

Guidelines for implementation of the scheme: Empowering Fishermen through Mobile Advisory Services & Establishment of Toll Free Call Centre for Fisheries Extension Service

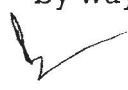
1. Introduction:

Odisha is one of the major maritime States, offering vast scope for development of inland, brackish water and marine fisheries. The State's 480 km. long coastline with 24,000 sq. km. area within the continental shelf has huge potential for marine fisheries development. The freshwater resources of the State include 1.21 lakh ha. water area under tanks and ponds, 1.97 lakh ha. reservoirs, 1.80 lakh ha. area under swamps & bheels and 1.71 lakh ha. of rivers and canals. Besides, 32,587 ha. of cultivable brackish area, 3 lakh ha. of estuaries, brackish water and backwater area and 93,000 ha. of Chilika lake.

The marine capture fishery is often the sole source of livelihood for a large number of people in the coastal areas of the State. The Exclusive Economic Zone (EEZ) available to the State is 0.17 million sq. kms. (8.4% of the country's EEZ). The inshore sea area falling within the territorial limit of the State (12 nautical miles; 22 km.) is about 10 560 sq. kms. The total fishermen population of the State is estimated at 12 lakhs out of which the marine fisher population is about 4,50,391 distributed in 641 marine fishing villages. Out of the total active fisher population, 62 percent are full time, 28 percent are part-time fishers and the remaining 10 percent are occasional. Nearly 34 percent of the fishers earn their livelihood from allied activities like marketing, repairing / making of nets, curing, peeling, labour and other fishery related activities.

The scheme envisages providing information and other extension services to the fisher through setting up of one call center at state level in Odisha and empowering through Mobile Advisory Services to 1.00 lakh fishermen by providing SIM Card.

2. Objective:

- Empowerment of fishermen through latest information on weather, potential fishing zones (PFZ), fish conservation and cultivation etc. for understanding and adopting best fisheries / agricultural practices, improving their income, reducing costs and enhancing the quality of output by way of voice messages through mobile phone.
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- Illiterate / semi-literate fishermen can get benefit from advisories from experts in the form of voice messages. They will get an automated mobile telephone call which they can 'hear'. This is a convenient means of hearing as against having to 'read' as SMS with the help of others.
- Expert advisories 'come' to fishermen as voice messages and they need not go anywhere to get information.
- Information and advisories would be provided to fishermen in the form of brief one minute capsules which are focused on an area of local and contextual importance which is easy to remember. They need not travel long distances to attend meetings conducted by experts.
- Weather alerts, Tsunami Alerts and Cyclone Alerts will help the fishermen to save their life and costs.
- Access to latest information on availability of fish in sea, fish culture technology, weather warning, market information, alternate livelihoods, Government schemes, financial literacy etc. to the last mile of the village through mobile phone.
- Facility to listen to the voice messages again in a day will facilitate them to address the adverse situation and to create a space for them.

3. Executive Agency:

The project will be implemented by the Department of Fisheries & ARD, Odisha. The selection of partnering agency for implementation of the scheme will be done on EOI / Tender published in local and English Newspapers and Website of the Department. The selected agency having expertise in call centre service will be entrusted to manage the mobile services on out sourcing basis.

4. Mode of Funding:

The project cost submitted is ₹18.40 crores for four years. Approximately, 7% of the total project shall be utilised towards unforeseen expenses, contingencies, supervision, administrative cost and other miscellaneous expenses for smooth implementation of the project.



For creation of awareness among the stakeholders for proper implementation the following expenses would be required:-

➤ One State level workshop-	-- ₹1.00 lakh
➤ Three Zonal workshop @ ₹0.5 lakh	-- ₹1.50 lakh
➤ District level workshop @ ₹0.10 lakh	-- ₹3.0 lakh
➤ Leaflet and publicity expenses	-- ₹2.50 lakh
➤ Mobility & unforeseen expenses, contingencies, supervision expenses LS	-- ₹22.00 lakh
Total	-- ₹30.00 lakh

4. Target Group:

Active Fishermen engaged in sea / river / reservoir fishing and active fish farmers / entrepreneurs having farm area minimum one acre. The identification of beneficiaries shall be made by the District Fisheries Officers of thirty Districts and Marine fishermen shall be selected by the Additional Fisheries Officers of six Coastal Districts. The partnering agency shall only distribute the SIM Cards and aware the selected beneficiaries about the use of the programme.

