

# NEWSLETTER OF DRYFISH

PUBLISHED BY  
SUSTAINABLE ENTERPRISE  
PROJECT (SEP)



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

10<sup>th</sup> Edition

April, 2022

COAST Foundation

**SEP** of COAST Foundation has started its journey with safe dry fish project which implemented by COAST Foundation and supervised by PKSf. Activities of this project slowed down because of Ramadan along with the Norwester storm. Due to the storm, people of Choufaldondi remain calm without taking any hassle. This year Ramadan time also came very earlier and beneficiaries became tired for long time fasting; this is the main reason for low production of dry fish in this big cluster. We hope Choufaldondi, the place full of activity, will get its life back very soon.

**Choufaldondi's Safe  
Dry Fish Production  
slowly ran due to  
Holy Ramadan and  
Norwester Storm**

**A Stormy View from  
Choufaldondi Dry Fish Cluster**

Place: Choufaldondi

PC: Tusi Banik 7<sup>th</sup> Apr2022



## Beneficiaries Feedback



### Safe Dry Fish Packaging

PC: Tusi Banik

25 April 2022

**08** beneficiaries of Nazirartek took Promote Dry Fish Entrepreneur loan for developing and promoting their dry fish shop at Nazirartek. They completely developed their dry fish house with full activity and now they can perform well with their customer. These beneficiaries took some sample of SEP safe dry fish packaging and said that the quality and design of this packaging is top-notch which their customers liked most. One of the beneficiaries of Nazirartek, Nur Alam shared his experience that “I took SEP loan from COAST Foundation in January, and after that I developed my dry fish shop here which I dreamt for so long time. After opening this shop, I got some repeated customers; they took dry fish from my shop and always recommend to others to buy authentic products from me. This trust which I’ve achieved from my customers only happened nothing but COAST SEP project. They helped me a lot for turning my luck in this way. Now I’m using their packets which is very nice, affordable, and easy to carry. I hope, this packaging system could arrest customers mind more than before and set the belief of good products”.



### Dry Fish Packet Delivers to Customer

PC: Tusi Banik

25 April 2022

### For more information: -

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