

Welcome



Sustainability of Fish based enterprises among women in Kerala: An analysis in context of highly competitive value chain

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- Fish and fishery products- one of the most widely traded commodities in India
- Fishermen involved in production
- Fisherwomen involved in marketing and processing
- Entire value chain is ridden with problems
- Require technology interventions

- More than 55% of marine fish landing small pelagics
- Low prize realization to primary producer due to lack of value addition
- Less than half of the landings consumed directly as fresh fish



- Fisherwomen were marginalized from having any gainful employment in the sector
- Fish drying was not practiced as a remunerative business option

Under utilization and wastage of resources





National Agricultural Innovation Project-NAIP(2008-2014)

- To develop sustainable value chains in production to consumption systems
- Consortium mode-Public-private-NGOs partnership-PPP
- NAIP-project focused on small pelagics



Objectives of the study

- To analyze drivers and barriers of sustainability of selected units
- To suggest guidelines for making fish based enterprises a sustainable venture

Sampling



Research methodology

- Case study method
- 5 women groups were selected purposively and, and 10 beneficiaries from each unit were selected randomly
- To make a rational sample size of 50 beneficiaries for this study

Data analysis

- Garrett's ranking technique was used to find out most significant factor which influences the respondent

$$\text{Percentage position} = 100(R_{ij} - 0.5) / N_j$$

R_{ij} = Ranking given for i th item by j th individual

N_j = Number of items ranked by j th individual

Fish based micro-enterprises

Consortium type	Location	ProductS
Govt-NGO-women group	Munambam Ernakulam	Fresh fish, Value added fish
Govt-NGO-women group	Kollam	packed Fresh fish, Value added fish
Govt-Govt –women group	Kollm	Dry fish ,Value added fish
Govt-Coop society-women group	Chulliyar Palakkad	Value added fish
Govt-women group	Ernakulam	Organic manure from fish waste

Profile of value addition units

Profile of value addition units	Majority
Problems addressed	Poor value realization of the traditional fish products, Unhygienic method of processing and economic backwardness of women
Product diversification	Battered and breaded products, dry fish, fish pickle, cleaned and ready to cook fresh fish, fish chutney, fish silage based organic manure
Unique value positioning	<i>Fish as snack food, hygienically prepared and quality product</i>
Innovations in marketing	getting trade mark for the product, improved packaging of the product, and Mobile vending units for sale, etc.

Group 1-GOVT-NGO-women group

- The main occupation of its inhabitants is fishing
- Munambam is famous for the presence of major fishing harbour in this region



