

No. J-117012-2/2020-Fy
Government of India
Ministry of Fisheries, Animal Husbandry & Dairying
Department of Fisheries

Krishi Bhavan, New Delhi
Dated the 6th November, 2020

To
The Special Chief Secretaries/Principal Secretaries/Secretaries in-charge of
Department of Fisheries of all the State Governments/UTs

Subject: Entrepreneur Models in Fisheries and Aquaculture under the 'Pradhan Mantri Matsya Sampada Yojana (PMMSY)

Sir/Madam,

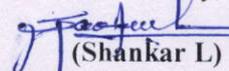
I am directed to refer to the captioned subject and to inform that this Department is implementing a flagship scheme the "Pradhan Mantri Matsya Sampada Yojana (PMMSY) - A scheme to bring about Blue Revolution through sustainable and responsible development of fisheries sector in India" at a total investment of Rs. 20050 crores for a period of 5 (five) years from FY 2020-21 to FY 2024-25 in all the States and Union Territories (UTs). Administrative Approval and detailed Operational Guidelines of the PMMSY have been issued on 12.6.2020 and on 24th June, 2020 respectively. The Operational Guidelines of the PMMSY are also uploaded in this Department's website (<http://www.dof.gov.in>).

2. It is further informed that the PMMSY *inter-alia* envisages creation of a conducive environment for private sector participation, development of entrepreneurship, promotion of ease of doing business, innovations and innovative project activities including start-ups, incubators, etc. in fisheries sector.

3. In pursuance of one of the provisions of the PMMSY, detailed guidelines on Entrepreneur Models in Fisheries and Aquaculture under PMMSY have been formulated and enclosed herewith.

4. It is requested that the State Governments/UT Administrations may please take further course of action for taking up and implementation of entrepreneur models under the PMMSY.

Yours faithfully,

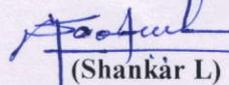

(Shankar L)

Joint Commissioner (Fisheries)

Tele : 011-23389212

Encl: As above

1. **Copy for information and necessary action to:** The Commissioner/Director of Fisheries all the States/UTs.
2. **Copy to :** The Chief Executive, National Fisheries Development Board (NFDB), Fish Building, Near Pillar No. 235, P.V.N.R Express Way, National Police Academy Post, Rajendra Nagar, Hyderabad-500 052.


(Shankar L)

Joint Commissioner (Fisheries)

Tele : 011-23389212



PRADHAN MANTRI MATSYA Sampada YOJANA

GUIDELINES On

Entrepreneur Models in Fisheries and Aquaculture under PMMSY

Government of India
Ministry of Fisheries, Animal Husbandry and Dairying
Department of Fisheries

October, 2020

CONTENTS

1.	Introduction	3-4
2.	Entrepreneur models-Rationale	4-6
3.	Strategy for Promotion of Entrepreneur models	6-7
4.	Objectives	8
5.	Eligible Beneficiaries	8
6.	Eligibility	8-9
7.	Proposed Allocations	9
	7.1 Central Sector Scheme (CS)	9
	7.2 Centrally Sponsored Scheme (CSS)	10
8.	Funding pattern	10
	8.1 Central Sector Scheme (CS)	10
	8.1.1 Central Financial assistance	10
	8.1.2 Beneficiary contribution	10
	8.1.3 Bank Loan	10
	8.2 Centrally Sponsored Scheme (CS)	10
	8.2.1 Governmental Assistance both Centre and States Combined	10-11
	8.2.2 Beneficiary contribution	11
	8.2.3 Bank Loan	11
9.	Modalities for release of governmental assistance	11-12
10.	End Implementing Agencies	12
	10.1 Central Sector Scheme (CS)	12
	10.2 Centrally Sponsored Scheme (CSS)	12
11.	Mode of implementation	12
	11.1 Central Sector Scheme (CS)	12-13
	11.2 Centrally Sponsored Scheme (CSS)	13-15
12.	Convergence	15
13.	Startups and Incubator driven models	15-16
14.	Activities of Entrepreneurship Models	16-17
15.	General	17

