



GOVERNMENT OF KERALA

Abstract

Fisheries - THEERAMYTHRI -Project for promoting the Sustainable Development of Livelihood of fisher folk in Kerala- Administrative Sanction accorded - Orders issued.

FISHERIES & PORTS (C) DEPARTMENT

G.O.(Rt) No. 17/2012/F&PD Thiruvananthapuram, Dated, 06/01/2012

- Read:-
1. G.O. (Rt)No. 326/11/ F&PD dated 31/3/2011.
 2. Letter No. K1/12602/11 dated 10/8/2011 from the Director of Fisheries.
 3. Minutes of the meeting of the Special Working Group held on 2/11/2011.

ORDER

As per letter read as second paper above, the Director of Fisheries has submitted a project proposal for promoting the Sustainable Development of Livelihood of fisher folk in Kerala named 'Theeramythri' amounting to Rs. 400 lakhs and requested state plan assistance during 2011-12 under the head of account '2405-00-800-10-Theeramythri Support Scheme.' It is a continuing scheme, for which an amount of Rs. 200 lakh has been released during 2010-11 vide Government Order read as 1st paper above. Society for Assistance to Fisherwomen (SAF) is the implementing agency.

2. The present proposal is aimed to continue the handholding support to fishergroups for the livelihood units. The project activity includes new units, revamping of super markets, establishing sea food centres, shifting to appropriate Businesses, providing central processing facilities, market promotion activities, sustainability support and Capacity building. Various components of the project with estimate is as follows:

Sl No	Particulars	Number of Units	Unit cost in Rs. lakh	Amount in Rs. lakh
1	Assistance (80%) to New Units	55	1.6	96.00
2	Revamping of super markets	10	2.00	20.00
3	Sea food centres	5	6.00	30.00
4	Shift to appropriate business	25	1	25.00
5	Central facilities for categories	2	15.00	30.00
6	Branding, Marketing, exhibition			30.00

7	Capacity building			60.00
8	Project staff			
	8a. Mission Co-ordinators (Rs 15000/month)	22	1.80	39.60
	8b. Office Assistant (Rs 10000/month)	1	1.20	1.20
	8c. Accounts Assistant (Rs 7500/month)	1	0.90	0.90
	8d. Provision for Festival Allowance			1.30
9.	Technical Support			20.00
10	Monitoring and reporting			10.00
11	Implementation expense			36.00
	Total			400.00

3. Mode of Implementation

The Theeramythri livelihood development project proposed to be initiated with the implementation of the project supports for the already started livelihood projects under the various tsunami livelihood restoration programme and similar programmes already implemented by the Department of Fisheries. This is made possible by addressing the issues identified as major challenges. Society for Assistance to fisherwomen (SAF) is the implementing Agency. The project will be monitored in the district level by the Deputy Director of Fisheries of the district. Implementation will be through the nodal officers of SAF with the assistance of Matsyabhavan Officers. Field level co ordination will be done by the Mission co ordinators selected for the project in each district. Technical support from Integrated Rural Technology Centres (IRTC) Mundur, Palakkad would be taken for the smooth implementation of the project.

4. Monitoring

Field level implementation of the project by the Mission coordinators will be monitored by nodal officers in each district. Mission coordinators will report daily to nodal officers and ED, SAF by email. Weekly meetings will be conducted at district level to assess the activities of previous week and to plan the activities of the next week. Monthly reports by the Mission coordinators would be consolidated at regional levels. Based on these, state level reports would be made available. A representative from the technical

support team will be present in the weekly meetings of all districts to provide assistance in the activities. There would be monthly, quarterly, half yearly reports. There would also be special purpose reports as per SAF's requirement. The Management Information System (MIS) used so far in Theeramythri would be used for reporting with adequate modifications and improvement.

5. Outcome of the project

The primary objective of the Theeramythri project is the promotion of a sustainable livelihood development for the fisher folk of Kerala. With special emphasis on income generation, alternate livelihood development and women empowerment. The expected outcome of the project are:

- . Will ensure formation and stabilization of a minimum of 100 livelihood initiatives in each coastal LSG thereby creating a total of 12500 nos of sustainable livelihood units for the fisher folks of Kerala.
- . Ensure assured additional income generation that will lead to the livelihood security and socio economic upliftment.
- . Formation and stabilization of a suitable apex body of the Theeramythri and to ensure the sustainability and self management.
- . Create a leadership from the fisher families in all the coastal LSGs for managing and leading the livelihood promotion activities of the fisher folks by providing appropriate training.
- . Ensure the maximum women participation in all the livelihood activities thereby take a lead in the women empowerment processing in the coastal area.
- . Ensure the participation of youth in the process by creating a team of Theeramythri enterprise consultants (TEC) in all the coastal LSG's.
- . Develop necessary expertise in the Department of fisheries for promoting the livelihood of Fisher folks.

6. An amount of Rs. 400 lakhs is provided in the budget for the year 2011-12 under the head of account '2405-00-800-10-Theeramythri Support Service (P)'

7. The meeting of the Special Working Group held on 2/11/2011 have considered the proposal and agreed to issue Administrative Sanction subject to the condition that the expenditure would be met from the provision available under the appropriate head of account and no additional fund shall be provided.

8. Government have examined the matter in detail and are pleased to accorded Administrative sanction for implementation of the Thyeeramythri project at a total cost of Rs. 400 lakhs during 2011-12 on condition that the expenditure shall be met from the provision available under the head of account '2405-00-800-10-Theeramythri Support Services - (P) and no additional fund shall be provided. The guidelines stipulated in this Government Order on the mode of implementation and monitoring of the project shall be strictly adhered to.

By Order of the Governor
P.K. MOHANTY
Additional Chief Secretary to Govt.

To

The Director of Fisheries, Thiruvananthapuram
The Executive Director, SAF, Aluva, Ernakulam.
The Principal Accountant General (Audit) Kerala,
Thiruvananthapuram
The Accountant General (A&E) Kerala, Thiruvananthapuram
The Finance (Planning -B) Department (Vide Note No. 79648/Plg.
B1/11/Fin dated 31/10/2011.
Finance (Development) Department (Vide UO No.
75636/Dev.3/11/Fin dated 28/11/2011).
The Planning & Economic Affairs Department.
Director, Information & Public Relation Department
(for publishing in the website)
Stock File/O/C

Copy to:-The PS to Minister (Fisheries, Ports & Excise)
PA to Additional Chief Secretary (Fisheries)

Forwarded/By Order,


Section Officer.