

June 7, 2015

Project pamphlet finalized for the Fisheries Master Planning Study, Maldives

Dr. Masanori Doi, Chief Advisor of the Project



The Project for the Formulation of Master Plan for Sustainable Fisheries in Maldives (MASPLAN) started in October 2014, as a technical cooperation project of the Japan International Cooperation Agency (JICA). INTEM has been contracted by JICA to implement this project and has been carrying out practical activities in collaboration with the Ministry of Fisheries and Agriculture (MoFA) of the Maldives.

On this occasion, I am very pleased to report the back story of the project logo design and to disclose the pamphlet of the project.

The logo of the Project is a symbol of project activities and is of great importance for uniting the mind-sets of relevant persons, but it would have been difficult for an untalented person like me to design it. I was just thinking how to go for it, when I met Prof. Takashi Akiyama by chance at a small bar in Tokyo and I asked him if he would be interested to create the logo for our project, although it was the first time we met each other. Actually he is a professor of Tama Art University and famous in the world of artistic design <http://www.tamabi.ac.jp/gurafu/akiyama/>. It was very lucky that he is not a conceited man but a sensible person who accepted my crazy request on a voluntary basis, or just because he was drunk at that time. I would like to deeply acknowledge his cooperation.

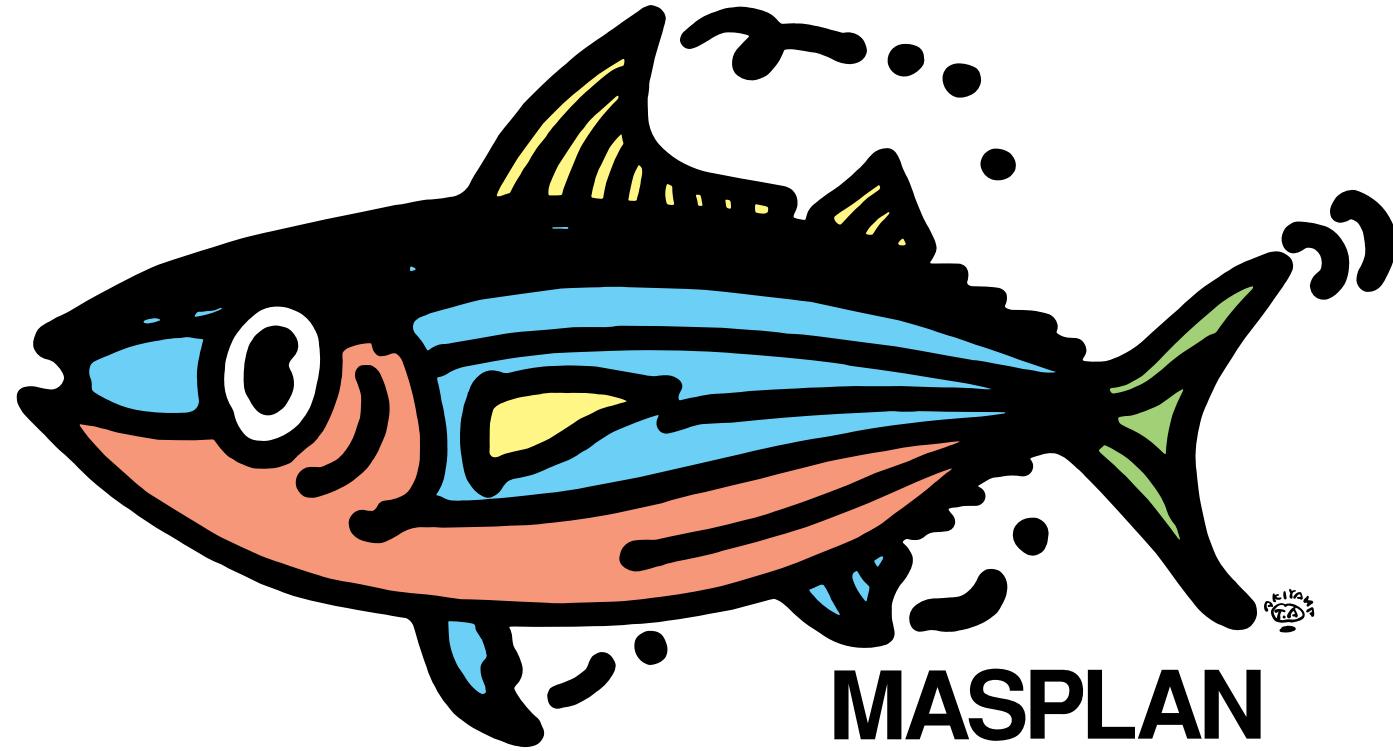
The motif of the logo is skipjack tuna, the most popular fish for Maldivians. Skipjack tuna is caught around the atolls by the fishing method of pole-and-line, and plays an important role as major foodstuff of local people as well as major export commodity.

