

Success Story of Fish Food Kiosk for Promoting Fish Food Varieties and Value-Added Products

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Name of the Fishermen Beneficiary: Pilli Nagaraju

Name of the Fishermen Cooperative Society: Fcs Gurthur

Location of The Fish Food Kiosk: Thorur Municipality

Mandal Name: Thorur

District: -Mahabubabad

Situation before initiating the Activity

Fishermen youth due to weak financial background and poor employment opportunities, left studies and working home as a fishermen & Agriculture allied activities, followed by as a temporary worker in private school, due to COVID-19, he lost the work in Private school, he faced difficulties, usually he was interested in fisheries awareness and training programmes conducted by the Fisheries department, himself understood and realized after the training programme, took loan from others, for applying the fish food kiosk.

Economic/ Social status

Middle class, as one of the fishermen Community members participating with responsibility and help uneducated fishermen and working on seasonal basis based on availability of fish harvesting work and substantially working as daily wage-earning Agriculture and allied works.

What are the problems/issues/challenges were faced by the fishermen:

In majority of the time, he faced difficulties due to lack of financial support for starting fish value added products business and lack of technical assistance.

Initiation of the Activity: 2020

Benefit received: Fish food kiosk

Scheme under which received benefit

NCDC & State funded Integrated Fisheries Development Scheme- Fisheries Department, TSCOF, Telangana State.

Through the SLSC, scrutiny by the Department of Fisheries and District Fisheries office, Mahabubabad.

Financial assistance under Scheme

90% Subsidy for the Initial Unit cost of 4Lakhs, while revised unit cost was increased in latter which is Rs. 435000/- the additional 35000/- were added in addition to the above 90% subsidy amount which is raised amount of Rs. 75000/- in the form of beneficiary contribution and 360000/- as a Subsidy.



Fig 1: Beneficiary with varieties of value-added fish products

Technical assistance from fisheries department & other institutions

During IFDS applications distribution the awareness meeting on individual components under IFDS and followed by the technical training and exposure visits were conducted on Value added fisheries products as Fish Cutlets, fish rolls, fish nuggets, fish Samosa, Fish Sandwich, fish Pakoda, Fish pickles, Prawn Pickles, Fish Curry, Fish fry varieties, fish balls, fish biryani.

Investment/Expenditure

Initially paid as beneficiary contribution Rs. 75000 in prior to the Grounding and received food kiosk, due to lack of financial support, insufficient materials for running food kiosk he kept for pending for few months and took loan from others started after received motivation in another training programme conducted by fisheries department and the borrowed amount of Rs. 50000/- for purchasing of cooking utensils & accessory materials, Fridge, etc, and

running cost of for purchase of raw fresh fish from various localities varies based on the distance of availability fishes, on an average daily expenditure range about Rs.3000- 5000/-day.

Monitoring mechanisms



Fig: 2. Food kiosk

As per time-to-time guidelines issued by the Hon'ble Commissioner of Fisheries, State Fisheries Department of Telangana, and instructions of the District Fisheries officer, Mahabubabad, the Monitoring activities were randomly carried out by through visiting programme by the Fisheries Field officer, Mahabubabad/ field staff, for the purpose of updating current status and inspecting the quality and

quantity of work carried out at the working place of Food kiosk.

Outcome of the activity in terms of quantitative & Qualitative:

Beneficiary regularly bringing the fishes and preparing fish value added fish products on his own successfully running due to the financial support in the form of Higher Subsidy, and good training programme on various technical aspects of value-added fishery products to the beneficiary (the fishermen) started the activity, now successfully running fish products and fetching high demand in the Thorrur Municipality.

Outcomes

Significantly receiving attention of the fish food consumers in the area, as in the Beneficiary with self-interest, due to preparation of different varieties of value-added fish products and supply on prior demand as per consumers request to supply. On average beneficiary earning income of Rs. 1000-1500/day. In excluding of all the daily expenditure. Monthly income of about Rs. 25000-50000/month.

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