



WORLD FISHERIES DAY 2021 AWARDS



Best Quasi Government Organization (Inland)

Uttar Pradesh Matsya Jivi Sahkari Sangh Ltd (UPMJSSL)

INTRODUCTION

Uttar Pradesh Matsya Jivi Sahkari Sangh Ltd. (UPMJSSL) was registered on 19th June 1985 with the vision of holistic development of the fishermen community. At present, 13 fishermen and fisherwomen are employed as permanent employees in UPMJSSL and it has an annual turnover is Rs. 373.92 lakhs during the year 2020-21. Federation has organized 492 Cooperative Societies with 730 fishermen and fisherwomen.

Initiatives by UPMJSSL:

1. Implementation of Blue Revolution Scheme:

UPMJSSL has implemented Blue Revolution Scheme by undertaking various activities for the upliftment and betterment of the fishermen communities. They have utilised fund to the tune of Rs. 97.14 lakhs from Government for establishment of cage culture in reservoir (Rs. 57.60 lakhs), establishment of fish seed rearing unit (Rs. 18 lakhs), setting up of mobile fish outlet (Rs. 9.54 lakhs), distribution of auto rickshaw with ice box (Rs. 8.00 lakhs), and craft and gear (Rs. 4.00 lakhs). They have incurred expenditure to the tune of Rs. 68.80 lakhs and rest of the work is reported to be under progress.



2. Fish Production, Harvesting & Marketing Support to fishermen:

UPMJSSL has undertaken fingerlings production by establishing a rearing unit spread over 3 ha area with an investment of Rs. 9.00 lakhs to enhance the fish production in the State. Technical support in stocking of fingerlings is duly provided to the beneficiaries. Additionally, they have also distributed 10 units of craft and gear impacting 10 beneficiaries as harvesting support with an investment of Rs. 10.00 lakhs and supported 9 beneficiaries by providing auto rickshaw with ice box incurring an expenditure of Rs. 18 lakhs during the past 3 years.

3. Promotion of Institutions:

UPMJSSL is actively promoting Cooperative Societies/FFPOs/FFPC of fishermen and fisherwomen. They have formed 492 Cooperative Societies/FFPOs/FPCs



which resulted in organizing 730 fishermen and fisherwomen into an organized institution.

4. Capacity Building:

As part of capacity building programme, extensive awareness programmes were conducted across the State at various levels. They have conducted 4 trainings of trainers' sessions with a participation of 105 fishermen/fisherwomen, and 6 seminars/workshops having 550 participants in the last 3 years. In collaboration with Indira Gandhi Sahkari Prabandh Sansthan, Rajajipuram, Lucknow, UPMJSSL has undertaken the capacity building of its managing committee and the secretaries of member societies.



5. IEC Activities:

In the past 3 years, they have distributed 4,000 pamphlets, 180 training manuals and put up 12 banners with an objective to raise awareness on various subjects pertaining to fisheries.

BUSINESS OPERATIONS:

UPMJSSL has taken up several fisheries activities with an objective to generate earnings for the federation and make some impact in the lives of fishermen community.

Sl. No	Activity	Description	Income (Rs. in Lakhs)	Net Profit (Rs. in Lakhs)	No. of beneficiaries / customers impacted
1	Aqua Shop	Sale of aqua medicine and probiotics	0.55	0.03	10
2	Reservoir Fisheries	Lease rent of reservoir	952.83	517.66	9

IMPACT CREATED:

Initiatives undertaken by UPMJSSL have made a mark and have shown positive impact by enhancing livelihoods of the beneficiaries, and increase in fish production & productivity. UPMJSSL has achieved remarkable progress and has received appreciation for its work.
