

# NEWSLETTER OF DRYFISH

PUBLISHED BY  
SUSTAINABLE ENTERPRISE  
PROJECT (SEP)

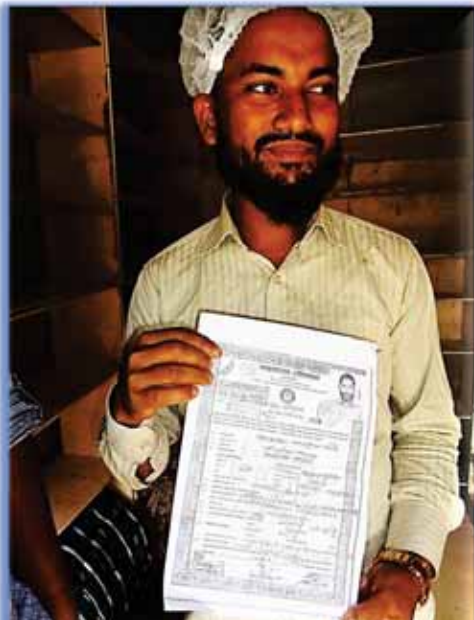


*Promotion of  
Dryfish  
Processing  
Industry  
through  
Innovation  
and  
Technological  
Intervention*

**7<sup>th</sup> Edition**

**February, 2022**

**COAST Foundation**



**Ashraf Ali got a Trade License under the supervision of SEP Dry Fish Project by COAST Foundation**

**Ashraf Ali showing his Trade License**

Place: Nazirartek

PC: Tusi Banik 5<sup>th</sup> Jan 2022

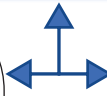
**SEP** started its new beginning with dryfish project which implemented by COAST Foundation and supervised by PKSf. This project will strengthen self-resilience of the dry fish worker and ensure protective environment for organic dryfish marketer. During the project, the beneficiaries of dry fish will be benefitted through their implementation by knowing the facts and formulas of safe dryfish production.

In this regard, Antu Biswas, Marketing Officer of SEP Project took the responsibility to change the business dimension of these local marketer. He ensured Trade License to promote some of the dry fish entrepreneur for providing common service loan. Previously, these entrepreneurs got some business-related training and attended a Business Certification Seminar which mainly developed their sense of branding and marketing of their products. In this regard, Ashraf Ali said that *"SEP Dry fish training is very useful for developing our business sectors. Recently, I've got a Trade License; now I can open a dry fish outlet with SEP Common Service Loan"*.



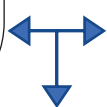


**Cox's Bazar** is a boon city for the production of Dry fish because there has the largest sea beach of the world. People frequently visited here for recreation; also, they visit at Nazirartek and Choufaldandi to see the dry fish cluster. In the rainy season, this cluster became fully barren due to flood and waterlogging; but, in dry season, between July-March, we can see the productiveness of dry fish production procedure in this area.



**Barren Dry fish field at Choufaldandi**  
*PC: Tusi Banik 19<sup>th</sup> Aug 2021*

## Season-based Dry fish Production Procedure in Choufaldandi Cluster



**Productive Dry fish field at Choufaldandi**  
*PC: Tusi Banik 19<sup>th</sup> Jan 2022*



**For more information: -**  
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