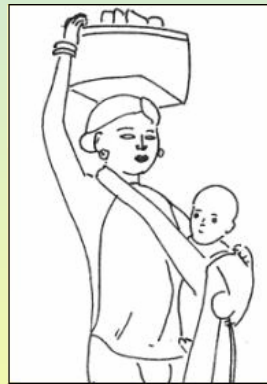


# **GENDER MAIN STREAMING IN COASTAL VILLAGES- A STRATEGIC MODEL**



**S. Ashaletha\* & S. Balasubramaniam**  
**EIS Division, Central Institute of Fisheries Technology,**  
**Matsyapuri.P.O., Willingdon Island, Kochi-29.**  
**ashaletha@rediffmail.com**

Dr. Ashaletha, CIFT

# Kerala

- ▶ Land of women
- ▶ High Human Development Index (HDI)

## HDI s of Kerala & Coastal villages

Indicators	India	Kerala	Fisherfolk in Kerala
Sex Ratio	927	1058	936
Literacy	54% (women) & 74% ( men)	88% (women) & 94% ( men)	84% (women) & 87% (men)

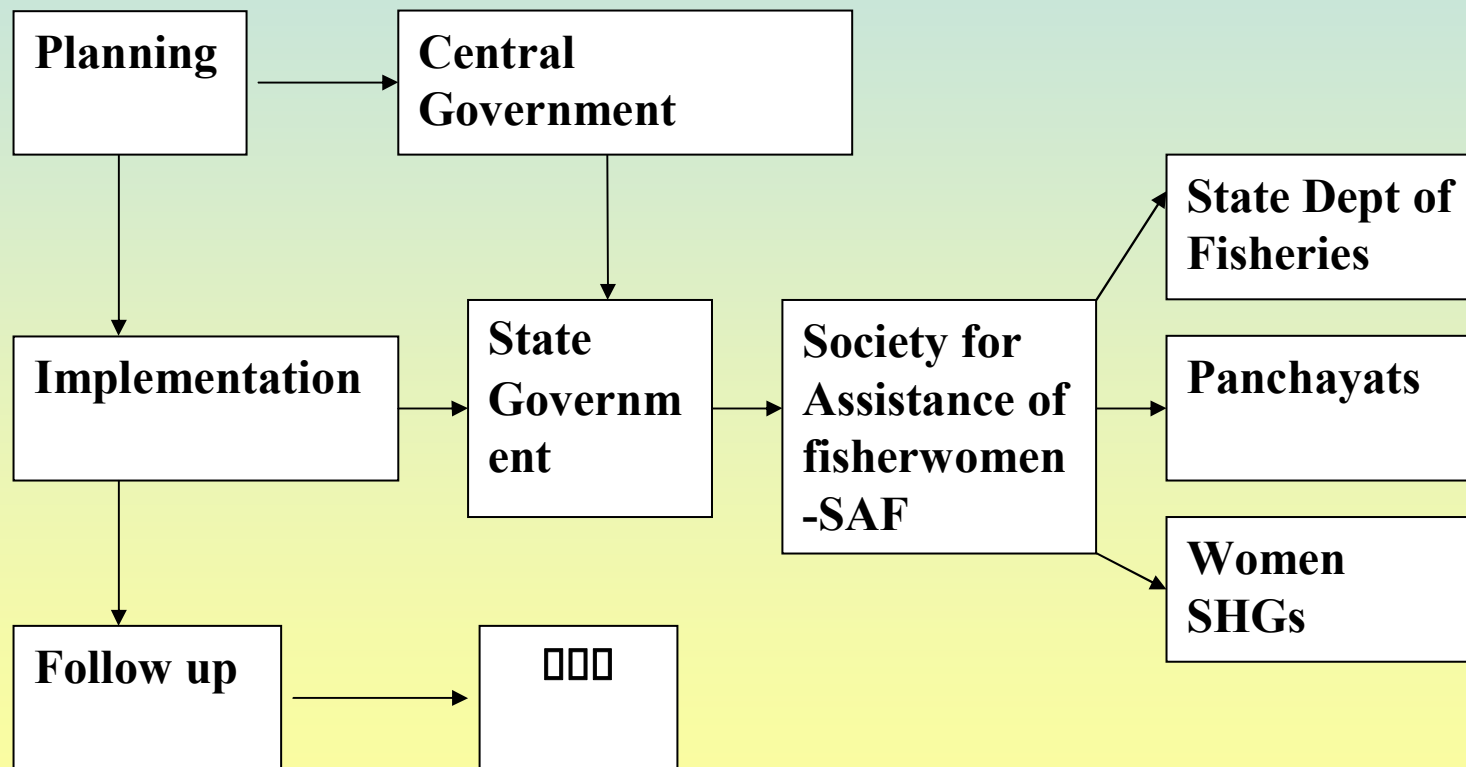
**Table.2.Direct contribution of fisherwomen in the marine sector**

