Cobia Value Added Products

Background
30.03.2009 Cobia Launch workshop
26.03.2010 Value addition of cobra fish into convenience products
30.03.2010 Advanced packaging technologies for cobra fish products
11.01.2011, 12.01.2011 & 11.04.2011 Two Workshops on cobra and other marine finfish

Benefits / Utility
A new alternative livelihood option for self help group (SHG) Women. More job opportunities to coastal fisherfolk, inculcating rural entrepreneurship and thereby enhancing the standard of living of the community.

Country Context
The novel packaged products attract consumers. The cobra products developed under this project also fall in the same line. Since the farming of cobra is picking up after the implementation of this project, the commercialisation of value added cobra products need to be encouraged. Thereby increasing the demand and in turn the standard of living of the fishing community.

Scalability
Monthly profit between Rs. 3000 and 20000/- could be achieved by self help group (SHG) women by starting the production of value added products in their household itself.

Business and Commercial Potential
Domestic and export demand for cobra and value added products.
Good meat quality - White flesh
High fillet quality
High Omega 3

Potential investors to this technical innovation
Self help group women
Fishermen
Entrepreneurs
Seafood exporters

Target Market / Customer
Domestic fish consumers
Seafood Exporters
Star Hotels
Restaurant markets
Retail shops

Limiting factors for large scale commercialization
Raw material availability
Consumers need to be diverted to packed products
Since cobra is a new candidate species for aquaculture in India, farmers are reluctant to take up farming.
Shrimp aquaculture is short term crop while cobra is long term crop (almost twofold increase in culture period).
Channelized cobra export market need to be established.

Social impact of the technology
Fishermen could earn income during fishing holidays and non fishing seasons
Self employment for rural poor and fisherfolk.
Jobs could be created for unemployed rural youth so that rural entrepreneurship will be developed.
Standard of living of fisherfolk and SHG Women could be improved.

Any other relevant information
The cobra seed production and availability should be ensured since the seeds are important input for farming of cobra and bulk production.

Dr. R. Jeya Shakila
Dr. K. Rathnakumar
Dr. N. Felix

Dr. N. Felix
nathanfelix@yahoo.com
09443688174

Financials
Economic viability of hot filled chilled cobra curry for SHGs

<table>
<thead>
<tr>
<th>Machineries required</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chill cabinet (2 – 30C)</td>
<td>Rs. 50,000/</td>
</tr>
<tr>
<td>Sealer Hot bar</td>
<td>Rs. 10,000/</td>
</tr>
<tr>
<td>Cooking utensils</td>
<td>Rs. 15,000/</td>
</tr>
</tbody>
</table>

Recurring cost: (1kg Cobia) Cobia fish, masala, oil, pack, fuel
- Rs. 300.00

No. of packs
- 10 Nos.

Net wt of curry pack
- 200 g

Cost per pack
- Rs. 30/-

Selling price
- Rs. 40/-

Net profit
- Rs. 10/-

Impact on income and employment generation
No. of person
- One
Production per day (1kg fish)
- 10 curry packs
Man hour required per day
- 1 hr
Production per month
- 30 x 10 curry packs
Expected profit
- Rs. 3000/- per month