

SUSTAINABLE EMPOWERMENT MODEL FOR GENDER MAINSTREAMING IN MARINE FISHERIES OF KERALA

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Introduction



“Kerala Model of Development”: Achieving high level of human development without compromising to low per capita income

Marine fishery sector: An “outlier” in the Kerala Model

Particulars	Coastal fishing villages	State Average
Literacy	79 %	90.86 %
Sex ratio	979	1058

Organisation of the paper

Part 1: Gender sensitized dimensions in coastal Kerala

Part II: Efficacy of SHG model contributing to sustainable gender mainstreaming

Methodology

Database: Primary and secondary information

Period of study: June 2006 to May 2007

Respondents:

Part I	Fisherwomen in marketing and peeling jobs in Ernakulam and Kollam districts in Kerala
Part II	Five successful Self Help Groups (SHGs) in marine fisheries sector in Kerala

Gender Inequality Dimensions : Statistical Evidences

Gender disparity in employment: Workers Population Ratio

WPR	Kerala (percent)	
	Male	Female
Rural areas	55.9	25.6
Agricultural Sector	37.1	51.7
Coastal Fishing Villages	61.1	11.9

Food and nutrition facts:Evidences from past studies

“Women in traditional fishing households met 69.66 % of their calorie and 75.8 % of their protein requirements” (Jaleela, 2002)

“More than 70 % of the fisherwomen in India are anaemic though about 60 % of earnings were spent on food” (Khader et al, 2006)

Gender disparities at workplace: Some excerpts

Women in fish marketing

➔ Inability of women to take advantage of automation : men make more productive calls using vehicles (Cycles, M-80's, Autorikshaws)

➔ Lack of specialised transport facilities (*Matyafed* runs 6 fisherwomen buses in Kerala that benefits less than 2 % of the women fish vendors)

➔ Lack of advanced communication technologies

➔ Lack of exclusive fish marketing infrastructure leading to ergonomic problems



Women in peeling/pre processing units

Contractualisation
Wage disparity
Lack of medical insurance
Succumbed to trafficking to distant centres
No or low wage hike
Low collective bargaining



Women at home

Increased responsibility of household management
Low earnings of male members in traditional fishing
Debt bondage
Patriarchal/alcoholic husbands
Child/family bondage



Revisiting development experiences: Have the fishers missed the bus?

Usual top-down efforts have failed to trickle down even after 60 years of independence

Welfare measures fail to empower fisherwomen largely creating lethargy among stakeholders

Financial inclusion of the poorest of the poor and women in fishing community have not materialised

Limited number of fisheries cooperatives

Failure of “Mahila (Women) Bank” at Sakthikulangara in Kerala

Micro financing model in coastal community - A gender mainstreaming initiative

Women empowerment connotes **promotion of family well being**

Women identified as **successful finance managers**

SHG subsidised in the initial stage of formation are further linked with mainstream financial institutions

Encouraged to take up entrepreneurial options with ToT by research institutions/academia and developmental agencies

Agency	Target Group
<i>Kudumbasree (GoK)</i>	All sectors
<i>Swarnjayathi Gram Swarozgar Yojana (SGSY, GoI)</i>	All sectors
Society for Assistance of Fisherwomen (State Department of Fisheries)	Fisheries Sector
<i>Matyafed</i>	Fisheries sector
NGO	Fisheries sector

SHG Groups selected for the study

Locale of SHG Groups /Promoting Agency	Activity undertaken/Number of members	ToT
Aroor (Alappuzha) WIN Centre	Retailing of rice (four members)	WIN Centre
Azheekkal (Ernakulam) <i>Matyafed</i>	Drying fish (two members)	Matsyafed
Elamkunnappuzha (Ernakulam) <i>Kudumabasree</i>	Rack drying of fish (two members)	CMFRI
Padanna (Kasargode) <i>Kudumabasree</i>	Mussel culture (ten members - area of 0.10 acres)	CMFRI
Njarakkal (Ernakulam) <i>Kudumbasree</i>	Mussel culture (twelve members in an area of 0.10 acres)	SAF

Can we ensure sustainability with micro financing?

**Indicators of sustainability of participatory interventions :
output, systems and innovation orientation**

Economic viability

**BC ratio varied from 1.33:1 for
retailing of rice to 2.94:1 for
mussel culture capable of
generating employment from 48 to
94 labour days**

**Annual operating profit per
member varied from Rs. 1325 (US
\$34) for units undertaking fish
drying to Rs. 4882 (US\$ 124) for
mussel farming unit**



- Mussel culture, promoted by Transfer of Technology (ToT) of CMFRI is a highly performing fishery avocation
- Mussel culture is being adopted by SHGs all along the coastal belt of the State, particularly in Northern Kerala
- The earning capacity of women reduces vulnerability of households



Performance of entire system is improved by process of diffusion as envisaged by systems oriented sustainability

What are the added features that sustain groups?

