



FACT SHEET

Capacity Building of Mission Shakti Self-Help Groups for Production and Marketing of Hygienically Dried Fish and Fish Farming in Gram Panchayat Tanks in Odisha, India



Introduction

In March 2023, WorldFish and the Department of Mission Shakti, Government of Odisha, India signed a memorandum of agreement (MOA) for the project “Capacity Building of Mission Shakti Self-Help Groups (SHGs) for Production and Marketing of Hygienically Dried Fish and Fish Farming in Gram Panchayat Tanks in Odisha, India”. The partnership aims to empower and enhance the capabilities of Mission Shakti’s women self-help groups (WSHGs) to produce and market hygienically dried fish, as well as fish farming in Gram Panchayat tanks, within Odisha. Mission Shakti is funding the project and implementing it in partnership with the Directorate of Fisheries from the Fisheries and Animal Resources Development department in the Government of Odisha.

Background

Odisha is a significant coastal fisheries state in India. It ranks fourth in national fish production, supporting the livelihoods of 1.6 million people. Women, especially those in coastal villages, play a vital role in post-harvest activities such as drying and marketing fish, which allows them to contribute to their family income. The Government of Odisha promotes fish farming through flagship schemes and has collaborated with WorldFish for technical support since 2018. Under the MOA, WorldFish will help Mission Shakti meet its ambitions and objectives in fisheries sector activities for WSHGs by transferring technology and knowledge and supporting capacity development for relevant public and private stakeholders.

Objectives

1. Support Mission Shakti WSHGs in the production of hygienically solar dried fish.
2. Support Mission Shakti WSHGs in marketing hygienically dried fish in open markets within and outside Odisha through a buy-back arrangement with established market players.
3. Help Mission Shakti Department to train Mission Shakti SHGs in fish farming in Gram Panchayat tanks across Odisha.



Project

Capacity Building of Mission Shakti Self-Help Groups for Production and Marketing of Hygienically Dried Fish and Fish Farming in Gram Panchayat Tanks in Odisha, India

Donor

Department of Mission Shakti, Government of Odisha, India

Partners

Department of Fisheries, Fisheries and Animal Resources Development Department, Government of Odisha, India

Duration

March 2023–March 2028

Components

1. Provide technical support for producing hygienically solar dried fish
 - Provide technical support for procurement of solar fish driers, including preparing technical specifications and operating manuals, supporting the WSHGs, empanelling manufacturers and facilitating bank finance to Mission Shakti SHGs.
 - Train the Mission Shakti SHGs, and help them in preparation of detailed project report (DPR), installation of solar driers, demonstration of solar driers
2. Provide technical support for marketing of hygienically solar dried fish
 - Help the Mission Shakti SHGs market dried fish through existing and new channels with private sector entrepreneurs and Mission Shakti SHGs federations.
 - Prepare a business plan to source raw materials and sell finished products in open markets through a buy-back arrangement in consultation with stakeholders.
 - Develop a logistics plan to buy fresh fish in bulk from harbors and landing centers and distribute it to the WSHGs.
 - Create attractive packaging design and labels, and assist Mission Shakti with branding and marketing campaigns to boost sales.
 - Conduct customer feedback surveys to improve existing products and develop new ones.
3. Help train the Mission Shakti SHGs in fish farming in Gram Panchayat tanks
 - Collaborate with Department of Mission Shakti and the Department of Fisheries to train the Mission Shakti SHGs on scientific fish farming in Gram Panchayat tanks across Odisha.

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