In the abbreviation or nickname of the Project, MASPLAN, MAS means ‘fish’ in Dhivehi, the Maldivian local language. Please refer to the project pamphlet hereto on the outline of MASPLAN.

Regarding the color pattern of the logo, Prof. Akiyama said that it had no special meaning but artistic design. On the other hand, from my point of view, it is composed of red, green and gold which are used on the coat of arms of Maldives. And the central blue strip reminds the ocean or the color of JICA’s logo. This must be a fortunate coincidence, I really think.

Let us *kanpai* for this formidable logo!

Attachments: Project pamphlets (English and Dhivehi)



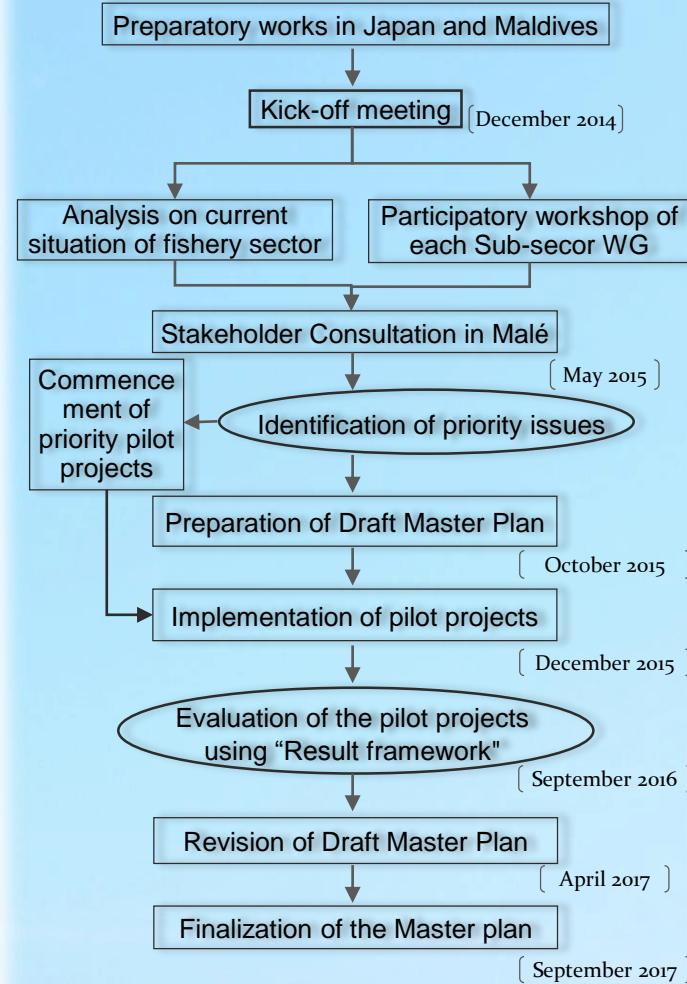
Aquaculture SSWG

In the Maldives, tuna fishing has been an important activity since its ancient times, while aquaculture, as a local industry, has yet to be developed other than some pilot testing. However, there is currently an increasing expectation in future aquaculture development in order to diversify the fisheries sector and to address the issues of dwindling reef associated fish resources related to over-fishing. A project named "Mariculture Enterprises Development Project (MEDEP)" is currently on going within the sub-sector focused on the commercialization of mariculture supported by the International Fund for Agriculture Development (IFAD). Therefore MASPLAN will contribute to the further development of aquaculture by exchanging information between MASPLAN and MEDEP.

