



GOVERNMENT OF KERALA

Abstract

Fisheries Department – SAF - Project Proposal on "Strengthening SAF Fisherwomen Microenterprises through Collectivization & Value Chain Development"- Administrative Sanction accorded - Orders issued.

FISHERIES & PORT(C) DEPARTMENT

G.O.(Rt)No.367/2025/F&P Dated,Thiruvananthapuram, 31-05-2025

Read 1 Letter No. DFTVM/1286/2024-K1-Part(1) dated 30/04/2025 of the Director of Fisheries, Thiruvananthapuram.

2 Minutes of the Departmental Working Group (Fisheries) meeting held on 17/05/2025.

ORDER

The Director of Fisheries as per the letter read above has furnished the Project Proposal of "Strengthening SAF, Fisherwomen Microenterprises through Collectivization & Value Chain Development" for an amount of Rs.1000.00 lakhs for the period 2025-26, from the State Plan Fund implementing through Department of Fisheries in association with Society for Assistance to Fisher women (SAF) and has requested to issue administrative sanction for the same.

2) The objectives of the project are as follows:

- To provide fillip to fisherwomen micro-enterprises positioned by SAF through their seamless integration in to organised value chains in Kerala.
- To strengthen the SAF entrepreneur collectives (Category and Apex Federation) such that they can develop resources and competencies that would help support member enterprise to leverage economics of scale and access services that they cannot access individually.
- Leverage the opportunities emerging in the rapidly evolving affluent urban markets by introducing ready-to-cook (RTC) and

ready-to-eat (RTE) fisheries products of SAF entrepreneurs that offer convenience and are also healthy. This would also lead to creation of hundreds of new self-employment opportunities, as also indirect employment.

- To provide SAF entrepreneurs forward linkage and access to urban markets through the positioning of sales and distribution hubs, both in online and conventional modes.
- To position a network of retail stores that serve as take-away counters of fresh seafood dishes prepared by SAF entrepreneurs that provide market opportunities for entrepreneurs on the one hand and healthy & diverse food choices for the consumers on the other.
- To strengthen existing SAF micro-enterprises by helping them upgrade their existing infrastructure, skills and operations by availing performance grants made available under PM-MKSSY.

3) The project components are detailed below:

SI No.	Component	Amount (In Lakhs)
1	Restructuring and Strengthening of SAF Producer Organisation	121.83
2	Ready-to-cook/Ready-to eat fish products value chain	247.30
3	Sales and Distribution (S&D) hub for marketing SAF Products	244.32
4	Establishment of Kadal cafés (Sea food take-away counters)	328.40
5	Administrative & Other Miscellaneous Expenses	58.15
	Grand Total	1000

4) The Departmental Working Group meeting held on 17/05/2025 discussed the proposal in detail and decided to approve the same, subject to the following conditions;

- The component 'Restructuring and Strengthening of SAF Producer Organisation' is deferred. Approval of Governing Body and Executive body is needed.
- The component 'Ready-to-cook/ Ready-to-eat fish products value chain' & 'Establishment of Kadal cafes (Seafood take-away counters)' are approved, subject to the condition that one Expression of Interest (EoI) should be invited in all components.
- The amount for the component 'Sales and Distribution (S&D) hub for

marketing SAF products' is to be reduced to half and to be done on a pilot scale.

SI No.	Component	Amount (In Lakhs)
1	Ready-to-cook/Ready-to eat fish products value chain	247.30
3	Sales and Distribution (S&D) hub for marketing SAF Products	122.16
4	Establishment of Kadal cafés (Sea food take-away counters)	328.40
5	Administrative & Other Miscellaneous Expenses	58.15
	Grand Total	756.01

5) Considering the recommendation of the Departmental Working Group Government are pleased to accord Administrative Sanction for the project proposal "Strengthening SAF Fisherwomen Microenterprises through Collectivization & Value Chain Development." for an amount of Rs.756.01 lakhs under the Head of Account 2405-00-103-80(P), in the current year subject to the above conditions.

6) The Director of Fisheries will take further necessary action in the matter.

(By order of the Governor)
SREEKALA T P
JOINT SECRETARY

To:

The Director of Fisheries, Thiruvananthapuram
The Chief, Agriculture, State Planning Board, Pattom, Thiruvananthapuram.
The Principal Accountant General (Audit) Kerala, Thiruvananthapuram
The Accountant General (A&E) Kerala, Thiruvananthapuram
Finance Department
Planning and Economic Affairs Department
The Deputy Director II, Web & New Media (for uploading in the Government Website)
Stock file/OC

Forwarded /By order

Section Officer