

## SUCCESS STORY ON KFDC'S MASYADHARSHINI, CUBBON PARK, BANGALORE - A "Three-in-One concept towards Boat to Plate"

1. **Title:** KFDC's MASYADHARSHINI – A "Three-in-One concept towards Boat to Plate"
2. **Category:** Fisheries
3. **Challenge:** Increase in income and modern life style, the urban consumers show a preference for fish, meat, eggs and other ready to eat food products. The rural Karnataka also presents a similar picture of consumption. With higher income elasticity of demand for fish, the demand for fresh fish all over the coastal and interior regions of Karnataka is increasing. Thus there has been a considerable increase in demand for fish from both rural and urban populace of the State. The per capita availability of fish in the State is low (5.3 kg) compare to the global level (13.3 kg).

Considering the growing demand for fish and fish products the State has to produce about 5.7 Lakh tones of fish to feed its 7 crores of fish eating population by 2025 (Krishna Rao *et al.*,2005). Providing the nutrient rich animal protein to the general public in interior parts of Karnataka in the selected cities of Karnataka at a reasonable price in an ambient atmosphere and to cover the gap of low consumption of Fish and Fishery products and to create awareness towards improving the aesthetic value premises and to propagate Aquarium keeping as a stress buster Three-in-one concept of Matsyadharshinis was introduced.

### Why Fish?

Fish is a great source of protein and provides omega-3 essential fatty acids and many vitamins and minerals.

The dietary intake of fish oil may protect from blindness as they are rich in vitamin A.

Fish oil supplements which contain Omega 3 fatty acids like EPA (Eicosa Pentaenoic Acid) and DHA (Docosa hexaenoic Acid) which have anti-inflammatory properties and help in blood clotting, immune function, lowering blood pressure, improves cardiovascular health and beneficial for general health and brain function.

Fish eating also helps pregnant women and infants benefiting the brain development and overall health of the baby.

The unsaturated fatty acids in fish reduce cholesterol in blood.

The study has found that people who regularly consumed omega-3 rich oils will have low risk of dementia and Alzheimer's disease.

Gazing at aquarium fish reduces stress and subsequently lowers blood pressure. Some aquarium fishes are believed to have “VASTHU” effect in building & Aquarium keeping adds to the aesthetic beauty of the building.

#### **4. Initiative:**

**KFDC’s MASYADHARSHINI, Cubbon Park, Bangalore-** A “Three-in-One concept towards Boat to Plate”

High perishability of fish coupled with poor post-harvest handling has led to high losses, even to the extent of 15%, in both marine and inland fisheries.

Therefore, strengthening of post-harvest infrastructure in form of better fish landing and handling facilities, cold chains, storage facilities, ice plants, transportation, etc., as well as effective marketing system in identified areas is a key requirement for the development of this sector.

The production of safe and quality fish and fishery products requires effective hygienic practices throughout the food chain from fish harvest to consumption.

The Karnataka Fisheries Development Corporation Limited., A Government of Karnataka Enterprise is striving hard to blend the various aspects of harvesting, post harvest handling, processing and recipe development to literally bring healthy, hygienic and delicious fish cuisine on a platter to the people of Karnataka.

The RKVY funded hygienic fish kiosks are playing a vital role in educating the urban consumers about the far reaching health benefits of fish consumption, while simultaneously offering easy and highly affordable means of accessing tasty fish recipes.

**RKVY - Strengthening of Fish Marketing in Karnataka include:**

Under this component KFDC has started 17 KIOSKS in various cities and towns of Karnataka. Modern Air Conditioned Retail Outlets at Cubbon Park and Indiranagar, Yelahanka at Bangalore, Kolar, Madkeri, Mangalore, Hassan, Tumkur, Puttur, Sullia, Theerthahalli, Shimoga, Davanagere, Gokulam-Mysore City, Siddalingapura and Hubli have been set up.

- Of the above, the very popular Mathsyadarshinis at Cubbon Park, Indiranagar & Yelahanka in Bangalore and Tumkur & Kolar sell Fresh and Frozen Fishes, Aquarium and Ornamental Fishes. Additionally, the adjoining Modern Fish Restaurant caters of the palate of the urban fish eating populace, at subsidized rates, rendering them affordable even to the common man. The high demand by the locals has compelled KFDC to open evening counters at Cubbon Park and Tumkur Matsyadharshinis.

- The old Fish Canteen at Cubbon Park, Bangalore is renovated to showcase the Integrated Fish Retail Outlet model of KFDC by opening a spacious Fish Restaurant, State-of-the-art Kitchen, Modern Air Conditioned Fish Retail Outlet, and Ornamental Fish Section under one roof. Additional equipment such as 25ton Frozen Storage, 10ton Chiller Storage, Blast Freezer of 500Kg per Cycle capacity and a Standby Generator have been installed. This facility is appreciated by the Bangaloreans and the total sale has even crossed Rs.2.0Lakh per day. This center is treated as Warehouse for supply Fresh and Frozen fishes to Bangalore city, Kolar and Tumkur Retail Outlets.

**Key Result/Insight/Interesting Fact:**

The average sales per day in the Old Fish Canteen prior to establishment of Matsyadharshini was only Rs, 25,000/-, which has crossed to Rs. 2, 00, 000/- per day. Earlier KFDC was only dealing Frozen Fish items, but after establishment of Matsyadharshini we are dealing Fresh, Frozen and valued added Fish and Fishery products and also ornamental fish, aquarium and accessories sales. Number of people utilizing the facility increased three fold crossing even more than 1000 Customers every day.

