write Mobile Number of SPOC
Email Address	Write Email Address of SPOC
Self-Declaration	

I, <Name of Authorized representative of the entity>, <Designation > having office at<Official Address of the applicant entity > do hereby declare, state, and affirm that all the information provided above is accurate, true, up-to-date, and presented clearly and concisely to the best of his/her knowledge.

I agree	
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9.19 Online Proposal Submission Form

For undertaking training under this sub scheme, it is necessary that partnering entity must be registered on NFDP.

- If already registered, please Login with Login Credentials-Registered Mobile Number/Registered email/ Unique registration number in NFDP and go to **<Training Module>** and click the **<Submit Proposal>**
- If not registered, sign up on the NFDP Portal **<Click here to sign up in NFDP>** and proceed as above.

Organisation Details		
Name of Training partner	<Autofill>	
Name	<Autofill>	
Designation	<Autofill>	
Email	<Autofill>	
Mobile Number	<Autofill>	
Experience of Training Partner		
Area of Expertise	Specify areas training experience in maximum 300 Words	
Training experience	Number of years	
Description of Training Programs Offered		
Past Project	Target Beneficiaries	Project Outcomes
Briefly describe a relevant past training project	Write participants in the project	Write key achievements of the project
(Add more rows to add experience)		
Technical Capabilities	Describe organization's technical capabilities for developing and delivering training content in maximum 300 Words	
Number of Trainers	Total number of trainers on staff with expertise in fisheries training	
Trainer Qualifications	Briefly describe the qualifications of your trainers, including relevant experience and certifications (max 250 words)	

Proposal Description			
Proposal Title			
Objectives of Proposal			
Training Theme		Select the specific theme aligned with PM-MKSSY objectives	
Target Beneficiaries		Target beneficiaries of the training program	
Number of Participants		Expected number of participants	
Training Duration		Duration <Number (in days)>of the training program	
Training Location		Location where the training will be conducted	
Training Infrastructure			
Number of Owned/Leased Classroom			
Classroom Capacity		Maximum number of participants classroom can accommodate	
Laboratory Facilities		Do you have training laboratories available? Yes/No	
Demonstration Facilities		Yes/No. If Yes Specify	
Other Training Facilities		Describe any other relevant training facilities	
Training Modules			
Module Title	Module Duration (Hours)	Module Content	Module Delivery Method
Title of the first training module	Number of hours dedicated to this module	Briefly describe the content covered in this module	How will you deliver this module (lecture, demonstration, etc.)?
Add more rows for additional training modules)			
Training Materials			
Material Type		Material Description	
Type of training material (manual, handout, etc.)		Briefly describe the content of the material	
(Add more rows for additional training materials)			
Monitoring and Evaluation plan			

Monitoring Methods	Evaluation Methods		
How will you track trainee progress during the program?	How will you assess the effectiveness of the training?		
Project Budget			
Particular	Rate	Amount (in ₹)	Justification
Trainer Fees			
Training Materials			
Venue Rental			
Food and Refreshment			
Other Expenses			
Add more rows for additional cost)			
Estimated Cost of Project			
Supporting Documents (Attach copies electronically)			
Upload Organization Registration (if applicable)			
Upload Official Letter of approval from Department/Ministry Head			
Upload DPR soft copy			
Any other document, please specify			
Upload samples of your training curriculum materials			
Upload reports of previously conducted projects			
Self-Declaration			
<p>I, <Name of Authorized representative of the entity>, <Designation > having office at<Official Address of the applicant entity > do hereby declare, state, and affirm as follows:</p> <ul style="list-style-type: none"> • That all the information provided in the application is accurate, true, up-to-date, and presented clearly and concisely to the best of his/her knowledge. • That the applicant understands in case of any inaccuracy or misrepresentation in the information furnished in the application, his/her application shall be liable for rejection. • That the Applicant shall submit additional information or documents to DoF, GoI that may be required depending on the specific requirements within the stipulated timeframe. • The applicant entity(ies) adheres to all requisite regulations and legal framework. • That the applicant entity has submitted all the applicable supporting documents herewith the application. 			
I agree			

9.20 Indicative Contents of Detailed Proposal

Below mentioned are indicative contents of a DPR /SCP. The specific contents of a DPR/SCP will vary depending on the program's scale, requirements, and guidelines. Applicant entity may adapt and modify it based on the specific need of training, awareness generation and capacity building program to effectively communicate the value proposition.