Post-harvest/Value addition SSWG

The post-harvest/value addition WG is seeking to identify mechanism to increase the value of landed fish from the time the fish is landed on the fishing boat, through to fish processing and the distribution. The main challenges are 1) promoting quality improvement for both local and international markets 2) promoting sale and distribution of the processed fish, 3) promoting fish processing as a measure for livelihood improvement in the remote islands, and 4) keeping freshness of yellow fin tuna on board with cooperation of Oceanic Fisheries WG. In addition, the WG examines effective utilization of fish processing by-products.

Outline of the Project



Project Office

Address: Ministry of Fisheries and Agriculture
Marine Research Centre H. White
Waves Moonlight Higun, Malé –
20025, Republic of Maldives
Tel No. : +960 332 2242



~MASPLAN~

The Republic of Maldives
Project for the Formulation of
Master Plan for
Sustainable Fisheries



Ministry of Fisheries
and Agriculture,
Government of Maldives



Japan International
Cooperation Agency

Background

The Republic of Maldives is a small island state located in the middle of the Indian Ocean, which comprises nearly 1,190 coral islands. The country's economy is driven primarily by two sectors – namely the tourism and fisheries sectors. Although the fisheries sector contributes only 2% to the country's real GDP, it is the largest contributor to the foreign export earnings, accounting for up to 98% of the total export value of Maldives. The fisheries sector is also the largest source of employment in the country, and historically has been mainstay of the Maldivian society since ancient times. The fisheries sector is also an important provider to the country's food supply. The consumption of marine fisheries-related products in Maldives is about 144kg annually per person (FAO, 2009), which is double that for Japan – one of the largest consumers of seafood in the world.

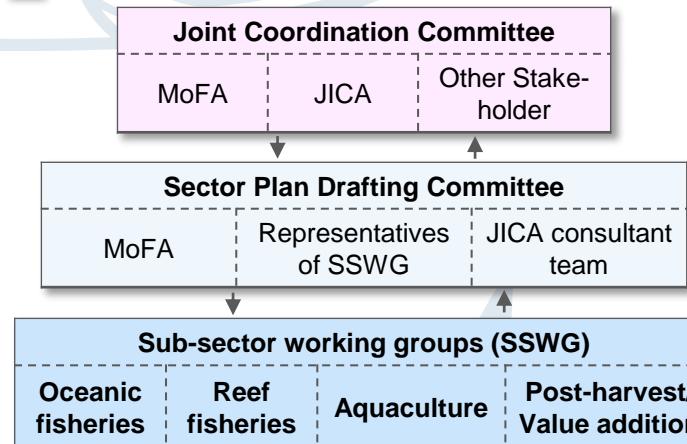
However, the Maldivian fisheries sector faces many challenges in relation to its current sustainability and further development due to a decline in a number of targeted fisheries resources (both tuna and the other commercially exploited reef associated species), a price slump for sale of "Maldives Fish", and a resulting general reduction in employment in the fisheries sector.

The Government of Maldives has formulated a Strategic Action Plan to cover the period from 2014-2018 which describes the fishery sector priority policies for further development. It is recognized that while tourism sector is the leading industry in the country, tourism is a potentially vulnerable industry as it may be easily influenced by trends in the global economy, some natural disasters, terrorism and a range of other external factors. Thus, the importance of fishery sector as the backbone of the economy has recently been re-recognized.

Purpose of the Project

MASPLAN will support the Government of the Maldives to formulate a mid- and long-term development plan for the fisheries sector in the Maldives. Considered as the Fisheries Sector Master Plan, it will support the promotion of fisheries based on the philosophy of persistent and efficient use of fishery resources in a sustainable manner. In addition, this plan is also expected to contribute to long-term environmental management and support the promotion of tourism through sustainable utilization of fisheries resources.

