

## **Three wheeler with Ice Box including e-rickshaws for fish vending**

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**

“Three wheeler with Ice Box including e-rickshaws for fish vending”- Beneficiary Oriented Scheme -Post Harvest and cold chain infrastructure

### **Objectives**

- To promote the fresh fish marketing opportunities
- To make fish available at consumers' door step.
- To Supply Fresh Fish in Neighbouring Rural/ peri-urban Areas.
- 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.

**Project Location**

Different districts in the State of WB.

**Battery Operated E-Rickshaw**

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

**Technical Specification of suggested Model**

**Insulated Ice Box Capacity:** 3 numbers of 50 Litres capacity each.

**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

**Nature of Scheme**

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

**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 Three wheeler with ice box.

**Expected Output**

- It is assumed that the beneficiary will be selling fish 250 days per annum and travel a distance of 50 k.m. per day.
- Daily sales = 100 kg/day
- Profit from sales = Rs 20/kg
- Fuel Cost = Rs 200/day (50 k.m. per day)
- Total sales per annum = 25000 kg
- Gross profit per annum = Rs 5,00,000
- Labour Cost per annum = Rs 87,500 (Rs 350 per day)
- Fuel cost per annum = Rs 50,000
- Net Profit per annum (Gross profit – Labour Cost - fuel cost) = Rs 3,62,500

**Implementation of Plan**

The proposed scheme “Three wheeler with Ice Box including e-rickshaws for fish vending” 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).

**Government Assistance**

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,



**Scheme for "Three wheeler with Ice Box including e-rickshaws for fish vending"**

<b>Details break up of Scheme:</b>				
<b>A) Cultural Cost</b>				
<b>Sl No</b>	<b>Items of Expenditure</b>	<b>Quantity</b>	<b>Rate (in Rs)</b>	<b>Amount (Rs)</b>
1	E Rickshaw for carrying insulated Box.	1	170000.00	170000.00
2	Cost of Hygienic insulated Box (50 L Capacity)	3	3500.00	10500.00
3	Digital Weighing balance and fish cutting equipments	(LS)		5000.00
4	Working Capital for purchasing of fish	(LS)		20000.00
4	Working Capital for purchasing of Public Address System	(LS)		9500.00
<b>Total</b>				<b>215000.00</b>
<b>B) Funding pattern</b>				
	<b>Type of Beneficiary</b>	<b>Unit Cost (Rs.)</b>	<b>Govt. Assistance (both Central &amp; State Govt.) (Rs.)</b>	<b>Beneficiary Contribution (Rs.)</b>
	General Category	215000.00	86000.00	129000.00
	SC/ ST/ Women	215000.00	129000.00	86000.00

**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**

**\*\*District Level Stakeholders may include other items related to this scheme and involvement of total project cost may enhance upto Rs.300000.00 as mentioned in the original guideline**