

STREAM:
INFRASTRUCTURE AND ASSETS

SPILL OVER SCHEME 1:
DISTRIBUTION OF
HYGIENIC INSULATED BOX
TO FISH
VENDORS/COLLECTORS



Scheme 1: Distribution of hygienic insulated box to fish vendors /collectors

The thermal Insulated Plastic Fish Box is frequently used in the Fisheries and Food Processing sectors for storage of meat and fish during preparation. This Thermal Insulated Plastic Fish Container is double walled and molded in a singular seamless piece for better stress management is also recommended for use in the aquaculture and agriculture industries. Injected with a High-Density Polyurethane (PU) it is non-toxic and UV resistant. With the Polyurethane Insulation it provides better cool management with slow ice-melt rates. Coupled with their 2-way and 4-way pallet handling they are easy to maintain during storage and transportation.

Fish stored with ice in an insulated box will keep fresh longer. The insulated box will also help to reduce ice melting. Both these facts can help to improve fish quality and increase users' incomes. There are various methods of carrying and storing fish both on the fishing craft at sea and on shore. Containers help to reduce damage to the fish during handling and allow more efficient marketing. In most cases, economic advantages are available if ice is used to chill the fish as soon as possible after catching ideally on the fishing craft itself, or immediately after landing. Ice will slow down fish spoiling and help the fish command the best price in the market. This is because the warmth from the outside cannot penetrate the insulation and wastefully melt the ice, as happens in an ordinary container. The net result is that the cost of keeping the fish fresh is much less. The advantages of insulated containers and boxes are:

- Size of box is suitable for size of fish.
- The box is light enough to lift when full, so that it can be carried easily.
- The box is easy to clean.
- There is a drain hole at the bottom.
- The insulation is thick enough and well protected from getting wet.
- Less ice needed
- Ice lasts longer
- Fish stays fresh for long time
- Fresh fish gets better price
- Fishermen and trader earn more
- Fishermen and traders happier.
- Ease for transportation
- Hygienic from quality point of view.

The present project is introduced to provide these fish vendor/seller 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. In the present day of on line marketing & tele banking, customers desire to get their fishes at their door steps & in a hygienic way . Keeping in mind the demand of the market & situation Department of fisheries, Govt. of West Bengal like to provide hygienic insulated box to the fish vendor exclusively, 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.

I. Outline of Proposal:

| | | |
|--------------------------------------|---|---|
| Name of Scheme | : | Distribution of hygienic insulated box to fish vendors /collectors |
| Programme Components (Stream) | : | Infrastructure and Assets |
| No. of units proposed | : | 20558 |
| Unit Cost | | Rs. 0.033 lakh |
| Proposed Amount | : | Rs. 678.414 lakh |
| Nature of assistance | : | Supply of 70 liter capacity insulated box |
| Duration of scheme | : | One Year |
| Implementing Authority | : | Directorate of Fisheries, WB |

II. Financial breakup and specifications:**Specification of insulated box:**

1. 70 Liter in capacity
2. Period of storage of Ice in the box is ≥ 35 hours
3. Box should be made with FDA grade of Polyethylene materials with rigid PUF (average thickness 30-40 mm).
4. Insulated material should be CFC free polyurethane.
5. Suitable lid for better temperature retention
6. Box should be certified by competent authority as "Fit for Food"

| Sl. No. | Item | Cost per Unit (Rs) |
|----------------|---|---------------------------|
| 1 | Distribution of hygienic insulated box (70 L) including transportation and all other cost | 3300.00 |

(Rupees Three thousand three hundred only)


Additional Director of Fisheries (Tech)


Director of Fisheries, WB