Group 2-Govt-NGO-women group



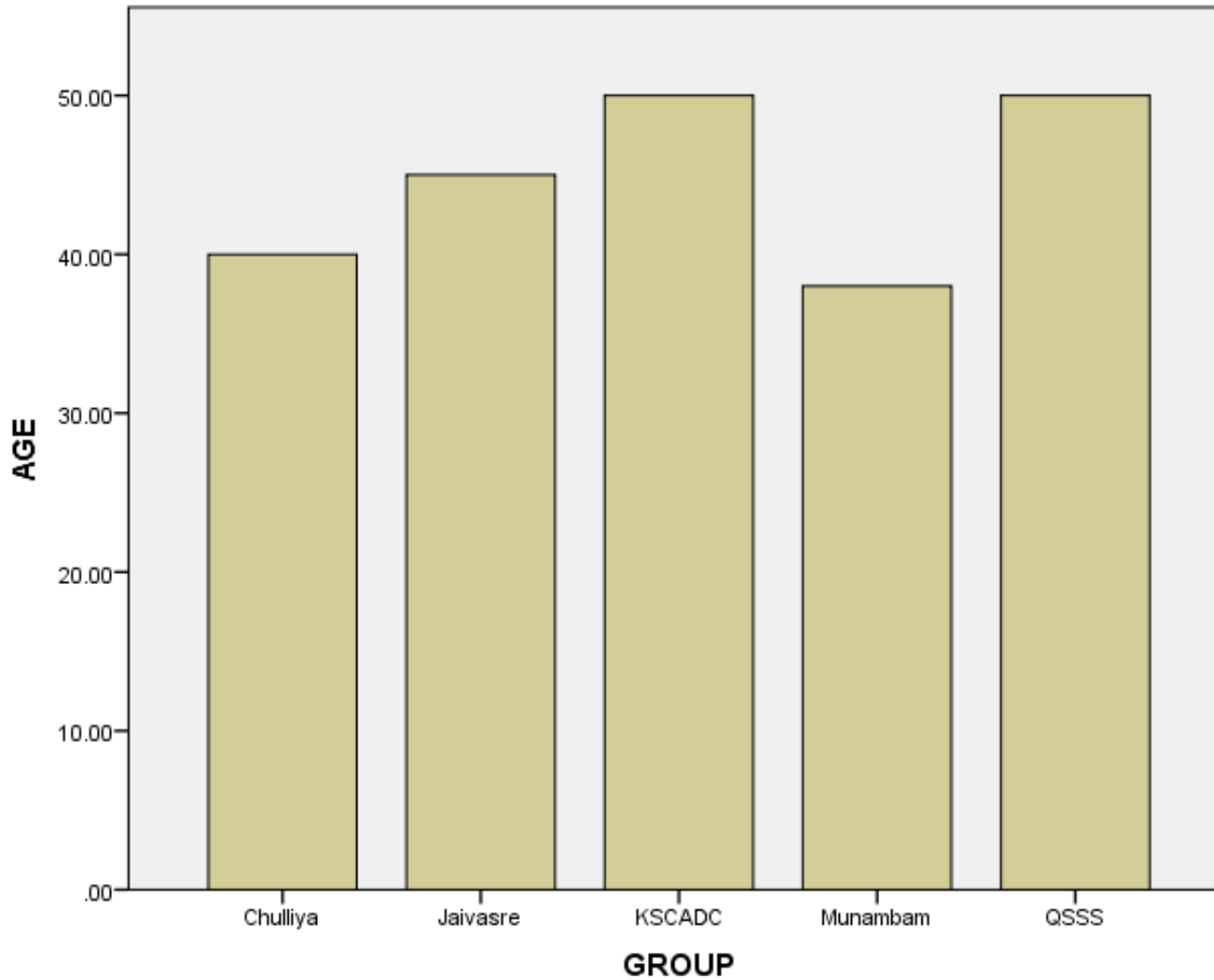
Group 3-Govt-Govt-Women group

- Host organization: Govt agency
- Owner cum labourer: 60
- Product diversity: 8
- :quality fish as snack food
- Coverage: 4 districts
- Innovations in Marketing : trade mark. packaging. master franchising

