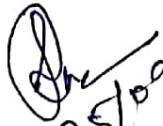


Title of project:

“ Extension of KCC benefit for Fish Marketing by providing Motor cycle with Ice Box”

Introduction and Background:

In Assam 95% of its population is fish eaters. Fish is the integral part of the daily diet of the people of Assam. Considering this high demand of food fish, Dept. of Fisheries is giving its thrust to increase fish production in the state by implementation of various schemes with the induction of latest technologies. As a result, the Fish farming has increased manifold in the State in recent years. Fish is produced throughout the state in the water bodies of SHGs, Fisherman Co-operatives and in the water bodies of individual fish farmers. The production of fish in Assam is increasing every year. Fish is a perishable product and spoilage of fish starts as soon as it dies after harvest because of enzymatic and bacterial actions which reduces its quality and these kind of fish fetches lower price in the market and from the consumers. Thus, it causes heavy loss to the sellers. Quality control and marketing of fish and fish products are like the two sides of a coin. One cannot do without the other. Quality, in general, means the wholesomeness or the state of excellence of a particular product in terms of its appearance, shape, colour, taste and competitiveness in price to the buyer. In a nutshell, quality means the fulfillment of the buyers requirements. In Assam, fish are mainly produced in rural areas of every districts. Some area is high in fish production whereas due to urbanization the demands of fish are more in some other areas. In some cases fishes are being transported from long distance by the traders which takes more time to reach the Fish Market or doorstep of end consumer. Retailers/vendors usually sell fish by are carrying on their shoulders putting in bamboo baskets or other ordinary vessels and transport it to the buyers on foot or by Bicycle for vending. Many times it is seen unscientific and unhygienic because of rapid spoilage during transportation. Thus buyers are not getting quality fish and sellers losing desirable income from the sold fishes. Under such situations fish retailers/ vendors may be assisted providing **Motor Cycle with ice box** as an improved transportation facilities for door to door fish vending with financial support through KCC (Fishery).


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Objectives and Rationale of Project:

a. Objectives:

- ☐ To reduce post-harvest loss of fish by reducing the rate of spoilage of fish through hygienic fish transportation.
- ☐ To ensure quality fresh fish for the buyers.
- ☐ To facilitate transporting & door to door vending of fish.
- ☐ To ensure quick transportation of fish to the buyers.
- ☐ To earn more within a limited time by selling of quality fresh fish.
- ☐ To create livelihood generation opportunities for unemployed youths.
- ☐ To double the income of the vendors and uplift their socio-economic condition.

b. **Reasons for the selection of this particular project:** Presently the vendors of the State are carrying the fish for vending on their shoulders by bamboo baskets and transporting it to the buyers on foot, which is unscientific because rapid spoilage occurs during transportation. Lack of modern and hygienic fish transportation facilities causes huge financial loss due to occurrence of spoilage during transportation. Thus it is required to provide improved means of transportation to the members of SHGs/ members of Fisherman Co-Operative societies/ unemployed youths to enable them to get maximum benefit out of the fish they sold for sustainable development of their socio-economic condition.

c. **Proposed Activity:** Under this project it is proposed tUnder such situations fish retailers/ vendors may be assisted providing improved transportation facilities for door to door fish vending with financial support under KCC (Fishery). Motor cycle with Ice box to the members of SHGs/ Fishermen Co-operative Societies/ Unemployed youths/ Individual Fish Farmers/Fishers/ Fish Retailers who are engaged in door to door fish selling. The motor cycle will have insulated ice box with facility of both carrying and selling in all season. The maintenance and operational cost of the vehicle would be met by the beneficiaries at their own cost.

d. **Benefits and justification:** Through implementation of this project livelihood generation opportunities would be created for unemployed youths and their socio economic condition will be up-lifted. Side by side, the fish farmers would be able to send or transport their fish to the markets or buyers at lower transportation cost. The vendors will get desirable price of fish they sold because of reduction in post-harvest


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losses and hygienic transportation. The ultimate consumers will get fresh, hygienic product.

e. **Output of the project:** Gross income/ Annum from door to door selling of fish (@ 40 kg /day /motor cycle): 40 kg X 300 days X Rs.250/- X 1 no. = Rs. 30.00 Lakh

f. **Outcome of the project:**

- ☐ Socio-economic status of the fish vendors/ unemployed youths would be uplifted.
- ☐ Quality fresh fish for the buyers would be ensured.
- ☐ Buyers will get quality fish at their door step during the pandemic of Covid 19.

g. **Detailed Estimates of Capital and Operational Costs:**

Sl.No.	Particulars	Quantity	Rate(Rs.)	Amount(Rs.)
A.	Capital Cost:			
1.	Cost of Motorcycle (TVS XL Heavy Duty range) with ice box	1	80,000.00	80,000.00
10% Depreciation cost over capital cost				8000.00
Total Capital Cost (A) with 10% Depreciation cost over capital cost				88000.00
B.	Operational Cost:			
1.	Purchase of Ice for Transportation for	LS	LS	200.00
2.	Cost of Fish/Day	40 Kg/Day	Rs.140/Kg	5600.00
3.	Fuel(Petrol) /Day	LS	LS	500.00
4.	Labour Cost/day	LS	Rs.350.00/ head	350.00
Total Operational Cost (B):				6650.00
Total Cost (A+B):				94650.00


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Economics of the Project:

S.No.	Details of Sale Proceeds	Amount (Rs.)
1.	Sale Proceeds of 40 Kg Fish/Day @ Rs.250/Kg	Rs.10000.00
2.	Gross Income /Year from sale of fish in about 300 days @ 40 Kg/Day@ Rs.250.00/Kg	Rs.3000000.00
3.	Net Income/Year from sale of fish @Rs.1350/day for 300 days in a year	Rs. 405000.00
4.	Benefit Cost Ratio (BCR):	1.50

Feasibility of the Project: From the BCR value of 1.5, it may be confirmed that the project is economically viable.

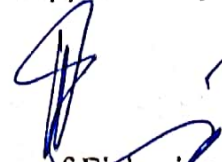
Prepared by.


25/09/2020

Nodal Officer, KCC.

Directorate of Fisheries, Assam, Guwahati

Approved by



Director of Fisheries, Assam.

Meen Bhawan, Guwahati- 16