<b>Sl. No</b>	<b>Category</b>	<b>Total No. of workers</b>	<b>No. of women workers</b>	<b>Percentage</b>
<b>1</b>	<b>Beach workers</b>	<b>20,843</b>	<b>5,612</b>	<b>26.92</b>
<b>2</b>	<b>Small scale fish traders</b>	<b>67,527</b>	<b>20,220</b>	<b>29.94</b>
<b>3</b>	<b>Fish curers</b>	<b>21,103</b>	<b>14,028</b>	<b>66.47</b>
<b>4</b>	<b>Peeling workers</b>	<b>43,620</b>	<b>39,397</b>	<b>90.31</b>
<b>5</b>	<b>Processing plant workers</b>	<b>11,051</b>	<b>6,504</b>	<b>58.85</b>
	<b>Total</b>	<b>1,61,144</b>	<b>85,761</b>	<b>53.22</b>

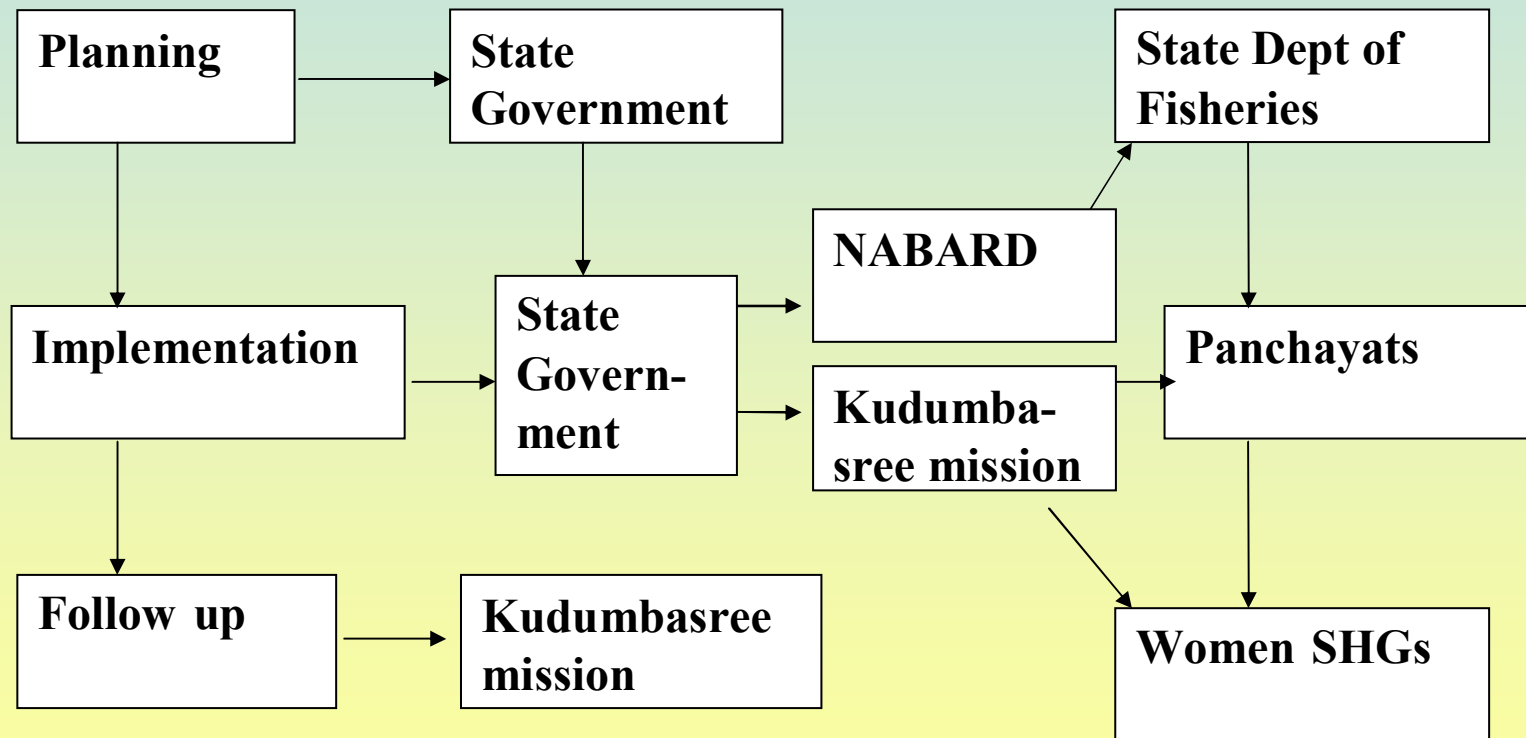
## **Four major development efforts for rural women of the state**

