

STREAM:
INFRASTRUCTURE AND ASSETS

SPILL OVER SCHEME 2:
DISTRIBUTION OF BI-CYCLE
WITH INSULATED BOX TO
FISH VENDORS/SELLER



Scheme 2: Distribution of Bi – cycle with insulated box to fish vendors /sellers

In the locality presently selling of fish in mostly is done in the primitive way. Retail fish marketing is mostly done in the road side, in open air, without any protection devise from dust or direct sunlight which is not at all hygienic. Moreover 40% of the retail fish seller are poor, selling fishes in open air almost without any protective device from the environmental hazards which often force them to sale this highly perishable item at a very low price & incur heavy loss, also sitting in open road side for fish selling seems to create many social hazards for these fish vendors. At the same time consumers are bound to buying fish in such condition. If we can provide fish vender a way-out to sell fish comparatively in better way buyer also have fish in fresh condition in their doorstep. The present project is introduced to provide these fish vendor a secured & much prestigious way of earning livelihood.

Being a very important protein source, also being highly perishable fish should be marketed with much care & better preservation technique. Keeping in mind the demand of the market and situation Department of fisheries, Govt. of West Bengal like to introduce a scheme "Distribution of By-Cycle with insulated box to fish vendors. A bicycle with a insulated box which will enable to satisfy the customer in a better way & will also generate ample opportunity of income generation for enthusiastic fish vendor by fish vending. Benefit of Bicycle with insulated box as:

1. It will help to keep the fish fresh for a long time in a very hygienic way.
2. It will help the fish vendor to cover a vast area very easily, so as to reach much more customer in short time. Also it will provide them a prestigious way of earning.
3. It will help the customer to get fresh fish of choice at the door step.

I. Outline of Proposal:

Name of Scheme	:	Distribution of Bi- cycle with insulated box to fish vendors /sellers
Programme Components (Stream)	:	Infrastructure and Assets
No. of units proposed	:	3670
Unit Cost		Rs. 0.08 lakh
Proposed Amount	:	Rs. 293.60 lakh
Nature of assistance	:	Supply of bi – cycle with 50 liter capacity insulated box
Duration of scheme	:	One Year
Implementing Authority	:	Directorate of Fisheries, WB

II. Project objective

Objective envisaged in the project are—

- 1) To achieve improved marketing system on door to door vending.
- 2) To offer scope to fish vendor for their livelihood.
- 3) Easy access to consumers choice through the supply of fresh with actual price range.

- 4) To avoid marketing intermediaries who are expected to share maximum benefit as a result of which price of fish would be beyond the purchase capacity of the consumers.
- 6) Economic up gradation of Samabaya Samity as well as vendors of Fish market.
- 7) Sustainable maintenance of socio-economic system in the area, both for buyer and seller.

III. Eligibility of project Gainer:

Only the fish seller/vendor or persons related to fish selling/vending work may be eligible for gaining the said project. He should be honest, sincere, laborious, and faithful on his new marketing system.

IV. Component of the scheme:

1. One standard branded By-cycle with a specially fabricated carrier to carry a insulated box
2. One 50 L insulated box
3. One weighing balance and fish cutting equipments.

V. Financial breakup and specifications:

Specification of insulated box:

- 50 Liter in capacity
- Period of storage of Ice in the box is ≥ 35 hours
- Box should be made with FDA grade of Polyethylene materials with rigid PUF (average thickness 30-40 mm).
- Insulated material should be CFC free polyurethane.
- Suitable lid for better temperature retention
- Box should be certified by competent authority as "Fit for Food"

SI No.	Items	Cost (Rs)
1	Bi-cycle with specially fabricated carrier for carrying insulated box	4000.00
2	Hygienic insulated box (50 L) including weighing Balance and fish cutting equipments	4000.00
Total		8000.00

(Rupees Eight thousand only)

Additional Director of Fisheries (Tech)

Director of Fisheries, WB