



**Research Unit**  
Press Information Bureau  
Government of India

## **Rangeen Machhli App**

**(Ministry of Fisheries, Animal Husbandry & Dairying)**

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**The Rangeen Machhli App** is an initiative to meet the growing needs of the **ornamental fisheries sector**. It provides the crucial knowledge and important resources for hobbyists, aquarium shop owners, and fish farmers. It has been developed by ICAR-CIFA (Indian Council of Agricultural Research - Central Institute of Freshwater Aquaculture) with support from the Pradhan Mantri Matsya Sampada Yojana (PMMSY).

### **Features of App**

The "**Rangeen Machhli**" app provides **multilingual information on popular ornamental fish species in eight Indian languages**. Thus, making it accessible to a wide audience. Whether hobbyists are seeking guidance on fish care or farmers looking to diversify their breeds, the app offers comprehensive details on care, breeding, and maintenance practices.


A standout feature of the app is the "**Find Aquarium Shops**" tool, which enables users to discover nearby aquarium stores. This dynamic directory is regularly updated by shop owners, promoting local businesses while providing users with reliable sources for ornamental fish and aquarium-related products.

### **Educational Module**

The app includes educational modules for both newcomers and professionals in the ornamental fish industry. The "**Basics of Aquarium Care**" module covers essential topics such as types of aquariums, fishes, water filtration, lighting, feeding, day to day maintenance, while the "**Ornamental Aquaculture**" module focuses on breeding, rearing of different ornamental fish.

## How to use App

1. Download the Rangeen Machhli app from Google Play store by clicking on this link <https://play.google.com/store/apps/details?id=com.ornamentalfish>.
2. Create New Account by filling your personal details like Email id, mobile number and address. Also make your own password for Log in.
3. Then Choose Language of your own preference
4. Ready to use the app



The tutorial is presented on a blue background with the title "App Tutorial" and the PIB Research Unit logo. It consists of six panels, each showing a different screen from the app with a corresponding label below it:

- Download App:** Shows the app's logo and the text "Download App".
- Create New Account:** Shows the "New Users" and "Existing Users" login screens. The "New Users" screen has a "Create New Account" button, and the "Existing Users" screen has "Mobile" and "Password" input fields, a "Log In" button, and a "Forgot Password?" link.
- Fill Details:** Shows the registration form with fields for "Select" (with a person icon), "Fullname", "Email", "Mobile Number", "Password" (with an eye icon), "Confirm Password" (with an eye icon), "Select your state" (with a dropdown arrow), and "pincode".
- Choose Language:** Shows the "Select language" screen with buttons for English, Odia, Hindi, Bengali, Kannada, Punjabi, Malayalam, and Tamil.
- Find Aquarium Shop:** Shows the main app interface with a "Find Aquarium Shops" button and a "List your Aquarium shop" button. Below these are categories like "Egg Layers", "Tetra", "Livebearers", and "Danio".
- List Your Shop:** Shows a list of aquarium shops. The first is "Unique Melbourne Shop" in Saheed Nagar, Bhubaneswar, with phone number 8895184034. The second is "Ocean palace Aquariums" in Rangunathpur, Odisha, with phone number 9437125919 and a 5-star rating. The third is "Golden Fish Aquarium Shop" in Navanalli.

## App Launch Event

On 12th September 2024, the Union Minister for Fisheries, Animal Husbandry, and Dairying, Shri Rajiv Ranjan Singh introduced the "Rangeen Machhli" mobile app at the Indian Council of Agricultural Research-Central Institute of Freshwater Aquaculture (ICAR-CIFA) in Bhubaneswar.



## Other Government Initiatives for promoting Ornamental Fisheries

PMMSY offers support for a range of fishing activities, including the development of fishing harbors and fish landing centers to ensure the safe docking and berthing of fishing boats and vessels, as well as the efficient handling of post-harvest operations. Additionally, it promotes the establishment of ornamental fish rearing units, fish retail markets, and fish kiosks.

### PMMSY schemes for development of ornamental fisheries:

- Backyard Ornamental Fish Rearing unit (both Marine and Fresh water with a unit cost of Rs. 3.0 lakh)
- Medium Scale Ornamental Fish Rearing Unit (Marine and Freshwater Fish with a unit cost of Rs. 8.0 lakh)
- Integrated Ornamental Fish unit (breeding and rearing for freshwater fish) with a unit cost of Rs. 25.0 lakh
- Integrated Ornamental fish unit (breeding and rearing for marine fish) with a unit cost of Rs. 30.0 lakh

## Varieties of Ornamental Fishes

**India boasts a rich diversity of ornamental fish, with over 195 indigenous varieties** reported from the North-East Region and Western Ghats, and nearly 400 species from marine ecosystems. The majority of ornamental fish exported from India are wild varieties, primarily collected from the rivers of the North-East and Southern States, which contribute about 85% of the country's total ornamental fish exports. **Among the 195 reported species from the North-East, 155 are of ornamental value.**

**The Western Ghats, one of the world's 34 'Biodiversity Hotspot'** areas, is home to numerous freshwater fish species, 40 of which are of ornamental value, with 37 being endemic to the region.

Around **90% of India's ornamental fish trade focuses on freshwater species**, while the remaining 10% involves marine species. Most ornamental fish breeders in India primarily breed exotic species, with only a few involved in breeding indigenous, marine, or brackish water fish. **Goldfish is the most popular species among hobbyists**, leading its breeding to dominate the Indian ornamental fish sector. Besides common livebearer varieties, breeders also focus on specialized species like Oscar, Flower Horn, Tetras, Discus, and Cichlids.

### References

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