Implementation structure



To enhance efficiency and concentration of technical discussion, MASPLAN has established two committees namely the Joint Coordination Committee (JCC) and Sector Plan Drafting Committee (SPDC); and four sub-sector working groups (SSWG). The four SWGs assigned for the purposes of developing the Master Plan are: 1) Oceanic fisheries WG, 2) Reef fisheries WG, 3) Aquaculture WG, and 4) Post-harvest/Value addition WG, with stakeholder participation from relevant government organizations and fishing industry players. These working groups will carry out extensive discussions to identify the issues and challenges, as well as possible solutions in their respective working group areas. The information obtained from these discussions will then be used in the formulation of the Master Plan.

Oceanic fisheries SSWG

The Oceanic fisheries WG will focus on mainly the skipjack tuna pole-and-line fishery and hand line fishery for yellow-fin tuna. The skipjack tuna pole-and-line fishery is the most important fishery accounting for 60% (71,000 tonnes in 2013) of gross fish catch in Maldives. A major issue is the high mortality of live bait (anchovy, spratelloides etc.) which is essential for the skipjack tuna pole-and-line fishing methodology with the bait fish kept in tank of fishing boat. This WG will examine options for improving fishing methods of bait fish and efficiency of water circulation in the tank to ensure the baitfish remain alive and healthy. In addition, in the hand line fishery for yellow fin tuna, the handling of fish on board to maintain freshness is a vital issue to be addressed.

Reef fisheries SSWG

The Reef Fisheries WG is targeting the range of issues related to the reef fishery associated with coral reefs throughout the Maldives. Over recent years the importance of the reef fishery is increasingly recognized in relation to supply to the large Maldivian tourism sector which is drastically increasing the demand for reef fish for consumption. In addition, the total catch of recreational fishing seems to be increasing. In general, commercially valuable reef fish tend to be overexploited, and the catch of grouper and sea cucumber for export has recently sharply decreased. It will be important to establish a monitoring system for both commercial and recreational fishing in order to prevent continued overexploitation and to focus appropriate management to ensure the sustainability of the Maldivian reef fishery resources.

