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PART I—Orders and Notifications by the Governor of West Bengal, the High Court, Government Treasury, etc.

GOVERNMENT OF WEST BENGAL

Department of Fisheries Aquaculture aquatic Resources & Fishing Harbours,
31, GN Block, IT Building, 7th & 8th Floor,
Sector- V, Salt Lake, Kolkata-700091

No. 2622-Fish/C-I/9R-02/2024

Dated: 23.09.2024

NOTIFICATION

Under the aegis of Fisheries Department, Government of West Bengal, **Fish Vending Kiosks** are being set up for sale of live fish under the brand name of '**Sufal Bangla (Matsya)**' for the purpose of making good quality fish available at affordable prices to the consumers.

I. LOCATION:

To begin with, locations for 35 Kiosks have been identified in Kolkata and the districts of N. 24 Pgs., S. 24 Pgs., Hooghly, Nadia, Purba Medinipur, Paschim Medinipur, Purba Bardhaman, Murshidabad, Malda, Birbhum, Uttar Dinajpur and Darjeeling. 12 of the proposed Kiosks will be set up in or adjacent to existing Sufal Bangla stalls. 3, 4 and 2 units will be set up in Government farms, Meen Bhavans and SFDCL-farms respectively. Remaining 14 Kiosks will be set up- on land owned/ possessed by Cooperatives.

The number will be increased in future based on response.

II. OPERATIONAL GUIDELINES

- i. Kiosks being set up on land owned by Cooperatives/FPGs/SHGs will be operated by the owner of the land or by an entity approved by the Department of Fisheries.
- ii. Kiosks set up on land of Government entities will be operated by the Government entity concerned or by competent Cooperatives/FPGs/SHGs/registered Fish Producers approved by the Fisheries Department.
- iii. One Fishery Extension Officer will be tagged with each Kiosk who will be entrusted with the responsibility (in addition to his/her normal charges as FEO) of overseeing and monitoring the quality of fish being sold in the Kiosk concerned.

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- iv. Initially, the Kiosks will be open on all working days from 7.00 am to 11.00 am. The time may be extended later depending on local demand and feasibility.
 - v. Cost of setting up the Kiosks will initially be borne from fund available under the budgetary allocation of State Developmental Schemes. The operational and maintenance cost will be met by the operator concerned.

III. APPROVAL

Concurrence of Finance Department has been obtained vide U.O. No. Group A-I/2024- 2025/0027 dated 03.08.2024 and this has been approved by the Cabinet in the Cabinet meeting dated 10th September, 2024 vide U/O No. CAB(D)-1070 dated 11.09.2024.

By order of the Governor,

ROSHNI SEN, IAS
*Additional Chief Secretary to the Government
of West Bengal*