ENTREPRENEUR MODELS

1. Introduction

- 1.1 The Government of India in May, 2020 launched the flagship scheme, Pradhan Mantri Matsya Sampada Yojana (PMMSY) with an estimated investment of Rs. 20050 crores comprising of Central share of Rs. 9407 crores, State share of Rs 4880 crores and Beneficiaries contribution of Rs. 5763 crores for its implementation during a period of 5 years from FY 2020-21 to FY 2024-25 in all States/Union Territories.
- 1.2 The PMMSY will address critical gaps in fish production and productivity, quality, technology, traceability, post-harvest infrastructure and management. It will further modernize and strengthen the value chain by establishing a robust fisheries management framework and will promote fishers' welfare. PMMSY also aims to empower youth and women through capacity building, innovation and entrepreneurship.
- 1.3 The PMMSY is an umbrella scheme with two separate components namely (a) Central Sector Scheme (CS) and (b) Centrally Sponsored Scheme (CSS). The Centrally Sponsored Scheme (CSS) component is further segregated into Non-beneficiary oriented and beneficiary orientated sub-components/activities under the following three broad heads:
 - (i) Enhancement of Production and Productivity
 - (ii) Infrastructure and Post-harvest Management
 - (iii) Fisheries Management and Regulatory Framework
- 1.4 The key implementation strategies of PMMSY are 'cluster/area-based approaches' including aqua parks with requisite forward and backward linkages, focus on gap filling, convergence, end to end solutions, technology infusion, productive utilization of land and water, promotion of good aquaculture practices, traceability from 'catch to consumer', fisheries development and management plans, innovations, entrepreneurship models, collectivization of fishers and fish farmers, model integrated coastal fishing villages, species diversification and genetic improvement, comprehensive fisheries database etc.
- 1.5 By 2024-25, PMMSY envisages a target of 70 lakh tons of additional fish production, an average aquaculture productivity of 5 tons/hectare, Rs 1 lakh crores exports, creation of critical fisheries infrastructure, reduction of post-harvest losses, modernizing and strengthening value chain, enhancing domestic

fish consumption to 12 kg per capita, attracting private investments in fisheries sector and generating about 55 lakh employment. To achieve these ambitious targets, there is need for transformative strategies and impactful interventions, especially in aquaculture across a wide spectrum of production units at a scale that can only happen by leveraging the dynamism of the private sector. Towards this end, entrepreneur models have a major role to play.

- 1.6 PMMSY also envisages the creation of a conducive environment for private sector participation, development of entrepreneurship, promotion of ease of doing business, innovations and innovative project activities including start-ups, incubators, etc. in fisheries sector.

2. Entrepreneur models-Rationale

- 2.1 Fisheries and Aquaculture have played an important role in the socio-economic development of India. Over the last two decades, the sector has evolved into a powerful source of income for stakeholders, especially for small and marginal fishers and fish farmers, and further, has provided employment opportunities for the stakeholders.
- 2.2 The demand for fish and fisheries products is increasing day by day as a result of both population growth and due to a shift in consumption patterns facilitated by a rise in per capita income and gradual diversification of dietary habits. Thus, in order to meet this growing domestic and global fish demand while ensuring food and nutritional security, driving higher returns to fishers, fish farmers and other stakeholders, and doubling fisheries exports, there is a need to enhance fish production and productivity in a sustainable and responsible manner. Towards this end, one of the key strategies is to foster entrepreneurship in fisheries and aquaculture sector and thus, driven influx of capital and innovation required to modernize and revitalize the ecosystem.
- 2.3 In the Fisheries and Aquaculture sector in India, there is a lack of technical capacity and know-how amongst the fisher and fish farmers, which is further exacerbated by the ever evolving and complex nature of modern technological systems. Consequently, a wide skill gap emerges across the value chain, from input production and input delivery systems to processing and marketing, requiring entrepreneurs to acts as catalysts and drive uptake of innovation amongst all the actors. Thus the urgent and immediate need to foster, promote and scale entrepreneurial activity in the sector cannot be undermined.
- 2.4 In the recent years, the Fisheries and Aquaculture sector has witnessed a gradual growth in entrepreneurship across the value chain, bolstered by rising educational levels, enhanced business acumen and higher risk-taking ability.

