```
#!/bin/bash
string=$1
substring=$2
# Function to count the occurrence of a sub-string in a given string
count_occurrence() {
  local string=$1
  local substring=$2
  local count=0
  locallength=${#string}
  for ((i = 0; i <= length - ${#substring}; i++)); do
    if [[ \ "\$\{string:i:\$\{\#substring\}\}" == \ "\$substring" ]]; then \\
      count=$((count + 1))
    fi
  done
  echo "The sub-string '$substring' occurs $count times in the given string."
}
# Call the count_occurrence function
count_occurrence "$string" "$substring"
```