

**BRIEF PROFILE OF HUMMA DRY FISH CLUSTER SANCTIONED BY  
MINISTRY OF MSME, GOVT. OF INDIA**

<b>Sl No</b>	<b>Information Points</b>	<b>Details</b>
1.	Name of the Cluster	Humma Dry Fish Cluster in the district of Ganjam sanctioned by Ministry of MSME, Govt. of India
2.	Category of the Cluster	Major Cluster
3.	Address /Location	At- Gokharakuda, Po- Ganja, Ps- Chatrapur, Dist- Ganjam Pin-761026
4.	Dist. & State	Ganjam, Odisha
5.	Nodal Agency	Foundation for MSME Clusters (FMC), New Delhi
6.	Technical Agency	Devnext Consulting Pvt. Ltd, Bhubaneswar
7.	Implementing Agency	Maa Ramachandi Foundation, Mantra Manor, Gothapatana, Bhubaneswar
8.	Project Objective	<ul style="list-style-type: none"> <li>• To organize the traditional industries and fishermen into .clusters to make them, competitive and provide support for their long term sustainability and economy of scale.</li> <li>• To provide sustained employment for traditional industry fishermen and rural entrepreneurs.</li> <li>• To enhance marketability of products of clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure.</li> <li>• To equip traditional fishermen of the associated clusters with the improved skills and capabilities through training and exposure visits.</li> <li>• To make provision for common facilities and improved tools and equipment for fishermen.</li> <li>• To strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner.</li> </ul>

		<ul style="list-style-type: none"> <li>To build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.</li> </ul>
9.	Total Project Cost	Rs 4,55,00,000
10.	Assistance approved under SFURTI	Rs 4,17,00,000
11.	Hard Intervention cost	Rs 3,80,00,000
12.	Soft Intervention cost ( 10% of HI or 25 Lakh whichever is less)	Rs 25,00,000
13.	Cost of TA ( 8% of HI or Rs.30.00 Lakhs , whichever is less)	Rs 30,00,000
14.	Cost of IA/SPV including CDE (8% of HI or Rs.20.00 Lakhs, whichever is less)	Rs 20,00,000
15.	Contribution of IA (10% of HI in Cash)	Rs 38,00,000
16.	Availability of Land for CFC building	<b>Land taken on lease for 15 years in the name of SPV – Maa Gangadevi Foundation</b>
17.	Detailed break up of components of H.I.- CFC – Building + machinery + raw material Bank etc.	Building – Common Processing Shed, Raw Material Godown, Finished Products Godown, Office – Rs <b>1,04,00,000</b> Machinery- Solar Fish Dryer, Solar Power Plant, Packing Machine, Single and double chamber vacuum machine, Continuous brand sealer, Dry fish cold storage, Ice Plant, Effluent Treatment Plant, Took Kit, Pick up van, Weighing Machine, Bar coding machine, well with pumset, Shelf & Stacking structure for godown – Rs <b>24044299</b> Working Capital – Rs <b>35,56,000</b>
18.	Total No. of Artisans	728 (All fisher folk belonging to SC Community) belonging to Gokharakuda, Purunabandha, Nuagaon The details of beneficiaries with Adahar No are available
19.	Formation of SPV	Maa Ganga Devi Foundation to work for the sustainability of the cluster as per the scheme guideline

20.	Members of the SPV	Promoting members 05 including 02 from beneficiaries and the selected fishermen/women for the project are taken as general members of SPV																		
21.	Working Committee of the cluster	The Chief Functionary of the IA – Convener Representative of NA Three Artisan members including one women Representative of local nationalized bank GM, DIC or his representative																		
22.	Products of the Cluster	<b>Dry Fish, Fish Pickle, Fish Powder</b>																		
23.	Marketing Plan	<b>Local Markets</b> - Huma Haat (Dry Fish), Berhampur, Balugaon, Ganjam, Puri, Astrang, Pipli, Brahmagiri, Kakatpur, Konark, Aska, Khalikot and Patrapur. <b>Outside Market-</b> Bhubaneswar, Cuttack, Hyderabad, Chennai, Vishakhapatnam, Mumbai and Delhi. <b>Tie up with wholesale Traders</b> – Andhra Pradesh, Tamilnadu, Kolkata Tie-up with India Mart and Trade India Participation in exhibitions and Trade Fairs																		
24.	Bankers	Dedicated Account of the cluster is opened in HDFC Bank, Berhampur																		
25.	Expected timelines of Completion	Three Years																		
26.	Expected Outcome	<table> <tr> <th>Outcome</th><th>Existing</th><th>On 3rd year</th></tr> <tr> <td>Production Increase</td><td>175.80 Ton</td><td>386.23 Ton</td></tr> <tr> <td>Turnover</td><td>Rs 281.47 (lakh)</td><td>Rs 680.40(Lakh)</td></tr> <tr> <td>Profitability</td><td>15%</td><td>35%</td></tr> <tr> <td>Employment (Direct and Indirect)</td><td>Nil</td><td>1300</td></tr> <tr> <td>Artisan Income</td><td>Rs 48,000 (Annum)</td><td>Rs 93,000(Annum )</td></tr> </table>	Outcome	Existing	On 3rd year	Production Increase	175.80 Ton	386.23 Ton	Turnover	Rs 281.47 (lakh)	Rs 680.40(Lakh)	Profitability	15%	35%	Employment (Direct and Indirect)	Nil	1300	Artisan Income	Rs 48,000 (Annum)	Rs 93,000(Annum )
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For details and business please contact

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### Cluster Photographs



Interaction of IA representative with Fisherman



Traditional Process of Drying fish





Fishing community women showing dry fish on sale



Women engaged in dry fish processing



Traditional Process of Dry Fish processing



Dry Fish Collected in Baskets





Dry Fish collected in Basket



Mode of Transportation



Discussion with key Informants of the cluster



Discussion with women of the Fishing Community





Representative of TA Discussing with Key Informants of the village



Site for CFC Construction



Our packaging product



Our packaging product





Fish collected in Boat

**Processed Dry Fish after Cluster Intervention**



Our Products selling in market