- 2.5 While there is sufficient need to catalyse a sustainable increase in the supply of affordable and nutritious fish and fisheries' products and drive the growth of Micro, Small and Medium Enterprise (MSMEs), it is equally important to ensure social inclusion and promote livelihood opportunities for women and youth by encouraging their uptake of fish production, processing, and trade activities such as the supply of locally-produced, high grade inputs including affordable feed and seed for aquaculture and marketing and distribution of nutritious fish-based products.
- 2.6 In this regard, entrepreneur models *inter alia* would position the youth as a driving force for change, increase lucrative opportunities for employment and address barriers to participation in fisheries and aquaculture value chains such as the lack of access to fishing grounds, training, technology and finance. Furthermore, they would open avenues to innovative ways of doing business in fisheries and aquaculture and will pave the way for unlocking hitherto untapped markets.
- 2.7 Nurturing budding entrepreneurs is a pre-requisite for ensuring the sustained economic growth and expansion of the fisheries and aquaculture sector. Towards this end, the envisaged Fisheries and Aquaculture Business Incubation Centres are intended to play a key role in fostering entrepreneurship by providing infrastructure and operations support, facilitating technical and financial expertise and guidance, and thus, will lay the foundation for establishing technology-driven, sustainable business ventures that will contribute to the emerging knowledge-based economy.
- 2.8 Entrepreneur models would open avenues for rapid commercialization of the available technologies and further, enable the establishment of a nation-wide network of entrepreneurs, investors, research institutions, leading industry players and financial agencies operating in this sector. Thus, the entrepreneur models would empower emerging firms to leverage local knowledge banks and the afore-mentioned business networks to enable convergence with existing interventions and would thereby amplify outcomes.
- 2.9 Entrepreneur models would, a) Facilitate creative and innovative ways for linking public sector resources with private sector initiatives within and across regional and national boundaries for driving economic growth; b) Establish linkages to appropriate strategies aimed at overcoming the constraints and barriers hindering the growth of businesses in fisheries and aquaculture; c) Evolve structures and strategies to help small enterprises grow sustainably and ensure a promising future for them in the global market; d) Encourage collaborative efforts between the community and corporate institutions, while nurturing positive government-research-business relationships; e) Foster and

support fledgling start-ups in business development including expansion of scale of operations; f) Drive infusion of technology and creation of modern infrastructure facilities; g) Develop supporting and spin-off industries; h) Strengthen the institutional capacity and innovation capability by honing technical and managerial skills and bringing in new skill-sets, especially in emerging technologies; i) Enable development of value added products including production lines and facilitate the infusion of capital intensive processing equipment; j) Promote adoption of demand-based branding and marketing techniques; k) Augment livelihoods and thus, incomes in the fisheries sector, etc.

- 2.10 Viable entrepreneur models can be under three broad categories: **Investment driven models:** This will include business models based on a congenial policy environment, with structured incentives and access to water resources to support development of fisheries enterprises. **Industry driven models:** These include contract farming-based business models that boost engagement between entrepreneurs and fishers & fish farmers along the fisheries value chain (including seaweed, ornamental and recreational fisheries) covering production, processing, post-harvest and value addition. **Incubator driven models:** To promote technology and value chain-based entrepreneurs through tech-enablement, tech transfer, training, mentoring and handholding.