Due to renovation hygiene of the Canteen and Fish Sales section has improved. The total turnover has increased to five times touching Rs.5.00 Crore per anum. Around 50 skilled and unskilled people are employed in this unit.

**Cost Benefit Analysis:-**

Sl. No	Details	Average sales per day range from
1	Fresh Fish Sales	30,000 to 50,000
2	Day Canteen Sales	90,000 to 1,30,000
3	Evening Counter	5,000 to 10,000
4	Aquarium Sales	5,000 to 10,000

# Economics of Matsyadharshini (Cubbon Park, Bangalore)

## Purchase Cost Calculation (Annual)-Approx

1	Purchase Fish and Fishery Products	Rs.	2,00,58,655.00
2	Purchase Aquarium Tank, Ornamental Fish	Rs.	7,30,624.00
3	Opening stocks	Rs.	13,69,485.00
<b>Total Purchase Costs (TIC)</b>		<b>Rs.</b>	<b>2,21,58,764.00</b>

## Variables Costs Expenses (Annual) approx

1	Employee Salary **	Rs.	98,23,331.00
2	Consumables Misc-unforseen Expenses	Rs	46,94,613.00
3	Electricity and Water charges	Rs.	11,76,980.00
4	VAT @ 4% on Sales	Rs.	12,21,870.00
5	Vehicle Maintenance & Back Office	Rs	22,40,534.00
<b>Total Variable Costs (FVC)</b>		<b>Rs.</b>	<b>1,91,57,328.00</b>

## Sales (Annual) approx

1	Fresh & Frozen Fish Sales	Rs.	1,22,42,736.00
2	Canteen Sales	Rs.	3,05,46,728.00
3	Aquarium Sales	Rs	7,36,566.00
4.	Mobile Sales and other Sales	Rs.	10,98,515.00
5.	Closing Stock amount	Rs.	6,64,096.00
<b>Total Annual Sales</b>		<b>Rs.</b>	<b>4,52,88,641.00</b>

## Profit Calculations

1	<b>Gross profit</b>	<b>Rs.</b>	<b>2,31,29,877.00</b>
2	<b>Net profit</b>	<b>Rs.</b>	<b>39,88,848.00</b>

Photographes:



RKVY Team Visit to KFDC Matsyadharshini







### **Impact:**

This model of Matsyadharshini is very much appreciated by the public and has helped to create awareness of eating fish in the health point of view.

KFDC is getting lot of enquiries within and out side state to establish similar models on License/Franchise/ Agency basis.

KFDC has already helped entrepreneurs in Bangalore, Mysore, Mangalore and even Cochi-Kerala to establish Agencies in the name of KFDC.

This Model is replicated in most of cities particularly in Mangalore, Bangalore and other cities and towns of Karnataka.

Fresh sales started in Matsyadharshini 8 years back has touched 100 MT per anum.

On popular demand from Public KFDC has also started a Evening Counter in Matsyadharshini Cubbon Park

### **Customers Feed back:**

Google My Business

The Karnataka Fisheries Development Corporation Ltd

Congrats! You got a 5-star review



"Very good seafood. Enjoy all the food you want at a very reasonable price?. Try their fish curry..."



Reviewed by

**C G SRINIVASAN IYER**



"Bang for your buck fresh food if you are looking forward for fishy things don't miss this place fish..."



Reviewed by

**ROHIT KUMAR**



Reviewed by

**SANDEEP SRINIVAS REDDY**

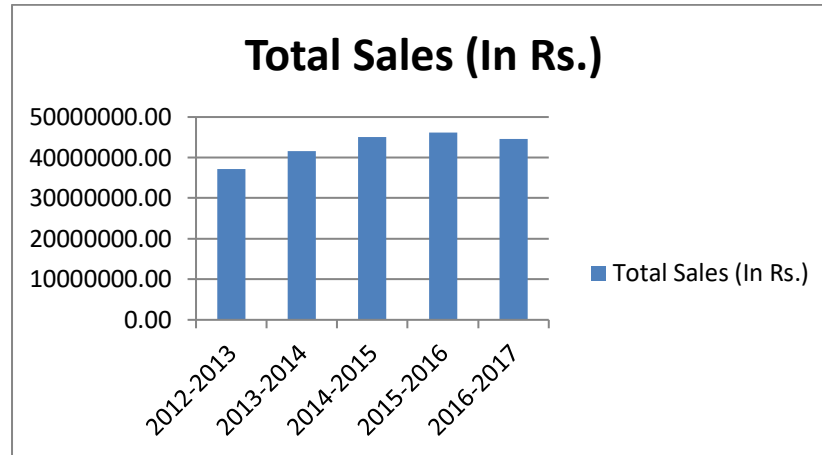


"Nice sea food "

Reviewed by

**PREM KUMAR**

Last 5 years Sales details are given below.



**Lessons Learnt:**

1. There is a huge demand for consumption of Fresh fish in Bangalore city but there is no facility for people to get fresh fish a reasonable price.
2. A. We have overcome the demand for fresh fish by starting Fresh Fish Counter at Matsyadharshini –where we selling dressed fish to public. We are also selling fresh fish through our Agencies and, whole sales marketing to Hotels and other costumers.  
B. Fish Delicacies are very much appreciated by the general public.
3. Based on our experience we would go for Mobile Matsyadharshini and Mobile Fish Vending vehicle instead off establishing stationary units there by saving investment in construction and operation of the Units.

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Managing Director  
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