

**News Release**  
**5 November 2021**



## **Sustainable Seafood Network India and the Marine Stewardship Council launch first-ever public photographic competition in observation of World Fisheries Day**

To celebrate marine fisheries sustainability in India, not-for-profit organisations the Marine Stewardship Council (MSC) and Sustainable Seafood Network India (SSNI) are inviting the public to submit their unique moments captured of marine fisheries, fishing communities and the Indian coastline.

The [Sustainable Seafood Network India](#) (SSNI) and the [Marine Stewardship Council](#) in India have partnered to offer an exciting photographic competition in observation of World Fisheries Day this November. The theme is '*Celebrating Progress in Fisheries Sustainability in India*' and you may enter amateur or expert photos of the Indian coastline, marine fisheries, sustainable fishing practices and fishing communities.

The MSC and SSNI work with a diverse range of stakeholders, from government to industry, NGOs and scientists to guide fisheries on their sustainability journey. Numerous marine and wild-capture fisheries in India are already engaged in fishery improvement projects (FIPs), including the Keralan deep-sea shrimp fishery with a [grant of £44,310 awarded to WWF-India](#) to improve their environmental performance. This contribution to improved fisheries sustainability came from the Marine Stewardship Council's (MSC) [Ocean Stewardship Fund](#) (OSF) – a fund dedicated to enabling and supporting sustainable fishing around the world.

The photographic competition will be open from 5 November to 5 December 2021 and winners will be announced by Friday, 12 December 2021. Photos can be taken with a SLR or smartphone camera, and there are amazing cash prizes up for grabs. For more information, steps on how to enter and the full terms and conditions, visit the SSNI website: [ssni.co.in/world-fisheries-day/](https://ssni.co.in/world-fisheries-day/)

**The Marine Stewardship Council's Consultant in India, Dr Ranjit Suseelan, said:**

“As so many fisheries resources are overexploited in India, bringing sustainability to the fore is the only way by which the resources can be conserved and protected for future generations. We believe the photographic competition helps us to raise awareness and engage the general public and seafood consumers to celebrate this progress toward sustainability with us. So we encourage everyone to get out there and capture our beautiful and unique marine coastline and the fisheries we depend on.

**Chair of Sustainable Seafood Network India, Dr Sunil Mohammed, adds:**

“Tropical multispecies and multigear fisheries are complex to manage, but MSC certification standards and improvement targets help them to reach sustainability. This photography contest should surely help to bring awareness among the public on fisheries sustainability in India”

The partnership celebrates these positive steps forward will help the local fishermen to sustain their livelihoods and the very resource they depend on, and hopes it will contribute to the delivery of the UN [Sustainable Development Goal 14](#), Life Below Water.

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**Notes for editors:**

**The Marine Stewardship Council (MSC)** is an international non-profit organisation which sets globally recognised, science-based standards for sustainable fishing and seafood traceability. The MSC ecolabel and certification program recognises and rewards sustainable fishing practices and is helping create a more sustainable seafood market. It is the only wild-capture fisheries certification and ecolabelling program that meets best practice requirements set by both the [United Nations Food and Agriculture Organization \(UNFAO\)](#) and [ISEAL](#), the global membership association for sustainability standards. For more information visit [msc.org](http://msc.org)

**Sustainable Seafood Network India (SSNI)** is mandated to bring together people and organisations to pursue common goals that cannot be undertaken in individual capacities. SSNI shares information related to sustainable seafood, coordinates related activities and joins forces for such activities that require joint efforts. For more information visit [ssni.co.in](http://ssni.co.in)