3. Strategy for Promotion of Entrepreneur models

- 3.1 PMMSY encompasses wide array of interventions/activities aiming towards achieving ambitious targets of fish production, aquaculture productivity, doubling of exports, generation of large scale employment opportunities, doubling of fishers and fish farmers' income, post-harvest infrastructure and management, addressing critical gaps in quality, technology, and modernisation and strengthening of value chain, traceability, establishing a robust fisheries management framework and fishers' welfare.
- 3.2 Various individual sub-components/activities of PMMSY would be integrated and packaged to provide end-to-end solutions wherever feasible for maximizing the output and outcomes. Such integrated projects would be implemented as entrepreneur/business models and fisheries entrepreneurs may be promoted as 'Aquapreneurs'.
- 3.3 In the implementation of PMMSY, private sector participation wherever appropriate and feasible would be encouraged and involved including in the

operation and management (O&M) of assets created under PMMSY in order to leverage the resources, expertise and efficiencies of the private sector. Encouragement of private investment and facilitation of growth of entrepreneurship in the fisheries sector is one of the key anticipated outcomes of PMMSY.

- 3.4 Under PMMSY, feasibility of contract farming and buy back arrangements would be explored wherever appropriate and feasible, with a view to reduce the risk of price fluctuation, stabilize fish farmers' incomes and to ensure assured market for the producer as well as better quality products for the fish marketing firms and consumers.
- 3.5 Establishment of Fisheries Incubation Centers (FICs) would be supported under PMMSY in government as well as private sector. They would be managed through the State/Central Government entities including NDFB and/or through professional private firms/agencies. Fisheries Incubation Centers would provide opportunities to the incubatees like young professionals/entrepreneurs, fisheries institutes, fisheries researchers, cooperatives/federations, progressive fish farmers, fisheries-based industries and other entities to showcase their innovations and innovative ideas, technologies in fisheries and commercialize them for the benefit of fishers/fish farmers. This would also help in creating new businesses opportunities, entrepreneurs' development (aquapreneurs) and employment generation in fisheries sector.
- 3.6 The outcomes anticipated under the PMMSY will be consolidated efforts of PMMSY as well as other schemes/programs implemented by the Department of Fisheries. The anticipated outcomes would also depend upon additional financial infusion both from the States/UTs from their own resources as well as upon the growth of a vibrant private sector around the fulcrum of government interventions, thus having a multiplier effect.
- 3.7 A key point of advantage of the entrepreneur model is that it allows for suitable integration and convergence of individual sub-components/activities to arrive at end-to-end solutions for maximizing outputs, achieving economies of scale and thus, amplifying the impact. Individual activities under PMMSY can be combined and packaged with requisite forward and backward linkages, and rolled out as coherent viable business models that would seamlessly integrate production chains with post-harvest, marketing and trade and amplify outcomes.

4. Objectives

- 4.1 PMMSY provides for supporting Entrepreneurship Models towards furtherance of its overall aims and objectives. Thus, in alignment with the larger mandate of PMMSY, the objectives of the entrepreneur models are as under:
- a) To attract enhanced private investment in fisheries and aquaculture sector.
 - b) To enhance production, productivity and profitability across the value chain by achieving economies of scale, encouraging technology uptake and addressing value chain gaps.
 - c) To foster linkages among producers, aggregators, processors and exporters for better price realization and enhanced incomes.
 - d) To generate sustainable employment and livelihood opportunities, especially among youth and women in rural and semi-urban areas.
 - e) To leverage the existing knowledge capital and expand into newer, untapped markets.
 - f) To create an ecosystem for growth of entrepreneurship in the fisheries and aquaculture sector.