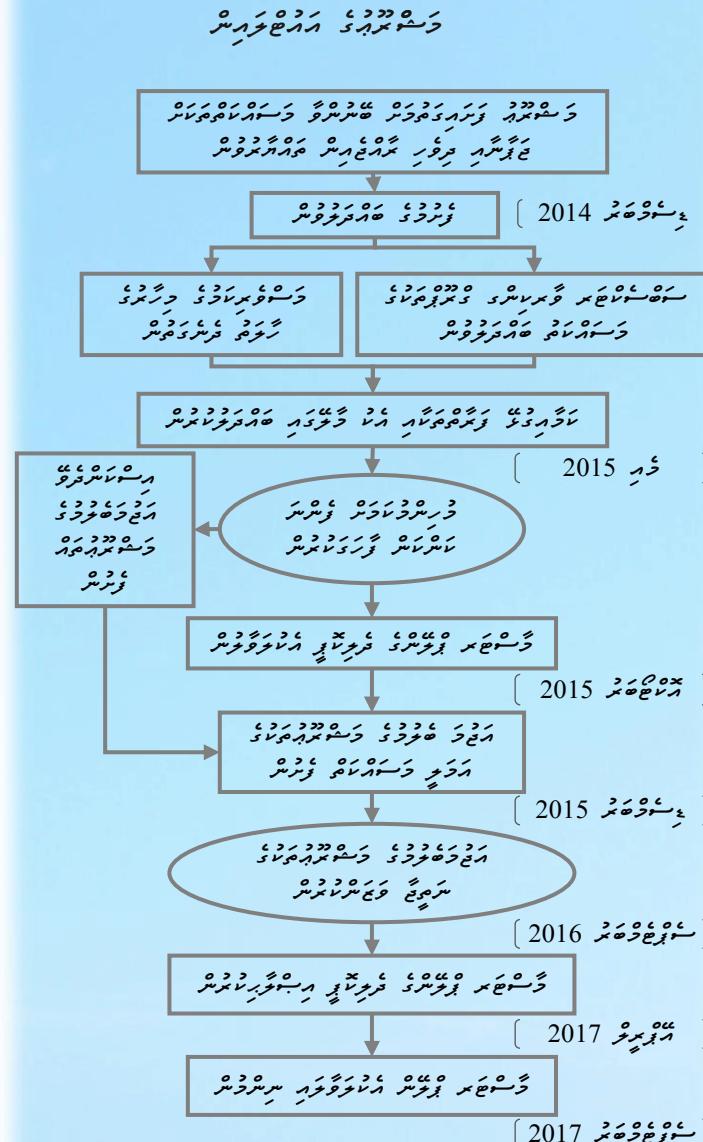


جَرْوِيْرْ جَرْجَاجْنَى دَسْتُوْبَرْ لَادْجَى مَجْمَعْ تَقْتَى
دَسْتُوْبَرْ بَرْ كَوْلَى دَسْتُوْبَرْ كَوْلَى دَسْتُوْبَرْ



The logo of the Japan International Cooperation Agency (JICA) consists of the lowercase letters "jica" in a bold, blue, sans-serif font. Above the letter "i", there is a red circle containing a white dot, and a blue circular arc is positioned above the letters "ca".

وَمِنْهُمْ مَنْ يَرْجُو
أَنْ يُنْهَا عَنِ الْحَقِّ
فَلَا يُنْهَا وَاللَّهُ أَعْلَمُ
بِمَا يَصْنَعُ



وَمِنْهُمْ مَنْ يَعْمَلُ مُحْكَماً وَمَنْ يَعْمَلُ مُنْكَراً وَمَنْ يَعْمَلُ مُبَرَّزاً

ڈویٹھ سری ہے جس کا شمارج سر، ۰۔ چارچ ٹوٹ، چتر جوہر یونیورسٹی
ڈھنڈھ، 20025، ہر قوڑی ترقی
ڈویٹھ سری ہے ۰۹۶۰ ۳۳۲ ۲۲۴۲

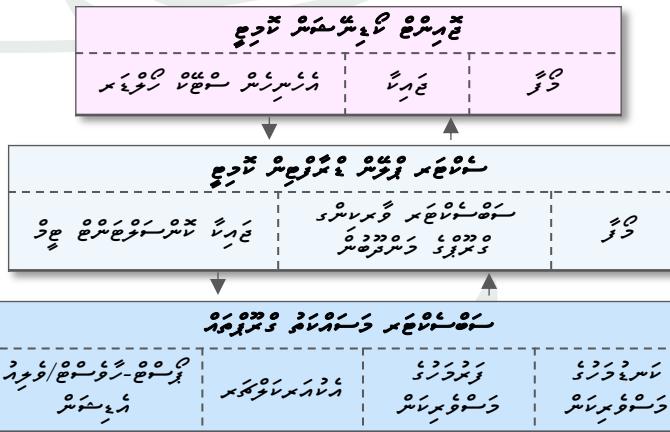
جِئْدَهُ مَرْكُوْنَهُ /

وَجْهُهُ مُحَمَّدٌ سَلَّمَ وَسَلَّمَ وَجْهُهُ

لَمْ يَرِدْ حَتَّى يَكُونَ مُسْكَنَهُ لِلْمُؤْمِنِينَ وَلَا يَرِدْ حَتَّى يَكُونَ مُسْكَنَهُ لِلْمُؤْمِنَاتِ
لَمْ يَرِدْ حَتَّى يَكُونَ مُسْكَنَهُ لِلْمُؤْمِنِينَ وَلَا يَرِدْ حَتَّى يَكُونَ مُسْكَنَهُ لِلْمُؤْمِنَاتِ

مئون سویں سال میں اپنے کام کا آغاز کر دیا۔ اسی سال میں اپنے پہلے کام کا آغاز کر دیا۔ اسی سال میں اپنے پہلے کام کا آغاز کر دیا۔ اسی سال میں اپنے پہلے کام کا آغاز کر دیا۔ اسی سال میں اپنے پہلے کام کا آغاز کر دیا۔

جیلگیری سری دو



وَسَهْلَةٌ وَسَهْلَةٌ وَسَهْلَةٌ وَسَهْلَةٌ وَسَهْلَةٌ وَسَهْلَةٌ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ وَاللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنْ هَذِهِ الْمُنَجَّةِ