

CIFT and Reliance launch Voice Message Service for Kerala fishers

Kochi, Jan 14 (UNI) The ICAR-Central Institute of Fisheries Technology (CIFT), in collaboration with the Reliance Foundation, has introduced a Voice Message Service to benefit the fishing community.

This service aims to deliver critical information on sea safety, boat safety, Hygienic handling of fish on-board, and value-added fish products directly to fisher mobile phones.

With expertise from scientists of CIFT, these voice messages will be disseminated free of cost through the Reliance Foundation. The initiative was officially inaugurated by Dr. George Ninan, Director of CIFT.

Nafas K. Nasar, Cluster manager of the Reliance Foundation, highlighted that the service will reach approximately 60,000 fishermen across six coastal districts of Kerala.

The program coordinated by the Extension, Information, and Statistics Division of ICAR-CIFT is aimed at ensuring timely and reliable updates for the fishing community.

This initiative marks a significant step toward empowering fishermen with essential knowledge to enhance safety and improve their livelihoods.

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