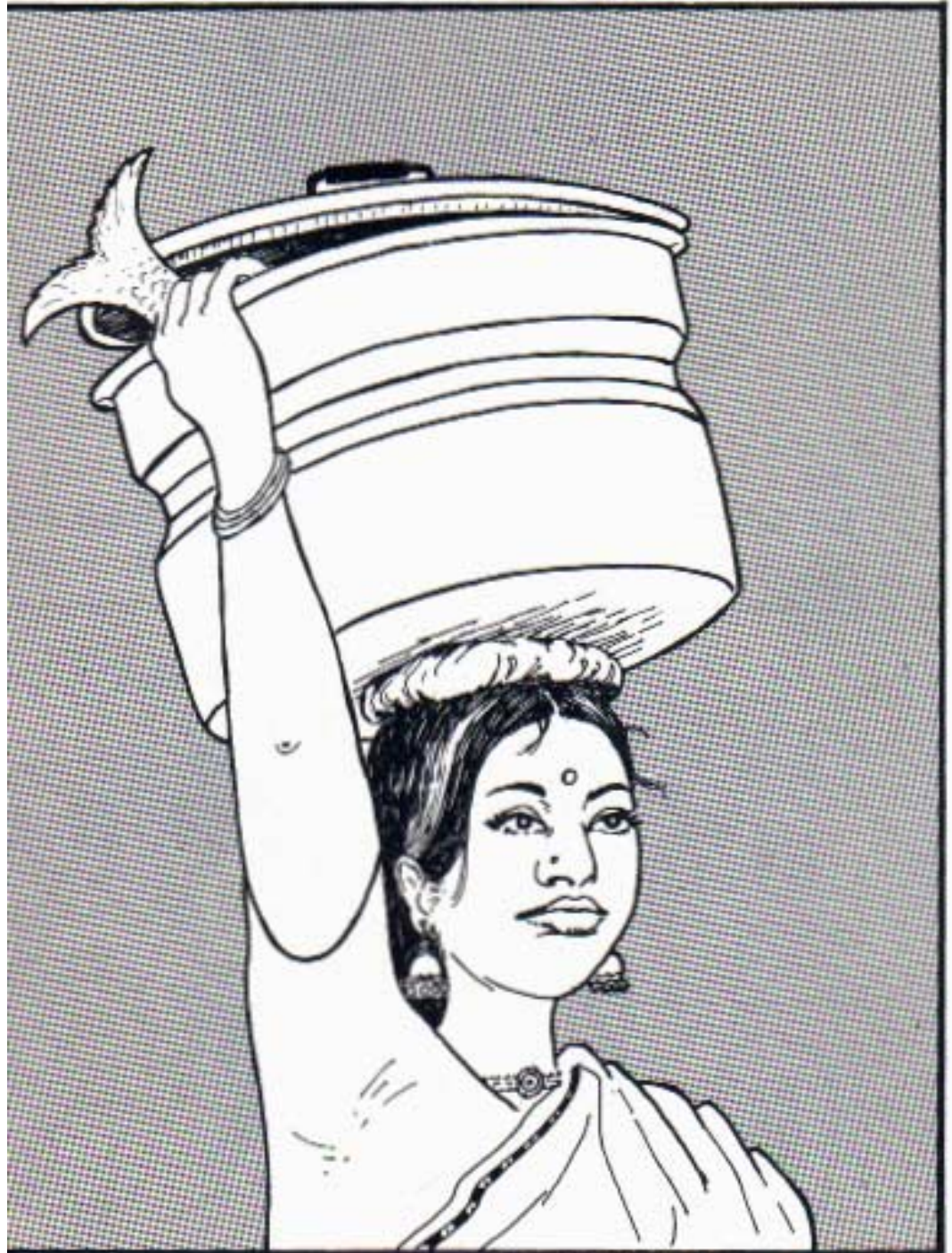




# A NEW & BETTER FISH MARKETING CONTAINER



**BAY OF BENGAL PROGRAMME**

**POST-HARVEST  
FISHERIES  
PROJECT**

*Overseas Development Administration*



1. Oh dear! Rani's day is long and tiring. What's worse is carrying fish in that old basket is a wet and dirty job.



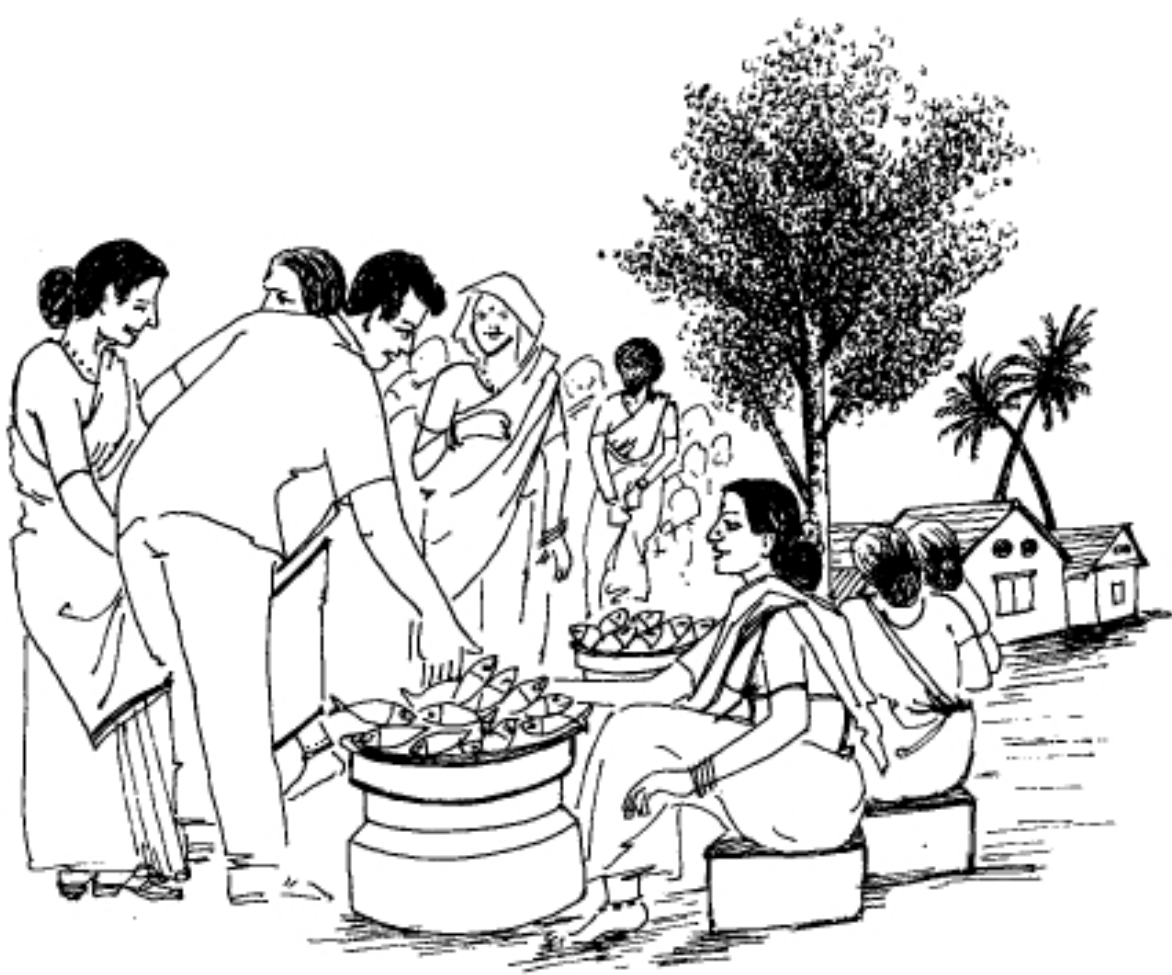
2. To add insult to injury even the local transport shuns her : "I have to think of my passengers" shouts the Conductor.



3. Such a difficult task getting her fish to market! And once it gets there, the buyers are put off by the smell, the poor quality of the fish and the dirty surroundings.
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4. Wait a minute! Rani has just invested in a new fish container made of tough aluminium with a tight fitting lid. It's easy to lift and the bus Conductor is now happy to let her put it under the seats - no mess, no smell to put her fellow passengers off!



5. This helps Rani get to market more quickly and easily. Her customers are impressed with the clean container and fresher fish. Rani has discovered she can arrange the fish in an attractive pattern on the lid!
6. It makes a lot of sense to follow Rani's example.  
Her container may appear more expensive but:
  - \* *it will last for many years*
  - \* *it helps her get to market quickly and so get better prices*
  - \* *it looks clean and so attracts the consumers*
  - \* *it is easy to carry on the head or hip (and comes in 2 sizes 35 kg and upto 50 kg)*
  - \* *it doesn't leak so she stays clean*
  - \* *its shape means the fish doesn't get crushed*
  - \* *it can be used for several other purposes*

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**Follow Rani and fulfill your wish  
A new container to sell your fish!**

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For further information Contact

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