

## 18. Fish Value Add Enterprises Units

Consumption of fish may be greatly increased by making better use of the existing catch. Due to lack of infrastructural facilities like ice plants, landing facilities etc. the quality of the fish is downgraded particularly in developing countries leading to their use as aquaculture feed. Through improvement in infrastructure facilities, the quality of the landings can be upgraded for direct human consumption. The up gradation of these species may be achieved by use of improved handling and processing techniques on one hand and developing different products on the other preparation of value added product using a species in glut it is sure way of better utilization and distribution of the species when the landing is scanty.

Value addition is the most talked about word in food processing industry, particularly in export oriented fish processing industry because of the increased realization of valuable foreign exchange. Value can be added to fish and fishery products according to the requirements of different markets. These products range from live fish and shellfish to ready to serve convenience products. Value added fish products may be i) mince or mince based products ii) battered and breaded or coated products and iii) surimi based products.

Marketing of value added product is completely different from the traditional seafood sale. It is dynamic, sensitive, complex and very expensive. Market surveys, Packaging, advertising are few of the very important areas, which ultimately determines the successful movement of the product. The popularization of different value added products of fish and seafood delicacy with the emphasis to its health benefit and taste to attract consumers and to promote fish eating in urban and rural population is the major emphasis of this component. The state of West Bengal is having huge marketing possibilities of such products and which can generate economic benefit for local entrepreneurs with the involvement of women/ youth/ SHGs. Promotion of ready to cook, ready to eat items through linkage with Kiosk is also a major objective of the project.



### **Name of Scheme:**

"Fish Value Add Enterprises Units" under the section 'Markets and marketing infrastructure' under centrally sponsored components of THE GOVERNMENT.

### Objectives:-

- ❑ Popularization of fish value added products.
- ❑ Health benefit and taste to attract consumers and to promote fish eating in urban and rural population
- ❑ Alternate Employment opportunities for women/SHGs/ FPGs/ PFCS/ Youths
- ❑ Promotion of fish consumption in different forms
- ❑ Entrepreneurship development
- ❑ Export earning

### Project description

#### • *Product and its Uses*

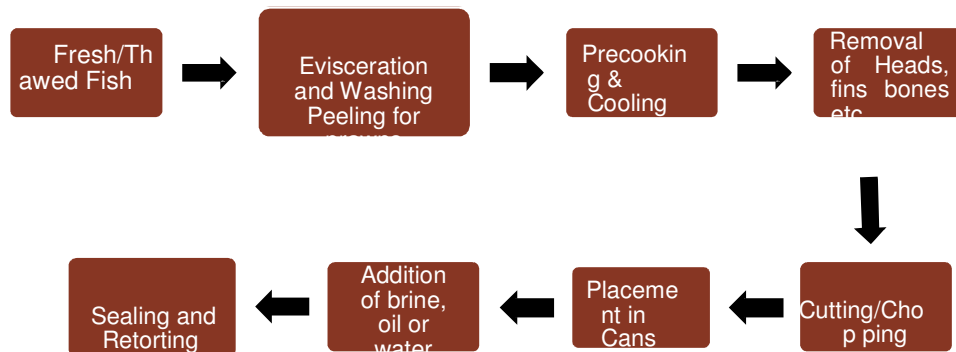
Canned fish are used for the direct consumption at the places where fresh water products are not available easily. Other processed products like fish cutlets, fish pickles and prawns pickle are prepared using canned fish/ prawns.

#### • *Capacity*

The installed capacity of fish processing plant is 8lakhs tin and bottles per year.

#### • *Manufacturing Process with Flow Chart*

Fish processing means canning of fish and prawns in brine solution to increase its shelf life. Fresh as well as stored fish are used for canning. For frozen fish thawing to room temperature is necessary before processing. Washing of whole fish is carried out remove dirt. The detailed manufacturing process of canning of fish and prawns are given below:



### Project Location

Different districts in the State of WB.

### 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. This will be installed in mechanized vessels.

### Implementation of Plan

The proposed scheme “**Fish Value Add Enterprises Units**” 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 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.

#### Sources of Finance

The estimated project cost of one unit of Fish Value Add Enterprises Units has been worked out as Rs. 50.00 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												
Release of subsidy												
Procurement and establishment of Value added Enterprise												
Trail Run												

#### Technical specification and economics (In Lakh)

Sl no.	Item	Amount (Rs in lakh)
1.	Civil work including Setting up of unit, electrification, plumbing, arrangements etc	8.00
2.	Processing tables, utensils pre-processing units, processing units, storage units, dispatch unit, display boards, trolleys, Chimney, Utensil Rack etc.	7.00
3.	Storage and chilling facilities - Insulated boxes, Deep Freezer, flake ice machines, refrigerator	13.00
4.	Autoclave, cooking set up, mincer, mixture, Grinder, Sausage machines etc.	15.00
5.	Packaging machines	6.00
6.	Branding and Advertisement	1.00
<b>Total</b>		<b>50.00</b>

**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

