

# Commercial Operations

KSCADC has ventured into commercial operations to reach a wider audience and promote fish-based cuisines. The commercial operations aim to address the critical challenges in post-harvest management of fish through an innovative business model, where fish wastage is transformed into an opportunity for value addition. This will increase the income of fisher folk, provide employment, and enhance the nutritional value of food products for consumers.

## Dry Fish Complex

KSCADC has established a dry fish complex using funds from the Tsunami Rehabilitation Project for commercial operation activities. The unit has a 50 sq.mt spreading area and can handle up to 300kg of fresh fish per shift, with drying time varying from 4-12 hours based on fish thickness. The unit also has preprocessing, packing, and storage facilities. The drying of fish is done in a solar fish drying unit which works on solar energy in controlled conditions, reducing the use of expensive fossil fuels and firewood, and minimizing pollution and effluents. The dry fish produced is hygienic, free from dust, sand and other impurities, and has an attractive color, texture, and appearance which fetches a good price in the market.

The dry fish complex processes and markets its products under the brand name "Drishkerala" through various outlets and is run exclusively by fisherwomen. The products are supported by good packaging, marketing, and promotional efforts, with the potential to become a national model. Commonly produced dried fish products include shrimps, anchovies, silver bellies, ribbon fish, and lizard fish. This unit is an environmentally friendly and employment-generating unit developed by KSCADC in the government sector, and its commercial activities in a professional business mode contribute to the financial stability of KSCADC and reduce its reliance on government funding for day-to-day activities. KSCADC's innovative and scientific approach to bring long-lasting transformation in the marine sector of Kerala has already gained attention from the public and media, and other coastal states are likely to replicate its success story in the future.



KSCADC launched the "DRISH Kerala" brand of dry fish products into the open market

- Three different varieties of dry fish products, including Ashtamudi dried shrimp, Neendakara marine shrimp, and Malabar anchovies are being offered
- The products are hygienically processed using a UV-protected cabinet drier with high-velocity hot air derived from solar air heating panels
- Modified atmospheric packing in multi-layered transparent pouches is an additional benefit of the product.
- Export licensed, HACCP standardized, FSSAI registered, PCB & EIA clearance



Drish Product at various domestic shops

## Export Oriented Activities

First international consignment shipped to Canada, New Zealand and Australia. Has secured export orders of value-added fish products from the United States, Canada, New Zealand and Australia. With this , Kerala has set a model with KSCADC exporting marine products to global markets, leveraging the upfront policy framework of the state government. The project seeks to scale up entrepreneurial and employment opportunities in the state's fisheries sector by promoting export of its own brand of dried fish, frozen fish and a variety of other marine products worth Rs 10 to Rs 100 crore. KSCADC had shipped 12 items of value-added fish to these countries as sample consignments and they received high ratings for quality, processing methods and packaging. Niche markets like UAE, UK and Europe have also expressed keen interest in having the processed and value-added items from KSCADC



Drish Product at Overseas Super Market



## **Fish Processing Centre- “Nalapakam”**

The "Nalapakam" project aims to produce value-added products from fishery resources and distribute quality and tasty fishery products to consumers. It serves as a common facility center for fisherwomen for the production and marketing of diversified fishery products, increasing the income of fisherfolk, providing employment to women fisherfolk, Self Help Groups and entrepreneurs, and enhancing the nutritional value of food products offered to consumers. KSCADC has constructed the "Nalapakam unit" and equipped it with the latest fish processing and production facilities such as an Air blast freezer, Cold Storage, Fish meat and bone separator, power generator, fish cutting and slicing machines, bottle sealers, and a fully equipped laboratory with equipments like Microbial incubators, Microscopes for quality control. The project includes:

- Common facility center for hygienic handling, processing and value addition of fish
- Ensuring quality of fish and other value-added fish products before transportation and distribution.
- Providing a common center with all quality handling requisites for the benefit of local poor fish folks.
- Imparting knowledge and means to handle, preserve and process fish without losing quality and value.
- Providing new gainful employment to coastal communities, especially the womenfolk.
- Providing facilities for Pre-Processing, value addition, freezing, cold storage, waste management, and quality control for fish and fisheries products.

