

**M.E.S. ASMABI COLLEGE, P. VEMBALLUR**  
**DEPARTMENT OF FISH PROCESSING TECHNOLOGY**

**PROGRAMME REPORT**

**"Ocean Frenzy" – A Celebration of World Fisheries Day 2024**

**Jointly Organized by The Department of Fish Processing Technology and Department of Aquaculture**

**Date:** 21-11-2024

**Venue:** College Auditorium

**Collaborators:**

- Entrepreneurship Development (ED) Club, MES Asmabi College
- Innovation and Entrepreneurship Development Centre (IEDC), MES Asmabi College

In connection with World Fisheries Day 2024, the Department of Fish Processing Technology and the Department of Aquaculture of M.E.S. Asmabi College jointly organized the programme **"Ocean Frenzy"**, celebrating the vital role fisheries play in global food security and livelihoods. The event, held on 21<sup>st</sup> November, 2024 was a grand success, drawing a large crowd of students, faculty members, and the general public.

Programme Brochure:





**CHEMMEEN BIRIYANI**

HALF - 70 ₹  
FULL - 140 ₹

PRE-BOOK TO SAVOUR  
OUR UNIQUE DISH

☎ 8301950617  
(AMANI)

**DISH** ✨

- NUGGETS
- MINI SAMOSA
- CHEMMEEN ACHAR
- KALLUMAKKAYA ACHAR
- POCKET SHAWARMA
- FISH POLLICHATHU
- CHEMMEEN CHAMMAN THI
- MOHABBAT KA SHARBAT
- MATHTHI
- SALAD
- SAMOSA
- SALAD BOWL
- SODA SHARBATH
- LIME
- KAPPA
- FISH PUTTU
- CHEMMEEN PODI

**OTHER PROGRAMS**

- EXHIBITION
- LIVE COOKING
- FILLETING
- SALE

## Programme Highlights

### 1. Inauguration Ceremony

The programme was inaugurated by **Dr. K. Kesavan**, Head of the Aquaculture Department. In his inaugural address, Dr. Kesavan emphasized the importance of sustainable fisheries and aquaculture in ensuring ecological balance and food security.



## 2. Exhibition

The exhibition featured a wide array of educational and interactive displays showcasing advancements in fish processing technology and aquaculture.



## 3. Live Ornamental Fish Sale

Visitors were captivated by the variety of vibrant ornamental fish on display and available for purchase, promoting awareness about ornamental fish culture.





#### 4. Live Cooking Programmes

The live cooking demonstrations showcased innovative and healthy recipes using seafood, which drew significant attention and appreciation.



#### 5. Food Stalls

A variety of seafood dishes and snacks were made available, highlighting the culinary potential of fish and shellfish in diverse cuisines.



## 6. Competitions

A variety of competitions were held in celebration of World Fisheries Day, including acrylic painting, pencil drawing, craft work, digital poster making, and marine life photography. Enthusiastic participants from diverse fields contributed to making the event vibrant and engaging.







### Collaborative Efforts

The active participation and support from the ED Club and IEDC played a crucial role in the success of the event. Their involvement ensured the smooth execution of activities and encouraged a spirit of innovation and enterprise among the participants.

### ED Club Stall

A distinguished stall was set up by the **Entrepreneurship Development (ED) Club**, displaying and selling creative products made by its members. This initiative was an effort to promote student entrepreneurship and innovation.



The programme served as a platform for raising awareness about sustainable fisheries, aquaculture, and seafood consumption among students and the community. The ED Club's stall demonstrated the creative and entrepreneurial potential of students, inspiring others to explore similar ventures. The event attracted a large crowd, fostering a sense of community while promoting knowledge sharing and interaction among students, teachers and non-teaching staff.

The overwhelming response from attendees, coupled with positive feedback from both students and faculty, underscored the success of "Ocean Frenzy." The collaborative efforts of the organizing departments, ED Club, and IEDC were pivotal in achieving the programme's objectives.

**Prepared by:**

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