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“CIFTFISHPRO” - An information system on ICAR-CIFT value added fish products

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ICAR-CIFT, being a technology institute, has developed different types of value added fish products meant to enhance the livelihood of the society. These technologies are being transferred to the stakeholders through teaching and training. As a part of this, the knowhow about the technologies are printed in hardbound forms like leaflets, brochures, bulletins etc. As our country is progressing towards digital India, time has come to move from hardbound informations to digital information systems. This would allow the users to access the tangible information in their fingertips easily, irrespective of the location. By keeping this in view, ICAR-CIFT has developed “CIFTFISHPRO” - an information system on ICAR-CIFT value added fish products.

CIFTFISHPRO is an interactive information system with simple and easy navigation to access the contents. The system starts with an introduction about value added fish products, and further provides information on series of fish products. It gives an introduction about the product, information about ingredients required and step-wise method of preparation of the product. The series of fish products includes coated fish products like fish cutlets, fish fingers, fish burger, fish balls etc.; marinated products like fish and prawn pickles; extruded products like fish kure and noodles; wrapped fish products like fish momos, fish kebabs, fish samosa and fish rolls; cured products like dried fish and prawn

and other products like fish sausage and prawn chutney powder. This also contains a contact form through which user can post any query by just mentioning name, e-mail id and content of the query; this would enable the experts from ICAR-CIFT to give reply to the query immediately.

Another interactive feature of CIFTFISHPRO is that the system will help the user to upscale the production of each product by automatically calculating the ingredients requirement for a given quantity of raw fish. The system also gives an option to the user to enter the input cost of the ingredients. This would give the user a broad idea about the total cost incurred while up-scaling the production of the product.

CIFTFISHPRO is available in the URL <http://ciftfishpro.cift.res.in>. This system has a home page, which contains product banners, an introduction, list of fish products, a contact form and contact us; the inner page contains list of fish products with a hyperlink to each product and up-scaling page for each product with a hyperlink. The home page of CIFTFISHPRO is developed in hypertext preprocessor (PHP) and hypertext markup language (HTML), the inner page is developed in HTML and up-scaling page is developed by using HTML and JAVA script. CIFTFISHPRO is a dynamic system as it can interact with the users and it can be updated at any time.