## **The brand – “FISH MAID”**

Kerala State Coastal Area Development Corporation (KSCADC) and Central Institute of Fisheries Technology (CIFT) under the National Agricultural Innovative Project (NAIP) have come together to create a brand of value-added Fish products christened FISHMAID. The NAIP value chain sub project being administered by the Indian Council of Agricultural Research, ‘Responsible Harvesting and Utilization of Selected Small Pelagic and Freshwater Fishes (NAIP-RHSP) led by the Central Institute of Fisheries Technology (CIFT), Kochi, Kerala had developed an array of innovative and tasty convenience fish products from Sardine, Mackerel and Anchovies. The technology for their production has been standardized and made ready for the market. KSCADC is proposing a chain of Restaurants throughout Kerala and other part of India which will be supported by excellent packaging, marketing and promotional support from KSCADC and CIFT.

Products which are planned to introduce initially are Cute Tots, Fish Burger, Fish Cutlet, Fish Roll, Fish Samosa, Fish Bread, Fish Momos, Crispy Crescents, Casserole, Fish Kofta Balls, Cheesy Treat, Chikuwa, Fish Donuts, Fish Squares, Fish Lollipop, Fish Manchurian, Mayo Wraps, Munchy Bites, Fish Noodles, Spring Rolls, Stuffed Florets, Sweet n Sour Wraps, Sweet hearts, Pesce Pane, Fish Purse, Date Delight, Sweet Dumplings.

The Kerala State Council for Applied and Rural Technology (KSCADC) is introducing more than 25 fish-based snack products under the brand name "Fish Maid" into the market.

- The plan is to set up 100 Fish Maid kiosks throughout the state.
- The aim is to provide more value for effort.
- The products are prepared in state-of-the-art processing plants that comply with the latest seafood safety standards.
- The production process engages Women Self-Help Groups (SHGs) thereby increasing employment opportunities.



Apart from this, with the technical support from ICAR-CIFT, products such as Shrimp roast, Seer fish curry and Sardine curry are being produced on a trial basis in retort packets that can be stored at ambient temperature for up to two years.

- Direct procurement of fresh fish from fishermen and fish farmers
- Standard Operating Procedure adopted from procurement till retail
- Marketing through quality food grade packages.
- Fish curry with extended shelf life of 24 months marketed in retort pouches



- KSCADC has launched a new eco-sustainable project named "Parivarthanam" which aims to produce and market value-added ready-to-eat fish products.

- The project encompasses various activities including fishing, fish farming and processing, production and sale of fish/products.
- The project includes green initiatives such as the installation of domestic solar power plants and the switch to electric vehicles, as well as wellness-centric aqua-tourism.

**Online Fresh Fish delivery initiated by KSCADC**



**Value Added Ready to eat fish Products on wheels**



# Established Infrastructure for Multi cuisine Seafood Restaurant at Trivandrum

- The proposed project is a multi-cuisine seafood restaurant that aims to offer traditional seafood delicacies and an unforgettable dining experience for guests. The menu will feature a wide variety of fish, prawns, lobster, crabs, and shellfish, all prepared to the guests' preferences.
- The main goal of the project is to generate employment opportunities for fisherwomen and ensure sustainable income for the livelihood of fisherman families. The restaurant will provide a platform for fisherwomen and fisher families to showcase their products, and help them earn a stable income and improve their livelihood.
- The restaurant will be equipped with a modern kitchen and staffed with experienced chefs who will work together to prepare delicious seafood dishes. The restaurant will also have a team of friendly and welcoming staff who will provide excellent service to guests.
- The restaurant will be in a prominent location, easily accessible to both locals and tourists, and will be designed to provide a comfortable and inviting atmosphere for guests.
- The restaurant will also actively participate in promoting sustainable fishing practices and will source seafood from local and responsible sources.



