

## 18. CONSTRUCTION OF FISH KIOSKS INCLUDING KIOSKS OF AQUARIUM /ORNAMENTAL FISH

The domestic fish marketing system in India is neither efficient nor modern and is mainly carried out by private traders with a large number of intermediaries between producer and consumer, thereby reducing the fisherman's share in consumer's rupee. Physical facilities and infrastructure in all types of fish markets are far from satisfactory (FAO, 2001). Some of the problems in fish marketing include high perishability and bulkiness of material, high heterogeneity in size and weight among species, high cost of storage and transportation, no guarantee of quality and quantity of commodity, low demand elasticity and high price spread. An efficient fish marketing system could eliminate some of the depressed pockets of malnutrition by supplying fish at reasonable prices to people living on subsistence level.

The role of market intermediaries, major marketing channels, structure of fish markets, viz. fish landing centers, wholesale / retail fish markets and fish retail outlets, and current policies relevant to fish marketing in India is much more effective to be a consumer friendly product. The price spread for selected fish species and marketing efficiencies of different marketing channels have been estimated.

Now with the increase in the consumption pattern of the fish Kiosks is being constructed where only fish items is being sold in the raw form or fried form. The response is good of the raw fish and fried sold in kiosk as the hygiene and cold chain is maintained in the kiosk. Customer is feeling comfortable in purchasing fish from kiosk. This is at one end increasing the fish sale and at the other end it is creating lot of employment opportunities. Apart from minimizing post-harvest losses, it helps in increasing revenue, enhancing employment opportunities and offers high standards of hygiene and sanitation leading to food safety.



*\*Picture is indicative only*

West Bengal, a fish loving state, it is profitable and feasible to construct fish kiosk or Aquarium/ Ornamental Fish kiosk here. This initiative will create decentralization of marketing which helps to give consumer more benefit. It will be more profitable if the fresh fish is directly sold from the farm. This will also eliminate the middle man. Modern retail

outlets have to be promoted vigorously through public-private partnership so that fish consumption becomes an easier proposition in days to come.



*Picture is indicative only*

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### **Name of Scheme**

Construction of Fish Kiosks including kiosks of aquarium/Ornamental fish under Infrastructure and Post-Harvest Management of beneficiary oriented activities under centrally sponsored components of the Government.

### **Objectives**

- To establish private modern hygienic fish retail market for supply of fresh, hygienic & quality fish and fishery products to the consumers of West Bengal and also made available of aquarium/ornamental fishes for hobby.
- To keep the fish in a fresh condition preventing fish loss during vending period.
- To fulfil the demand of fish and fishery products in the cities and towns of the state
- To provide good return to the fish market complex operators and fishers who supply fish to these kiosks.
- To Provide Self Employment opportunities to unemployed youth through Fish Marketing to Fishermen Coop. Society/ Group Members/Individual fishers of Weaker Section.

### **Nature of the scheme**

To provide facilities like Kiosk and retail outlets to selected Fishermen, Cooperative Society/group members/Individual fishers/Fish Federation.

### **Name of the Component**

- 1 . Construction of Fish Kiosk of RCC or Fabricated
- 2 . Provision of Selling equipment, aquarium, HIB etc
- 3 . Weighing machine, cutting equipment etc

### **Project Location**

Different districts in the State of WB.

**Expenditure on the scheme**

The estimated project cost of one unit of Construction of Fish Kiosks Including Kiosks of Aquarium/ Ornamental Fish has been worked out as 10.0 lakh as per the Governmental guidelines.

**Benefits from Implementation of Plan**

- Employment generation for the fishers and fish farmers
- Making fresh fish available to consumers' doorstep.
- Promoting the marketing opportunities.
- Beneficiaries will generate additional income as well as the consumers will get the product in fair price.
- Socio-economic upliftment of fishers

**Implementation of Plan**

The proposed scheme "Construction of Fish Kiosks Including Kiosks of Aquarium/ Ornamental Fish" 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**

The total admissible Government subsidy will be limited to 40% of the project cost for general category beneficiaries and 60% of the project cost for Scheduled Castes(SCs), Scheduled Tribes(ST) 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 one unit of **Construction of Fish Kiosks Including Kiosks of Aquarium/ Ornamental Fish** has been worked out as 10.0 lakh as per the Governmental guidelines.

### Time line for Project Implementation

Activity	Month											
	MA Y	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Proposal Submission												
Approval of Proposal												
Selection of Beneficiary												
Issue of work order for establishment of Kiosk												
Construction Verification and recommendation for subsidy release												
Release of subsidy to beneficiary												

### Scheme for Construction of Fish Kiosks Including Kiosks of Aquarium / Ornamental Fish

Item	Quantity	Rate (in Rs)	Amount (Rs)
Setting up of Modern fish stall with Electrical, Plumbing and stall arrangements		(LS)	650000
Storage facilities - Chill Display Glass Cabinet & Deep Freezer		(LS)	230000
Cost of Hygienic insulated Box (50 L Capacity)	3	3500.00	10500.00
Aquarium (6 feet X 3 feet X 1.5 feet) for show case	2	20500.00	41000.00
Digital Weighing balance and fish cutting equipment		(LS)	5000.00
Working Capital for purchasing of fish		(LS)	20000.00
Working Capital for purchasing of Public Address System		(LS)	9500.00
Aerator, Filters, Scoop net & others Misc articles		(LS)	34000
<b>Total</b>			<b>1000000</b>
<b>Estimated Annual Income :-</b>			
Sale of fish @ Rs. 1000 per day considering 300 days in a year			300000.00