5. Eligible Beneficiaries

- a) Individual Entrepreneurs and private firms
- b) Fishers, Fish Farmers, Fish Workers and Fish Vendors
- c) Self Help Groups (SHGs)/ Fisheries Cooperatives/Joint Liability Groups (JLGs)/ Fish Farmers Producer Organizations/Companies (FFPOs/Cs)

6. Eligibility

- a) Applicant/beneficiary having own land with clear title, free from all encumbrances. In case of leased land, applicant/beneficiary shall have the land lease for a minimum period of 10 years.
- b) Assets created either on own or lease land out of the assistance provided under entrepreneur models shall not be disposed of in any form including by way of sale, gift, transfer and lease for a period of 10 years from the date of sanction of project. In case, the project beneficiary disposes off the assets, the beneficiary shall return the entire central financial assistance availed till that point of time along with accrued interest, if any, on the central financial assistance. In addition, penal interest @ 12% per annum on the central financial assistance shall also be charged. The entire central financial

assistance, accumulated interest including penal interest shall be paid to Government of India in a lump sum single installment.

- c) Applicant shall have necessary clearance/ permission etc. from the concerned local authorities wherever applicable as per the project requirement(s).
- d) Applicant shall not have availed similar assistance/subsidy for any activity of entrepreneur model or sub-activities there under from any government scheme or government agency.

7 Proposed Allocations

7.1 Central Sector Scheme (CS)

- a) At least Rs. 100 crore will be earmarked under the Central Sector Scheme Component of PMMSY for taking up of projects under entrepreneur models over a period of 5 years from FY 2020-21 to FY 2024-25 at the rate of approximately Rs. 20 crore per year as a part of Annual Action Plan of NFDB.
- b) The annual allocations for projects under entrepreneur models would depend on availability of funds under PMMSY and subject to budgetary allocations. Any unutilized budgetary allocation in a particular financial year under entrepreneur models may be carried forward to the next financial year for utilization. The earmarked budget in a financial year under entrepreneur models would be the maximum limit of subsidy that would be released in a financial year; thus, the sanctions would be limited to that extent.
- c) It is envisaged that the National Fisheries Development Board (NFDB) would undertake primarily need based beneficiary-oriented fisheries development activities as entrepreneur models with an aim to address the needs and priorities of the fisheries sector which are either unmet or sub-optimally/partially met under PMMSY within the broad framework of PMMSY scheme. Accordingly, NFDB from time to time would identify sectoral priority areas/activities that may be supported for taking up under the entrepreneur models.

7.2 Centrally Sponsored Scheme (CSS)

- (a) States/UTs may earmark a portion of the year-wise PMMSY Centrally Sponsored Scheme (CSS) Component outlay (w.e.f. FY 2020-21 to FY 2024-25) for taking up and implementation of entrepreneur models.
- (b) The proposed annual allocations would depend on availability of funds under PMMSY and subject to budgetary allocations.
- (c) The earmarked budget in a financial year for entrepreneurship models would be the maximum limit of subsidy that would be released in a financial year; thus, the sanctions would be limited to that extent.

8 Funding pattern

8.1 Central Sector Scheme (CS)

8.1.1 Central Financial assistance:

- a) Up to 25% of the total project cost for General category with a ceiling of Rs 1.25 crore per project.
- b) Up to 30% for SC/ST/Women with a ceiling of Rs 1.50 crore per project.

8.1.2 Beneficiary contribution: Minimum 10% of the total project cost.

8.1.3 Bank Loan:

- a) Up to 65% of the total project cost in case of General Category and up to 60% of the total project cost in case of SC/ST/Women.
- b) Beneficiary may contribute higher margin money in lieu of loan which in any case shall not exceed 40% of the total project cost.

8.2 Centrally Sponsored Scheme (CS)

8.2.1 Governmental Assistance both Centre and States Combined

- a) Up to 25% of the total project cost for General category with a ceiling of Rs 1.25 crore per project.
- b) Up to 30% for SC/ST/Women with a ceiling of Rs 1.50 crore per project.

The aforesaid governmental assistance in turn will be shared between centre and state as detailed below: -

- (i) 60:40 between Centre and General state
- (ii) 90:10 between Centre and North-eastern and the Himalayan States
- (iii) For UTs the entire governmental assistance will be borne by the Centre

8.2.2 **Beneficiary contribution:** Minimum 10% of the total project cost

8.2.3 **Bank Loan**

- a) Up to 65% of the total project cost in case of General Category and up to 60% of the total project cost in case of SC/ST/Women.
- b) Beneficiary may contribute higher margin money in lieu of loan which in any case shall not exceed 40% of the total project cost.

