## Small in size but bigger in impact

Pointing to the icebox Muhammad Soomar a local fisherman, from Shaikh Fisher Group of Rehri said ‘there are many benefits of this icebox. It maintains the quality of fish for many days and reduces frequent market visits while fish kept in the icebox can be sold at a better price. This has not only increased our earning capacity but helped us save time and fuel, approximately 25 litters per month due to reducing timing of the fishing trip. Considering the benefits of the icebox, other fishermen have started to purchase them in different villages and surrounding areas’. He further elaborated that each fisherman who has an icebox sell his fish at PKR 400 to 500 per kilogram which earlier fetched only PKR 300. The fishermen who were given iceboxes under Sustainable Fisheries Entrepreneurship Project supported by Engro Foundation consider it an important fishing asset and intervention that has helped improve their income and reduced their fishing effort resulting in decreasing pressure on fish stocks in marine water.

The trickle down impact of this intervention is manifold. A total of 210 families have benefitted from these iceboxes under SFEP, starting from 4 years ago. The increase in income has helped improve livelihood and living standard such as health and education of fisher families located in the coast. Some of the families have also started investing in purchase of new equipment by saving from quality fish catch. t\This has also resulted in getting fishers rid from the loan which they received from the middle men. This is helping fishers to contribute towards conservation of nature and generate better income.

This graph given below shows the saving through fishing trip on monthly basis. Some expenses are fixed such as ice block and fuel consumption. It shows that due to improved quality of fish/shrimp Muhammad gets better catch price in the market