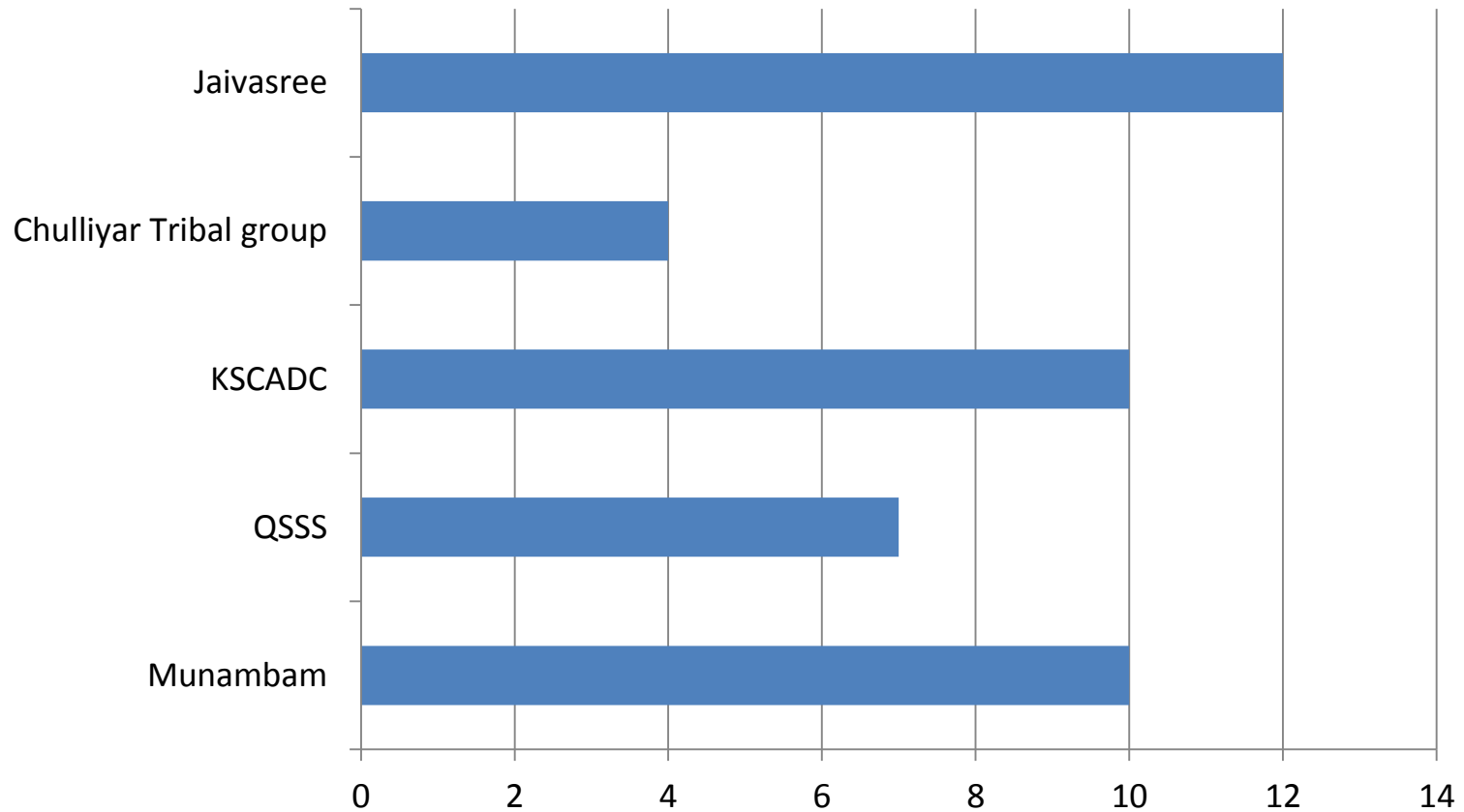


Govt-women group

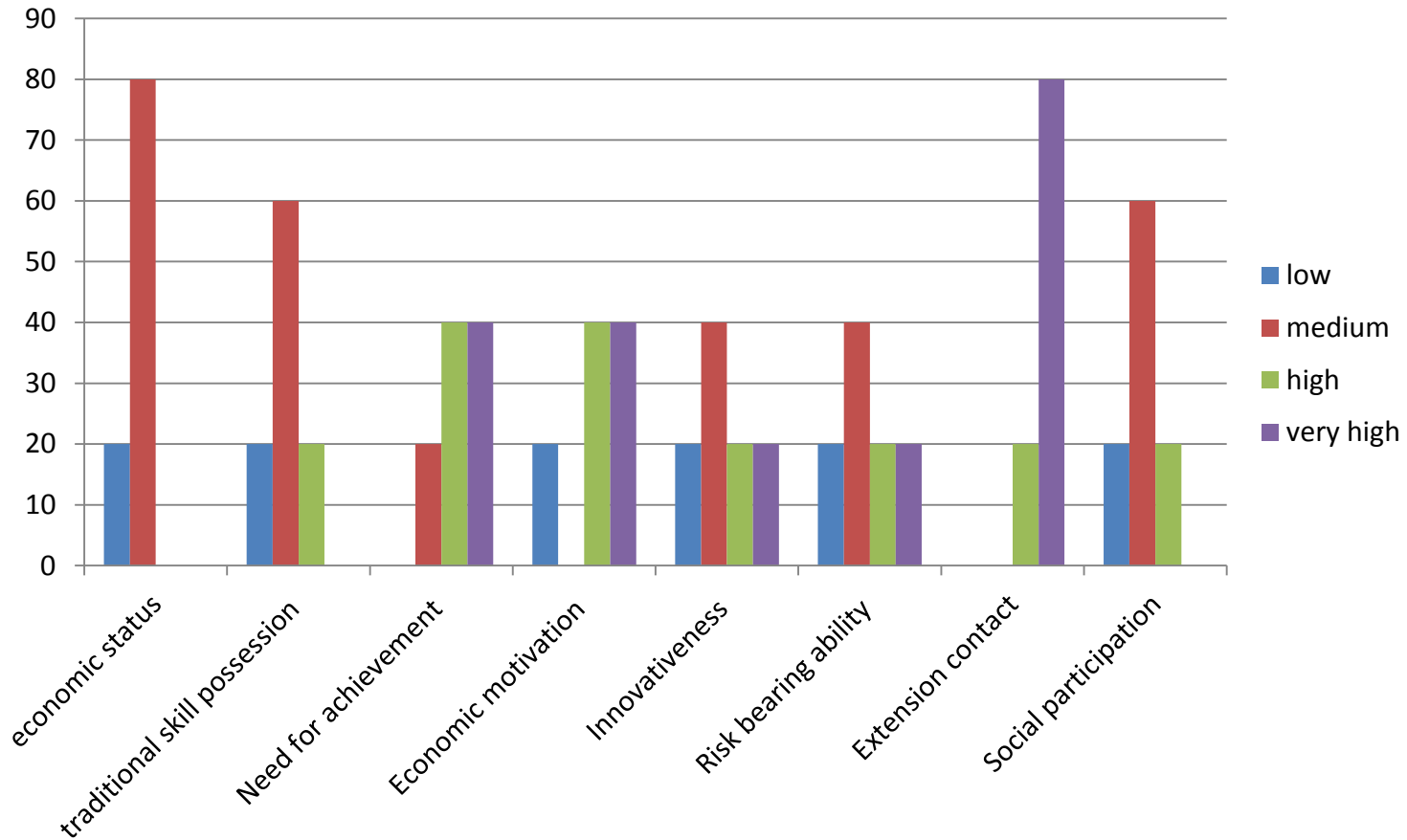




Education



Distribution of the respondents according to Socio-personal variables n= 50





Drivers and Barriers

Group 1-Drivers of Sustainability

(GOVT-NGO-women group)

Drivers	Garret score	Rank
Group cohesion	52.3	2
Suitability of the Location	52.3	2
Access to raw material	52.3	2
Institutional support	59	1
Improved Skill	52.3	2
Support from family	52.3	2
Access to technology	59	1
Less complexity in the technology	52.3	2

Group 1-Barriers of Sustainability

(GOVT-NGO-women group)

Cultural barriers	Religious group/temple committee objection
Managerial/social aspects	Domination by parent society
	Decision making By external agency
	Lack o coordination between implementing agency and women group
Market creation	Real market study was not done (Where to?How to?)
	Potential group of consumers were not identified

Group 2-Drivers of Sustainability

(NGO-women group)

Drivers	Garret score	Rank
Group cohesion	51	3
Access to raw material	52.33	2
Institutional support	59	1
Improved skill	52.33	2
Support from family	52.33	2
Access to technology	59	1
Less complexity in the technology	52.33	2

Group 2-Barriers of Sustainability

(GOVT-NGO-women group)

Barriers	
Production related	Improper space availability
Finance related	Insufficient fund
Managerial/social aspects	Improper management by NGO
	Conflict of interests between NGO and women group
	Hindrance in natural growth of enterprise

Group 3-Drivers of Sustainability

(GOVT-GOVT-women group)

Drivers	Garret score	Rank
Group cohesion	51	3
Suitability of the Location	52.3	2
Access to raw material	52.3	2
Institutional support	59	1
Improved skill	59	1
Support from family	52.3	2
Access to technology	59	1
Less complexity in the technology	51	3

Group 3-Barriers of Sustainability

(GOVT-GOV-Women group)

	KSCADC