1. Executive Summary

- Brief overview of the training program
- Key objectives and expected outcomes
- Target beneficiaries
- Duration and location
- Budget for the training

2. Introduction

- Background of the organization
- Justification for the training program
- Relevance to the sector and alignment with national priorities

3. Objectives

- Clearly state the title of your training and capacity building program.
- Define the overall goals and specific objectives the program aims to achieve. Objectives should be SMART (Specific, Measurable, Achievable, Relevant, and Time-bound).
- Explain how the proposed training will contribute to achieving the broader objectives of these schemes (e.g., formalization, value chain improvement).
- Describe the rationale for the program, highlighting the need and target audience.

4. Target Beneficiaries

- Clearly define the target group(s) for the training program (e.g., fish farmers, processors, retailers, etc.).
- Provide details on the number of beneficiaries to be trained and their geographical location (if applicable).

- Explain the selection criteria for participants to ensure the program reaches the intended audience.

5. Training Needs Assessment

- Conduct a needs assessment to identify the specific skills and knowledge gaps among the target beneficiaries.
- Utilize surveys, focus group discussions, or consultations with stakeholders to gather data.
- Based on the assessment, define the specific training modules and content required to address these identified gaps.

6. Training Program Design

- Curriculum outline and structure
- Detailed training modules ,topics, learning objectives, and duration.
- Training methods and techniques (e.g., lectures, demonstrations, workshops, hands-on training, field visits, etc.))
- Training schedule and duration

7. Training Materials and Resources

- List of training materials to be developed or used (manuals, guides, handouts, presentations multimedia)
- Outline the specific training modules to be covered in the program.
- Each module should address a key skill or knowledge gap identified for the target beneficiaries.
- Description of resources and equipment required
- Plan for development and procurement of materials
- Ensure the curriculum aligns with PM-MKSSY objectives or relevant government priorities.

8. Trainers and Resource Persons

- Profiles of trainers and resource persons involved, including their qualifications and experience in delivering relevant training.
- Selection criteria for trainers
- Roles and responsibilities of trainers

9. Implementation Plan

- Develop a clear timeline for the program's implementation, including training delivery schedules.
- Describe the training schedule, including the number of training days per module and frequency of sessions.
- Describe the logistical arrangements for the program, such as venue selection, equipment requirements, and transportation (if applicable).
- Roles and responsibilities of stakeholders
- Mention the location(s) where the training will be conducted (classrooms, demonstration ponds, etc.).

10. Monitoring and Evaluation (M&E) Plan:

- Describe how the program will be monitored
- Explain the methods for evaluating the effectiveness of the training program (e.g., knowledge tests, feedback surveys etc.).
- Define clear indicators to measure the achievement of training objectives.

11. Budget

- Prepare a detailed budget outlining the estimated costs associated with the training program.
- Budget breakdown should include expenses for trainer fees, training materials, venue rental, travel (if applicable), monitoring and evaluation activities, and any other relevant costs.

12. Project Management Team

- Introduce the key personnel involved in managing the project, including their roles and responsibilities.
- Highlight the expertise and experience of the project team members in managing training and capacity building initiatives.

13. Risk Assessment and Mitigation Strategies

- Identify potential risks that could hinder the program's successful implementation.
- Develop mitigation strategies to address these risks and ensure the program stays on track.

14. Expected Outcomes and Impact

- Define the expected outcomes of the training program in terms of knowledge gained, skills developed, and behavioural changes among participants.
- Describe the anticipated impact of the program on the target beneficiaries and the broader fisheries sector (e.g., improved productivity, increased income, better quality fish products).

15. Conclusion

- Summarize the key aspects of the training and capacity building program.
- Briefly reiterate the program's significance and its potential contribution to the development of the fisheries sector.

16. Appendices

Include any supporting documents such as detailed curriculum, training modules, trainer profiles, budget breakdown, and letters of support from collaborating institutions (if applicable).

- Training needs assessment report
- Sample curriculum and training modules.
- Profiles of trainers and resource persons
- Sample training materials and resources.
- Letters of support or collaboration from potential partners (e.g., government departments, industry associations)
- Budget breakdown with justifications
- Any other relevant documents