

**Fish Retail Outlets - creation of livelihood.**

**Proposal:**

**a. Backdrop:**

There is lot of Potential for selling of Fish, particularly Fresh Fish in all the Urban Markets. It is estimated that only 40% of the demand/Market is being catered by the traditional Fishermen/women and that too on Sundays/Shandy Days. There is untapped Market potential is available.

**b. Where it can be developed:**

In all the Urban areas , apartment Complexes, Market Places, etc.

Fish Retail Outlets can be considered for putting up in all the Urban areas, in all the Dists.

**c. How the Scheme works:**

- (i) Suitable site/shed/kiosk is to be put up. For a Kiosk, Aluminium Frame with suitable over-cover can be developed at a cost of Rs.30,000/-. This can be put on Pavements at suitable places after obtaining necessary approvals from concerned Municipalities. For pucca Construction of Shop an estimate of Rs. 2.5 lakhs is considered(exclusive of land costs etc.)
- (ii) Necessary Trade Licence is required to be obtained from concerned authorities.
- (iii) Dressing Tools – two types of Knives, Wood, Gloves, Apron, Hat etc., is to be approximately at a cost of Rs.4000/-.
- (iv) Ice Box is to be positioned. Fisheries Dept. Ice box is estimated to be ranging from Rs. 5000/- and above depending upon the capacity. Dist. Fisheries Officer, on application, will provide subsidy amount to the extent of Rs.2000/- .
- (v) Power Connection to be available.
- (vi) Fresh Fish is to be purchased from Wholesale Markets/nearby Ponds/rivers etc.,
- (vii) At present, the wholesale market rate is Rs.60/- per kg and the selling price is ranging from Rs.100/- to Rs.120/- per kg. A capital investment of Rs.25,000/- will suffice for purchase of Fresh Fish.

In other words, briefly, following are the working details:

Sl No	Details	
1	For Kiosk, dressing tools	Rs. 34,000/-
2	Capital investment for purchase of Fresh Fish	Rs. 25,000/-
3	Recurring expenditure on Carry Bags, Power Charges etc.,	At Actuals
4	Purchase cost of 1 Kg Fresh Fish	Rs. 60/-
5	Selling Price	Rs. 100 to Rs. 120/- per kg.

#### **d. Recommendation**

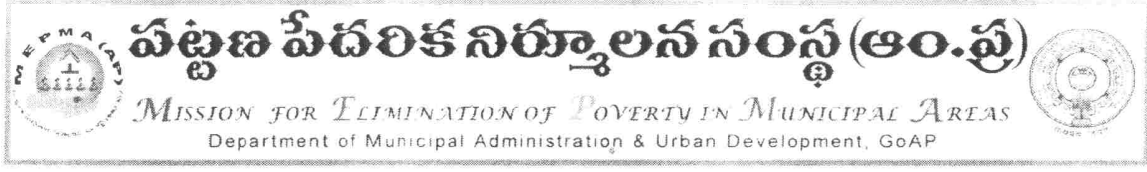
In coordination with concerned Dist. Fisheries Officers, the proposal can be implemented.

Other implementation procedures as per MEPMA can go through.

*Letter to POs of coastal dist -*

*[Signature]*  
(S Satyanarayana)

*[Signature]*  
MISSION/DIRECTOR



<b>From:</b> Shmt. Anita Ramachandran, I.A.S., Mission Director, MEPMA  Ref. No. MEPMA/LS/SS/355/C Date: 08.04.2013	<b>To:</b> All Project Directors, MEPMA Srikakulam/Vizianagaram/ East Godavari/West Godavari/Krishna/ Guntur/Prakasam/Nellore.  The Commissioner/GVMC/VMC.
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Sub: Putting up of Fish Retail Outlets.

A detailed note, along with a detailed proposal on putting up of Fish Retail Outlets is enclosed for ~~your~~ doing the needful.

We are ~~for~~ sure, your enthusiastic and personal involvement in the matter will get the desired results in this behalf.

  
MISSION DIRECTOR

Cc: Shri Jayachander USEP Specialist, MEPMA HQRS  
For needful action in getting the Banks' component.

Encl: as above.