

STREAM:
**INFRASTRUCTURE AND
ASSETS**

SPILL OVER SCHEME 3:
**DISTRIBUTION OF
MATSYAJAN**
(Mobile Insulated Fish Vending Unit)



Scheme 3: Distribution of Matsyajjan (Mobile insulated fish vending unit)

At the present era of high tech marketing, selling of fish in our country is done in the same primitive way as it was 100 years back . 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. 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 .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 introduce Matsyajjan. A Low cost insulated mobile fish selling unit, 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 Matsyajjan will be three fold –

1. It will help to keep the fish live & 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 Masyajan (Mobile insulated fish vending unit)
Programme Components (Stream)	:	Infrastructure and Assets
No. of units proposed	:	821
Unit Cost		Rs. 0.50 lakh
Proposed Amount	:	Rs. 410.50 lakh
Nature of assistance	:	Supply of Masayajan comprising of three wheeler cycle, insulated ice box, weighing balance and audio system
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 consumer choice through the supply of fresh or live 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. Project Management:

Over all management of the project on 'Matsyajan' production and supply among the beneficiaries solely rest on Department of Fisheries, Govt. of West Bengal .

IV. Eligibility of project Gainer:

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

V. Salient features of Matsyajan

It is a well decorated cycle van for carrying various types of fresh or live fish and related products as per the demand of the customers. A door to door marketing venture where buyers will get their choice able variety of fishes without spending any time for going to fish market. Side by side they can avoid the economic outrage from various kinds of middlemen in the market. A complete Matsyajan have the following features—

- **Cycle van (Three Wheeler):-** It is a three wheeled cycle with a flat platform for carrying load; environment friendly vehicles are used for such retail sales.
- **Insulated ice-box:** it is a rectangular box of 70 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".
- It is a device to preserve fishes at low temperature for long time by using ice. This will help to keep the fish fresh and palatable for long time by preventing rigor mortis & thus satisfying customer's demand.
- **Audio system :-** Buyer's motivation is an important aspect in marketing work. An audio fitted in the van can easily reach hundreds of people with in a moment Either through pleasant music or attractive announcement by the vendor. This Will also help the vendor to feel relieved from the fatigue of door to door sale.
- **Weighing Balance:** It is an essential instrument required for selling of fish or other aqua products. Therefore a balance (spring balance) with good precision with various weight is required for measurement, this will ensure proper weighing.
- **Live or fresh fish:-** The proper preservation and hygienic handling of fish during vending will enable the sellers to deliver good quality fish (live or fresh) to the customer.

VI. Financial breakup for one unit of Matsayajan:

Sl. No.	Item	Cost (Rs.)
1	Three Wheeler Cycle Van including fabrication and decoration	40000.00
2	70 Insulated ice box	3300.00
3	Audio box and light (Tape recorder, canvassing cassette)	1500.00
4	Four nos. containers (Two for live fish & Two for dead/frozen fish carrying)	2200.00
5	Weighing balance and fish cutting accessories	1000.00
6	One time working Capital	2000.00
TOTAL		50000.00

(Rupees Fifty thousand only)


Additional Director of Fisheries (Tech)


Director of Fisheries, WB