5. Benefits of Enrolled Fishermen:

- The fishermen are not required to pay any additional cost towards services offered as part of the project like voice messages.
- Fishermen have no obligation of any sort.
- However, fishermen need to pay for their normal communication needs exceeding the proposed amount of talk-time for their personal use as per the prevailing local tariffs. Similarly, when they call Helpline XXXXXX normal local tariffs may apply.

7. Implementation Process:

- Formation of a Special Community of Fishermen in the State of Odisha.
- 1,00,000 Fishermen would be enrolled in the State to be provided with SIM Card for a period of maximum 12 months. However, actual enrolment will be based on voluntary adoption and interest from the fishermen.
- Provision of value added services – Upto 5 free voice messages every day, helpline, Phone-In Programmes, Quizzes, Message Mix to cover various areas of interest in Odia language.


- Dissemination of special content shared by Directorate of Fisheries and other Government Departments.
- Taking feedback from a sample of fishermen on a regular basis.
- Monitor usage statistics.
- Listening patterns with category, listening duration, pick up and churn data will be shared in a regular manner. At least once in every month-end or as per the requirement of the Steering Committee.
- A Steering Committee Member from the Partnering Agency, Directorate of Fisheries under the Chairmanship of Commissioner-cum-Secretary, F&ARD would be formed to meet at least once in every three months.
- Impact study report on a sample of fishermen after 6 months of launch of the programme by the Partnering Agency.

8. Services to be Offered:

- **Voice Messages**

- Upto 5 free Voice messages (in Odia) will be sent through Outbound Voice Dialer to the fishermen.
- Each voice message is a capsule of one minute duration on topics of immediate relevance to fishermen researched by the Content Team, Project Associates dedicated for the Project and also team of Experts (All messages need to be validated by the Fisheries Department or Nodal Officer/s appointed by the Government).
- Separate messages flow will be ensured by formation of Communities and Sub Communities. The five messages will be constituted from the following key categories.

- **Marine Fisheries**

- Potential Fishing Zone (PFZ)
 - Weather Alerts and Warning for Fishermen
 - Ocean State Forecast (Wave Height & Direction)
 - Fish Market Price
 - Fish Conservation
 - Government Regulatory
 - Government Schemes
 - KCC & Financial Literacy
 - Eco Tourism
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- **Inland and Brackish Water Fisheries.**

- Fish Culture
- Fish Feed
- Seasonal Diseases & Control
- Pond Preparation
- Care & Management.
- Market Price
- Government Schemes
- KCC & Financial Literacy
- Alternate Livelihoods

9. Access to Helpline:


All the fishermen enrolled will have access to a Helpline on the short Code XXXXXX. The Helpline will provide a facility to clarify on the voice messages and get Expert help. If necessary, the Helpline Experts may contact to Specialists on a Conference Call, if required. Normal local tariffs apply for calling the helpline.

- **Phone-in Programs**

Special Programs will be conducted by the invited specialist keeping in view the subject matter. These programs are announced in advance and any fishermen requiring specialized service can call to discuss the problem directly. Normal local tariff applies for calling the phone-in program. Call-back facility will also be ensured for longer duration discussions.

- **Mobile Quiz:**

Periodically mobile quizzes will be conducted as a part of which questions will be asked on subjects covered in voice messages. A question is announced with a due date and the fishermen can call a designated number and answer the question. Few of the fishermen who answer correctly are given a Prize as a token of appreciation.



10. Payments Conditions:

- I. **1st Installment** – Mobilization Advance – 10% of the contract value shall be released as Mobilization Advance payment to the selected Partnering Agency after execution of agreement.
- II. **2nd & Subsequent Installment** – The Partnering Agency shall produce bill on monthly basis to the Director of Fisheries. Payment will be made in every month, on satisfactory delivery of services and on verification by Authorised Officer / Committee of Director of Fisheries.
- III. **Security Deposit @ 0.5%** of each installment of payment will be retained with Director of Fisheries till completion of the project which will be refunded subject to successful implementation of the programme.

11. Monitoring & Supervision:

Project Steering Committee headed by Director of Fisheries will be formed for monitoring and successful implementation of the programme and the Committee will meet once in every 3 months for mid-course review. This Committee will recommend all expenditure to be incurred after which the competent authority would sanction funds for the purpose. The composition of Project Steering Committee & Members will be submitted by Director of Fisheries for approval of Government.

12. Impact Study:

A study of sample fishermen who have actively availed the services will be conducted after 6 months of initial launch. The learning will be submitted to Government of Odisha as a report by the Directorate. However, feedbacks relating to immediate changes will be accepted from competent and proper authorities.

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