- **Development efforts by the Centre**
- **Development efforts by State**
- **Development efforts by Non-Government Organizations Programs**
- **Development efforts of R&D institutions**

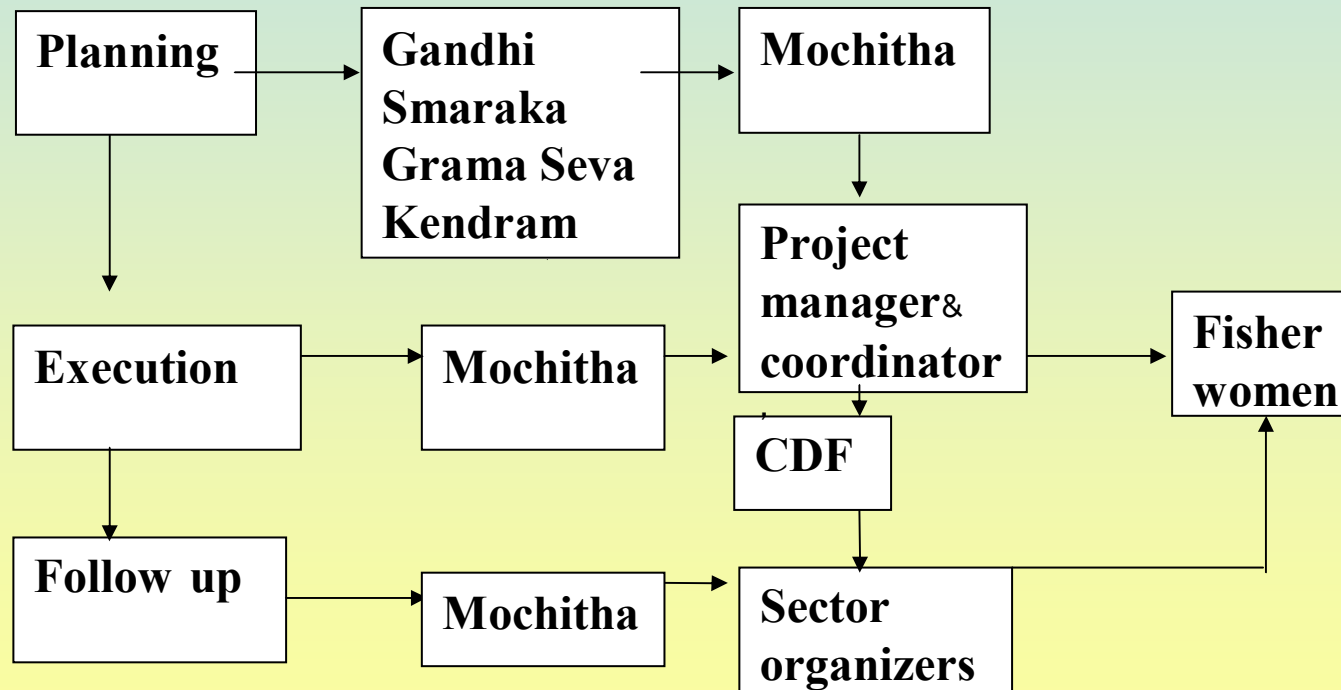
# Case-1. Development efforts – Central government



