

18. Cycle with Ice Boxes

Fish farming has garnered huge acceptability in the farming community because of high rates of return compared to other agricultural farming entities. With the advancement of new techniques and processes of fish farming, production capacity has also increased as a whole. But marketing of the fish harvests has proved to be a bottleneck for the farmers. No matter how much more production has increased, but the fish vendors are finding it increasingly difficult to sell the harvested fish in hygienic condition in the market due to unavailability of proper and economic fish vending carriages and structures.

Fish vendors can be broadly classified as Stationary vendors who vend on a regular basis at specific locations, Peripatetic vendors who walk from place to place to sell their fish and Mobile vendors who move around on bicycles or motorized vehicles. Mobile fish vending is becoming very popular in rural as well as urban area in states since COVID period. Mobile fish vendors sell fish door-to-door.

Mobile fish vending through Cycle/Motor Cycle/ Three-wheeler is very common now a days. During COVID period, the practice of mobile fish vending increases rapidly as the people are getting fresh fish at their door step. The vendors arrive at the wholesale fish market and purchase fish for door-to-door retailing in their respective areas. This is providing huge employment opportunities to the rural as well as urban youth.

The mobile fish vending through Cycle/Motor Cycle/ Three-wheeler was developed for the purpose of aiding the low-mid income group fish vendors enhance their daily income by selling more amounts of fish in a single day and promote hygienic methods of marketing fish. The ice box has been so fabricated that it can store fish for a longer period of time in order to enable the fish vendor to broaden his area of operation in the market. Proper transportation, hygiene and well-equipped display will provide the economical sustainability to the fish vendors by providing higher sales price for their products.

Name of scheme

“Cycle with Ice Box” - Post harvest and cold chain infrastructure-Infrastructure & Post Harvest Management"

Objectives

- To promote the fresh fish marketing opportunities
- To make fish available at consumers' door step.
- To Supply Fresh Fish in neighboring rural/ urbanAreas.
- To provide employment opportunity to unemployed youth/ women folk.
- To create alternative opportunity of income of skilled fishers and fish farmers.
- To strengthen the economic condition of the fishers/fish farmers/ fish vendors.

Nature of Scheme

To provide facilities like Cycle with ice box to selected eligible individual/SHG/federation/cooperative society/ farm

Component Specifications

Bicycle of a reputed company Equipped with ice-box

Project Location

Different districts in the State of WB as detailed in Fund Requirement Table.

Cycle: Any reputed company



The picture depicted is indicative and the actual unit may vary.



Insulated Box

Capacity: 50 Litres

Features:

- Manufactured from USDA/ FDA/ EDU approved food-grade polyethylene.
- Stackable for space-saving

- Strong, durable, and Hygienic. Easy to clean & wash.
- Available with and without Tap, Drain Caps, and Vending Lid

Benefits from Scheme

- Employment generation for the fishers and fish farmers in the State of West Bengal.
- Weaker Section of youth/Fisherman Group in Rural area will get Self Employment
- Making fresh fish available to consumers' doorstep.
- Promoting the marketing opportunities.
- To strengthen the economic condition of the fishers and fish farmers in West Bengal.
- Beneficiaries will generate additional income using cycle with ice box.

Expected Output

It is assumed that the beneficiary will be selling fish 250 days per annum.

- Daily sales = 20 kg/day
- Profit from sales = Rs 20/kg
- Total sales per annum = 5000 kg
- Net profit per annum = Rs 1,00,000

Implementation of Plan

The proposed scheme "Cycle with Ice Box" is a beneficiary-oriented scheme. After the due approval of schemes by the Government, the schemes will be implemented through District Fisheries Officers by the beneficiary under the technical guidance of Block Fishery Extension Officers (FEO).

Subsidy Component

The total admissible Government Share against the scheme will be limited to:

- 40% of the project cost for general category beneficiaries and
- 60% of the project cost for weaker sections like Scheduled Castes (SCs), Scheduled Tribes (STs) and women.

Beneficiary contribution can either be self-financed or bank loan or both.

Eligible Beneficiary

All Fishers, Fish farmers, Fish workers and Fish vendors, Fisheries Development corporations, Self Help Groups (SHGs)/Joint Liability Groups (JLGs) in fisheries sector, Fisheries cooperatives, Entrepreneurs and private firms, Fish Farmers Producer Organizations/Companies (FFPO), SCs/STs/Women/Differently abled persons

Sources of Finance

The estimated project cost of "Cycle with Ice Box" for one unit has been worked out as Rs 0.10 lakh as per the Governmental guidelines.

Time line for Project Implementation

Activity	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Submitting DPR												
Approval of DPR												
Beneficiary selection and approval												
Purchase of unit												
Physical verification												
Release of subsidy												
Assessment and evaluation												

Scheme for "Cycle with Ice Box"

Details break up of Scheme:				
A) Capital Cost				
Sl No	Items of Expenditure	Quantity	Rate (in Rs)	Amount (Rs)
1	Branded 22 inch Bicycle with fabricated jumbo carrier	1	6000.00	6000.00
2	Cost of Hygienic insulated Box (50 L Capacity)	1	3500.00	3500.00
3	Fish cutting equipments	(LS)		500.00
Total				10000.00
B) Funding pattern				
	Type of Beneficiary	Unit Cost (Rs.)	Govt. Assistance (both Central & State Govt.) (Rs.)	Beneficiary Contribution (Rs.)
	General Category	10000.00	4000.00	6000.00
	SC/ ST/ Women	10000.00	6000.00	4000.00

Note: The prices of the above-mentioned items are indicative only. The actual prices of the items may vary as per the local marketing conditions. The govt. subsidy will be given to a beneficiary with or without institutional finance. However, for subsidy calculation purposes the amount will be restricted as per the guideline of the Government