9 Modalities for release of governmental assistance

9.1 The governmental assistance will be released by the End Implementing Agency in three installments to the beneficiary's loan account as milestone linked back-ended subsidy in the ratio of 20:50:30 explained as under:

- (a) The first installment of governmental assistance will be released on achieving at least 20% financial progress of the project with commensurate physical progress.
- (b) The second installment will be released on achieving at least 70% financial progress of the project with commensurate physical progress.
- (c) The third and final installment shall be released after completion of the project in all respects and commencement of commercial operations and on receipt of satisfactory inspection report by the concerned state/UT government in respect of centrally sponsored scheme projects and by NFDB in respect of central sector scheme component projects.

9.2 For the entrepreneur models under Centrally Sponsored Scheme component, the States/UTs may provide additional financial assistance from their own resources over and above the governmental assistance (centre and state combined) prescribed under the aforesaid funding

pattern if they decide to do so for enhancing the viability, felt need, local requirements/priorities and speedy implementation. However, this additional financial assistance of the State/UT shall be only for offsetting a portion of the loan component of the project.

9.3 Fisheries and Aquaculture Infrastructure Development Fund (FIDF) and PMMSY are mutually exclusive Schemes and clubbing of both is not permitted i.e. the interest subvention under FIDF and subsidy under PMMSY cannot be availed for the same project.

10 End Implementing Agencies

10.1 **Central Sector Scheme (CS):** National Fisheries Development Board, Hyderabad.

10.2 **Centrally Sponsored Scheme (CSS):** States/UTs

11 Mode of implementation

11.1 Central Sector Scheme (CS)

11.1.1 NFDB will invite project proposals from the intended beneficiaries by issuing an advertisement. Applicant will submit project proposal to NFDB with broad outlines of the project proposal and all relevant details as solicited in the advertisement by NFDB.

11.1.2 The Project Appraisal Committee (PAC) of PMMSY in NFDB will carry out first level evaluation of the proposals received to ascertain their feasibility. The services of domain experts wherever required shall be availed for evaluation of the proposals.

11.1.3 NFDB will communicate to the shortlisted applicants for submission of Detailed Project Report (DPR). The shortlisted applicants will be given a period of 30 days for the submission of the Detailed Project Report (DPR) along with necessary documents such as estimates, quotations, declaration etc. together with bank consent letter.

11.1.4 The PAC will undertake detailed scrutiny of the DPRs to ascertain suitability and viability of the projects under entrepreneur models of PMMSY.

Wherever needed, the PAC may have a presentation and one-on-one interaction with the applicant (either in person or online) on any/all aspects of project management and technical, organizational, commercial/financial and other aspects of the project including work plan, activity matrix, implementation process, monitoring arrangement, milestones, deliverables, time plans, anticipated outcomes, likely benefits and such other aspects as deemed essential. The PAC may suggest revision/refinement of any part or entire proposal if needed and propose for resubmission of proposal.

11.1.5 Proposals along with complete DPRs and appraisal report of PAC of PMMSY will be sent to DoF. The proposals so received will be placed before CAC for its recommendations and thereafter approval by the DoF.

11.1.6 On receipt of approval from DoF, NFDB in turn will issue necessary sanction of the project with detailed terms and conditions and release the funds to the beneficiaries as per the funding pattern and schedule of release of funds stipulated in these guidelines.

11.1.7 The beneficiary shall commence the implementation of the approved project immediately and not later than 3 months from the date of receipt of approval of the project from the NFDB.

11.1.8 The sanctioned project shall be regularly monitored and reviewed as per the monitoring mechanism laid down in Operational Guidelines of PMMSY.