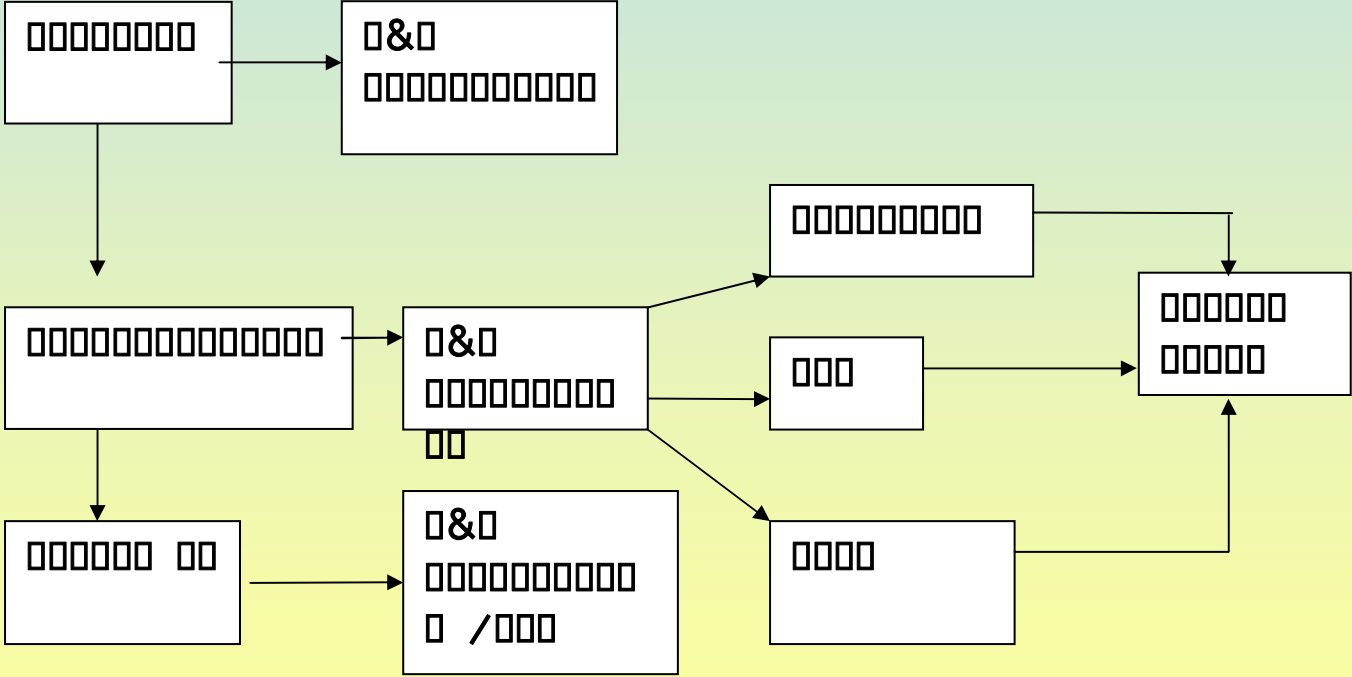
# Case-2. Development efforts of State Government



# Case-3. Development efforts by NGOs



# Case-4. Development efforts by R&D Institutions





# Dimensions of Empowerment in vision

## 1. Social

- Social participation
- Social status
- Social movement

## 2. Psychological

- Positive attitude
- Communication
- Innovativeness
- Risk bearing efficacy
- Leadership
- Self esteem

## 3. Technological

- Gain in knowledge
- Practice of knowledge
- Scientific orientation
- Information utilisation efficiency

