

## SUSTAINABLE MEASURES TOWARDS IMPROVING HILSA FISHERIES IN RIVER GANGA AND LESSONS FROM BANGLADESH: A REGIONAL APPROACH IS NEED OF THE HOUR

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*The Ganga, is a home for 190 fish species at present, supports livelihood for millions of poor fishermen. Hilsa shad is commonly known for its nutritional, cultural and social importance and is known as state fish of West Bengal and national fish of Bangladesh. Realizing the importance of the species particularly towards fishermen livelihood, scientific evident sustainable measures have been proposed based on ICAR-CIFRI's experience over the decades and the successful sustainable measures adopted by Bangladesh towards improved hilsa production in the river Padma and Meghna. Therefore, a holistic regional approach is need of the hour to develop a joint management measures and policy towards sustainable hilsa fisheries in river Ganga.*

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