11.1.9 Project shall be completed within the stipulated time frame as stipulated in the project sanction order.

11.1.10 Proposals/applicants from Aspirational districts, Himalayan states, North-East States, SC/ST/Women will be encouraged.

11.2 **Centrally Sponsored Scheme (CSS)**

11.2.1 The States/UTs will be fully responsible for implementation of the projects taken up under Entrepreneur models and approved under the Centrally Sponsored Scheme component of PMMSY.

- 11.2.2 The States/UTs will earmark a part of their PMMSY annual allocations out of the Centrally Sponsored Scheme component for taking up project under Entrepreneur models.
- 11.2.3 The States/UTs will put in place a transparent procedure for selection of intended beneficiaries by issuing an advertisement for inviting proposals.
- 11.2.4 Applicants will submit the proposals to the District Fisheries Office of the district where they intend to establish the business with broad outlines of the proposals and all relevant details as solicited in the advertisement.
- 11.2.5 The District Level Committee (DLC) of PMMSY of the district will examine the proposals received to ascertain their feasibility and forward the short-listed proposals to the State/UT Department of Fisheries with its recommendations. Simultaneously, the DLC will intimate the short-listed applicants to submit Detailed Project Reports (DPRs) along with necessary documents such as estimates, quotations, declaration etc. together with bank consent letter directly to the State/UT Fisheries Department. The shortlisted applicants will be given a period of 30 days for the submission of the DPR and other documents.
- 11.2.6 Detailed scrutiny of the DPRs received from the applicants will be done by the State/UT Fisheries Department and will be placed before the State Level Approval and Monitoring Committee (SLAMC) of PMMSY with the recommendations. In turn, the SLAMC will recommend suitable and viable projects along with DPRs to Project Appraisal Committee (PAC) of PMMSY in NFDB.
- 11.2.7 Wherever needed, the State/UT Fisheries Departments may have a presentation and one-on-one interaction with the applicant (either in person or online) on any/all aspects of project management and technical, organizational, commercial/financial and other aspects of the project including work plan, activity matrix, implementation process, monitoring arrangements, milestones, deliverables, anticipated outcomes, likely benefits and such other aspects as deemed essential. The applicant shall carry out any changes/revisions suggested by the State/UT fisheries Departments in the DPR and resubmit proposal.

- 11.2.8 PAC of PMMSY in NFDB will appraise the proposals and recommended the finalized proposals to DoF for approval and sanction followed by release of funds to the concerned States/UTs.
- 11.2.9 State/UT in turn will sanction the projects to the concerned beneficiaries as per the funding pattern and schedule of release of funds stipulated in these guidelines.
- 11.2.10 The beneficiary shall commence the implementation of the approved project immediately and not later than 3 months from the date of receipt of sanction of the project by the concerned State/UT.
- 11.2.11 The sanctioned project shall be monitored and reviewed regularly as per the monitoring mechanism laid down in Operational Guidelines of PMMSY.
- 11.2.12 Project shall be completed within the stipulated time frame as stipulated in the project sanction order.
- 11.2.13 Applicants from Aspirational districts, Himalayan states, North-East States, SC/ST/Women will be encouraged.

12 Convergence

- 12.1 For optimal and judicious utilization of public resources and to consolidate outcomes, wherever feasible, suitable linkages and convergence with various Central/State/UT government schemes will be forged in undertaking and implementing the entrepreneur models in accordance with the relevant provisions of the Operational Guidelines of PMMSY.