## 4. Economic

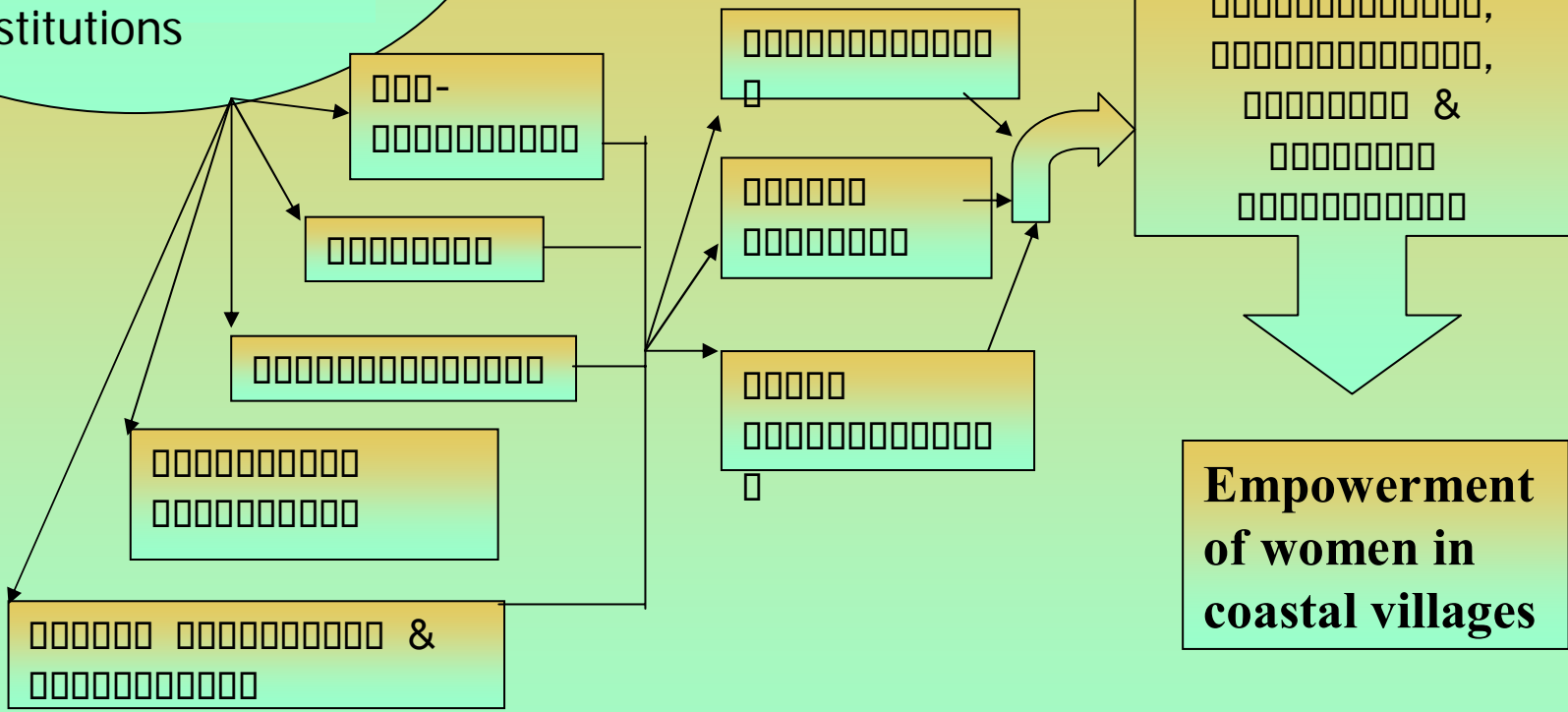
- Income generation potential
- Expenditure management
- Saving behaviour
- Credit management

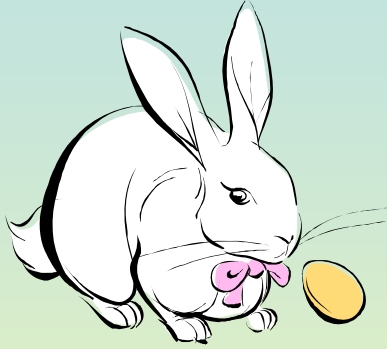
## Extent of empowerment of women in coastal areas through different approaches

Agencies	Extent of Empowerment			
	Social (3 dimensions)	Psychological (6 dimensions)	Technological (4 dimensions)	Economic (4 dimensions)
Central Sector Programme	◆	◆◆	◆◆◆	◆◆◆
State sector Programme	◆	◆◆◆	◆◆◆	◆◆◆
NGOs	◆◆	◆◆	◆◆◆	◆◆◆
R&D institutions	◆	◆◆◆	◆◆◆◆	◆◆

# Indicative empowerment strategy

Development agencies at Government & Non- Government agencies & R&D institutions





*thank you.....*

Dr. Ashaletha, CIFT