



## GOVERNMENT OF KERALA

### Abstract

Fisheries Department – SAF -Project Proposal on Alternative and Supportive Livelihood opportunity to Fisher women of Kerala 2024-25”- Administrative Sanction accorded - Orders issued.

---

### FISHERIES & PORTS (C) DEPARTMENT

G.O.(Rt)No.393/2024/F&P Dated, Thiruvananthapuram, 12-07-2024

---

- Read: 1) Letter No. DFTVM/1286/K1/Part I dated 21/06/2024 of the Director of Fisheries,  
2) Minutes of the Departmental Working Group (Fisheries) meeting held on 26/06/2024 (Item No.5).

### ORDER

The Director of Fisheries as per the letter read above has furnished the Project Proposal "Alternative and Supportive Livelihood opportunity to Fisher women of Kerala" for an amount of Rs.1400.00 lakhs for the period 2024-25, under the Head of Account 2405-00-103-80 (P) from the State Plan Fund implementing through Department of Fisheries in association with Society for Assistance to Fisher women (SAF) and has requested Administrative Sanction for the same.

2) The main objective of this project is to promote integrated sustainable development by training the fisher women to be engaged in other than fishing activities, which help them to secure their economic condition in the fishing community. Currently around 1600 micro enterprises are actively working under five different major categories across Kerala viz., Fish & Fish Processing, Food & Food Processing, Textile & Garments, Supermarket & Retail Stores, Services & Others. The objectives of the project is as follows:

- To establish micro enterprises across the project area, directly benefiting 500 fisher women.
- To provide a sustainable working capital assistance through revolving fund to assist 200 working fisher women by forming joint liability

groups, so as to meet their short-term working capital requirements

- To promote women micro enterprises in more sectors according to the choice of the entrepreneur and feasibility of the enterprise.
- To conduct necessary business development programs and skill training programs for the new and existing beneficiaries under SAF.
- To promote the sale of products of micro enterprises through a well-designed e- marketing channel and brand name.
- Catering holistic development of fisher women under community wellness interventions.
- To strengthen the Apex & Category Federations that cater to the online marketing and sales of SAF products.
- To help in earning a minimum of 10000/- per month for a beneficiary by enhancing sustainable development of their enterprise by providing financial, technical and marketing support.
- To establish a suitable mechanism so that the fisher women will be able to access institutional credit and prevent the exploitation by private money lenders.
- To provide livelihood opportunities to fisher women to ensure gender mainstreaming

3) The project components are detailed below:

Sl.No.	Name of Components and sub components	Amount Required (in lakh)
<b>1</b>	<b>Theeramythri - Development Of Micro-Enterprises (DME)</b>	
1	Setting up of micro-enterprises @500 beneficiaries	500
2	Business Capacity Development Programme for new beneficiaries	40
3	Skill up gradation training for existing & new beneficiaries	50
4	Working Capital Revolving Fund to existing groups (WCRF)	65
5	Technology Improvement Assistance	50
6	Community Wellness Interventions	50
7	Branding, Marketing and Linking up with online platform for e-Commerce	65
8	Participation in IITF 2024	15

9	Strengthening Apex and Category Federations	65
10	Graduating Activity groups to Business groups	20
11	THEERANYPUNYA skill training programme	25
12	Medical Camp	30
13	Social responsibility interventions in coastal areas	15
14	Beneficiary Meet	15
15	Monitoring and Evaluation	40
16	Managerial and field level support	50
17	Field Project Staff - Mission Co-ordinators	63
	<b>Total</b>	<b>1158</b>
<b>II</b>	<b>Formation of Joint Liability Groups (JLG) Of Fisher Women In Allied Sector</b>	
1	Setting up of new Joint Liability Groups	5
2	Working Capital Assistance to new beneficiaries@200 beneficiaries	20
3	Scale up of revolving fund to existing JLGs	100
4	Orientation Programme for JLG members	10
5	Money management software upgradation	2
6	Facilitators for project administration	46.08
7	Mission Co-ordinators for monitoring project activities	16.80
	<b>Total</b>	<b>199.88</b>
<b>III</b>	<b>Institutional Expenses</b>	<b>42.12</b>
	<b>Grand Total (I+II+III)</b>	<b>1400</b>

4) The Departmental Working Group meeting held on 26/06/2024 discussed the proposal in detail and decided to recommend for issuing Administrative Sanction , subject to the condition that SAF should furnish a detailed report on the outcome of the project done so far with complete statistics.

5) Government have accepted the recommendation of the Departmental Working Group, and are pleased to accord Administrative Sanction for the project proposal "Alternative and Supportive Livelihood opportunity to Fisher women of Kerala" for an amount of Rs.1400.00 lakhs for the period 2024-25, under the Head of Account 2405-00-103-80 (P) from the State Plan Fund subject to the condition that SAF should furnish a detailed report on the outcome of the project done so far with complete statistics .

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

(By order of the Governor)  
K S SRINIVAS  
PRINCIPAL SECRETARY

To:

The Director of Fisheries, Thiruvananthapuram

The Principal Accountant General (Audit/A&E), Kerala,  
Thiruvananthapuram

The Chief, Agriculture, State Planning Board, Pattom,  
Thiruvananthapuram.

The Finance Department.

The Planning & Economic Affairs Department

The Deputy Director II, Web and New Media, I&PRD,  
Thiruvananthapuram. (For publishing in the Government website)

Stock file/Office copy.

Forwarded /By order

Section Officer