Marketing related	Market establishment failure by external agency
Scaling up	Administrative delay in scaling up of the unit
	Failure of business model

Group 4 -Drivers of Sustainability (GOVT-Coop society-tribal women group)

Drivers	Garret score	Rank
Group cohesion	59	1
Suitability of the Location	52.33	2
Access to raw material	52.33	2
Institutional support	59	1
Skill enhancement		
Support from family	59	1
Access to technology	59	1
Less complexity in the technology	52.33	2

Group 4-Barriers of Sustainability

(GOVT-GOVT-tribal women group)

Production related	Diversion from main product
HRD	Poor inherent skill
Cultural barriers	Husbands developed inferiority complex
Managerial/social aspects	Diversion of business

Group 5 -Drivers of Sustainability

(GOVT-women group)

Drivers	Garret score	Rank
Group cohesion	51	3
Suitability of the Location	52.33	2
Access to raw material	52.33	2
<i>Institutional support</i>	59	1
Skill enhancement	52.33	2
<i>Support from family</i>	59	1
<i>Access to technology</i>	59	1
<i>Less complexity in the technology</i>	59	1

Group 5-Barriers of Sustainability

(GOVT- women group)

	Jaivasree
Production related	Diversion from main product
Finance related	Diverted fund to other product
Managerial/social aspects	Change in product

Conclusion

- Majority of Women possess socio-personal traits which were found in entrepreneurs
- Consortium mode of implementation helped in group formation, and implementation of the programme
- But at later stage of sustenance consortium mode of operation hindered the natural growth of the enterprise
- Eventhough Govt-Govt consortium proved successful the women involved in this group could not develop their entrepreneurial capacities
- Sustainability of enterprise depends on many factors which need to be addressed by technology scientist, social scientist with the help all other stakeholders involved in it

Thank you