13 Startups and Incubator driven models

- 13.1 PMMSY will encourage a congenial ecosystem for private sector participation, development of entrepreneurship, promotion of ease of doing business, innovations and innovative project activities including start-ups, incubators etc. in fisheries sector. PMMSY would promote technology and value chain-based entrepreneurs through tech-based business models, tech transfer, training, mentoring and handholding. Toward this end establishment of and handholding of Fisheries and Aquaculture Startups

would be a priority intervention under PMMSY. Further establishment of Fisheries Incubation Centers (FICs) would be supported under PMMSY both through government and private sector. They would be managed through the State/Central Government entities including NDFB and/or through professional private firms/agencies. Fisheries Incubation Centers would provide opportunities to the incubatees like young professionals/entrepreneurs, fisheries institutes, fisheries researchers, cooperatives/federations, progressive fish farmers, fisheries-based industries and other entities to showcase their innovations and innovative ideas, technologies in fisheries and commercialize them for the benefit of fishers/fish farmers. This would also help in creating new businesses, entrepreneurs' development (aquapreneurs) and employment opportunities in fisheries.

13.2 Startups and Incubators would be supported under "Innovations and Innovative projects/activities, Technology demonstration including startups, incubators and pilot projects" of Central Sector Component of PMMSY for which guidelines have been issued in the Operational Guidelines of PMMSY.

14 Activities of Entrepreneurship Models

14.1 The individual sub-components/activities of PMMSY may be integrated and packaged and may be implemented as entrepreneur/business models for encouragement of entrepreneurship and innovations, and development of fisheries entrepreneurs including 'aquapreneurs'.

14.2 In general, the integration and packing of activities into entrepreneurship models is left to the beneficiary. For illustrative purposes, some of the suggested entrepreneurship models are indicated below:

(a) **Development of Aquaculture:** The related activities like construction of ponds along with necessary electricity and water supply facilities, development of hatcheries for seed production, feed mills/plant to produce fish feed from the local ingredients, quality testing labs, fish storage/preservation facilities, preprocessing facilities, fish transport facilities etc.

(b) **Integrated fish farm:** Induction of technology such as establishment of Re-circulatory aquaculture System(RAS) of appropriate size and numbers, Bio-floc, aquaponics, ponds of appropriate size and area, water supply and electrification, hatcheries

to produced fish seed required for RAS, feed plant/mill, fish preservation facilities (ice plant/cold storage), testing lab, fish transport facilities (insulated/refrigerated vehicles) and farm based kiosk etc.

15 General

15.1 Except for the funding pattern, mode of implementation and other aspects as specified in these operational guidelines for entrepreneur models, all the stipulations laid down in the Operational Guidelines of PMMSY (June, 2020) including the upper ceiling on the area eligible for support as indicated in para 9.18 of these Guidelines for intended individual/SHGs/ FFPOs beneficiaries would be applicable for entrepreneur models.

15.2 Some of the trust areas for projects under entrepreneur models are;

- (a) Cage Cultivation with necessary backward and forward integration/linkages. Tie up with states/UTs for water body/area lease, brood banks, hatcheries, feed mills, R&D centres/institutes, disease management, cold chain, value addition, branding and marketing, etc.
- (b) Seaweed cultivation, processing and marketing, Tie up with states/UTs for water body/area lease, contact farming and buy back arrangements with SHGs/JLGs/Cooperatives/FFPOs, etc establishing of seed banks, tissue culture units, rearing facilities, R&D centres/institutes, disease management, value addition, branding and marketing, etc.
- (c) Ornamental fisheries cultivation, branding and marketing
- (d) Recreational fisheries with necessary backward and forward integration/linkages and convergence.
- (e) Hub and spoke models in urban areas for promotion of domestic consumption of fin fish and shellfish. Integration may include tie-ups with production units, hatcheries, feed mills at the back end and post-harvest infrastructure such as cold chain and marketing including live fish vending, retail outlets, kiosks, mobile vending vehicles, addition, branding, etc.
- (f) Leveraging the market yards in rural and semi/peri urban areas for promotion of domestic consumption of fin fish and shellfish
- (g) Cold water fisheries with necessary backward and forward integration/linkages. Tie up with states/UTs for water body/area lease, brood banks, hatcheries, feed mills, R&D centres/institutes, disease management, cold chain, value addition, branding and marketing, etc.
- (h) Post-Harvest Infrastructure including Cold Chain and Marketing
- (i) Any other model within the scope of the PMMSY guidelines