Credit orientation

Entreprise orientation

Group orientation

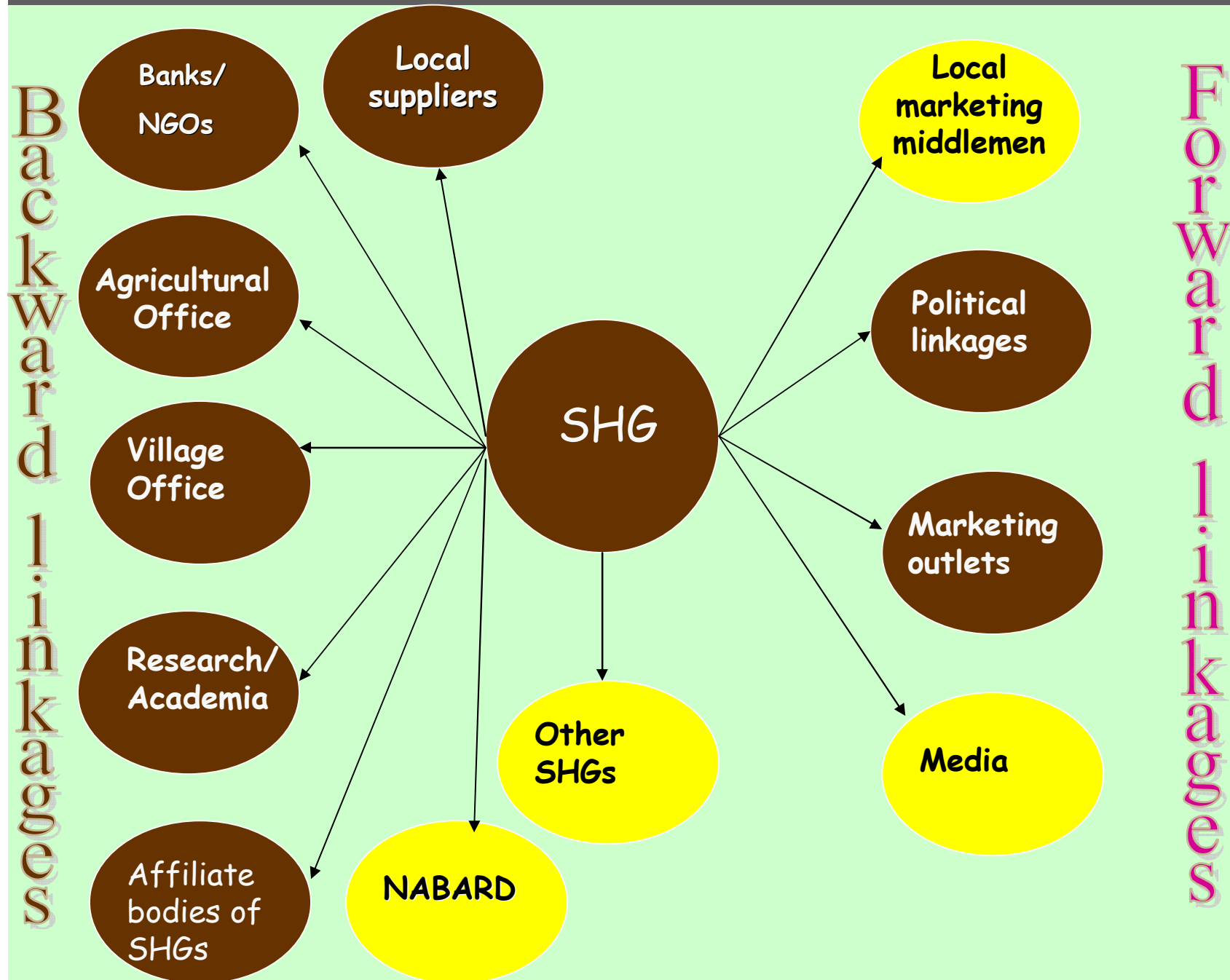
Significant results

- ➔ Commendable performance of **thrift mobilisation**, access to **credit** from banks, **repayment** and availing repeat loans
- ➔ Only 42 percent had to **depend on moneylenders** after joining SHGs
- ➔ Enterprise orientation is strong and need to be sustained in **raw material supply** (87%), **labour mobilization** (82%) and **ToT**(94%)
- ➔ Women get **better role** in decision making in family and society
- ➔ **Marketing linkages** provide only **moderate level of performance** (67 percent) for the selected groups (competition from other local suppliers, inability to supply on credit terms to shops)

- ✦ Promotes **coordination, participative action** through regular meetings and maintenance of accounts
- ✦ Low (20 percent) level of **dropouts and non genuine beneficiaries**
- ✦ **Cooperation among SHGs** are limited (34 percent), aggravated by competition
- ✦ SHG model is found to promote sustainable development of the society by adoption of the concept by several developmental agencies by **replications** (85 per cent)



Promoting linkages: A pathway to sustainability



Innovation oriented sustainability

Stakeholders are confident of taking up innovative enterprises disseminated by ToT and village linkage programmes of research/academic institutions

It is found difficult to market their products through traditional channels



What next?... Redefining priorities

Meeting entrepreneurial challenges-

- ⊕ Providing **diversified entrepreneurial options** (manufacturing of value added products of fish, mariculture/aquaculture, agriculture/ integrated farming, non fishery enterprises)
- ⊕ Promoting **cooperation among SHGs** introducing specialisation of work

Improving linkages especially marketing

- ⊕ Promoting specialised outlets for tapping the "**native brand**" and "**organic product**" sentiment of the consumers
- ⊕ Organising **SHG melas**, conducting **demand surveys** and creating **tie up arrangement with buyers**
- ⊕ Promoting SHG groups preferably "**men**" groups with **marketing specialisation**

Designing all-inclusive growth for the coastal community

- ⊕ Development of community involves **participation of men** in addition to gender mainstreaming
- ⊕ Expanding purview of microfinance in coastal community for **inclusive growth spear headed by women**
- ⊕ Priorities should also include
 - the poorest of the poor
 - men partnerships in women groups
 - men groups
 - creating complementary groups
- ⊕ **Reaching the unreached** through horizontal expansion along the entire coastline and also in other sectors



Thank You