

PRACTICAL AND STRATEGIC GENDER NEEDS ASSESSMENT OF ORNAMENTAL FISH PRODUCERS

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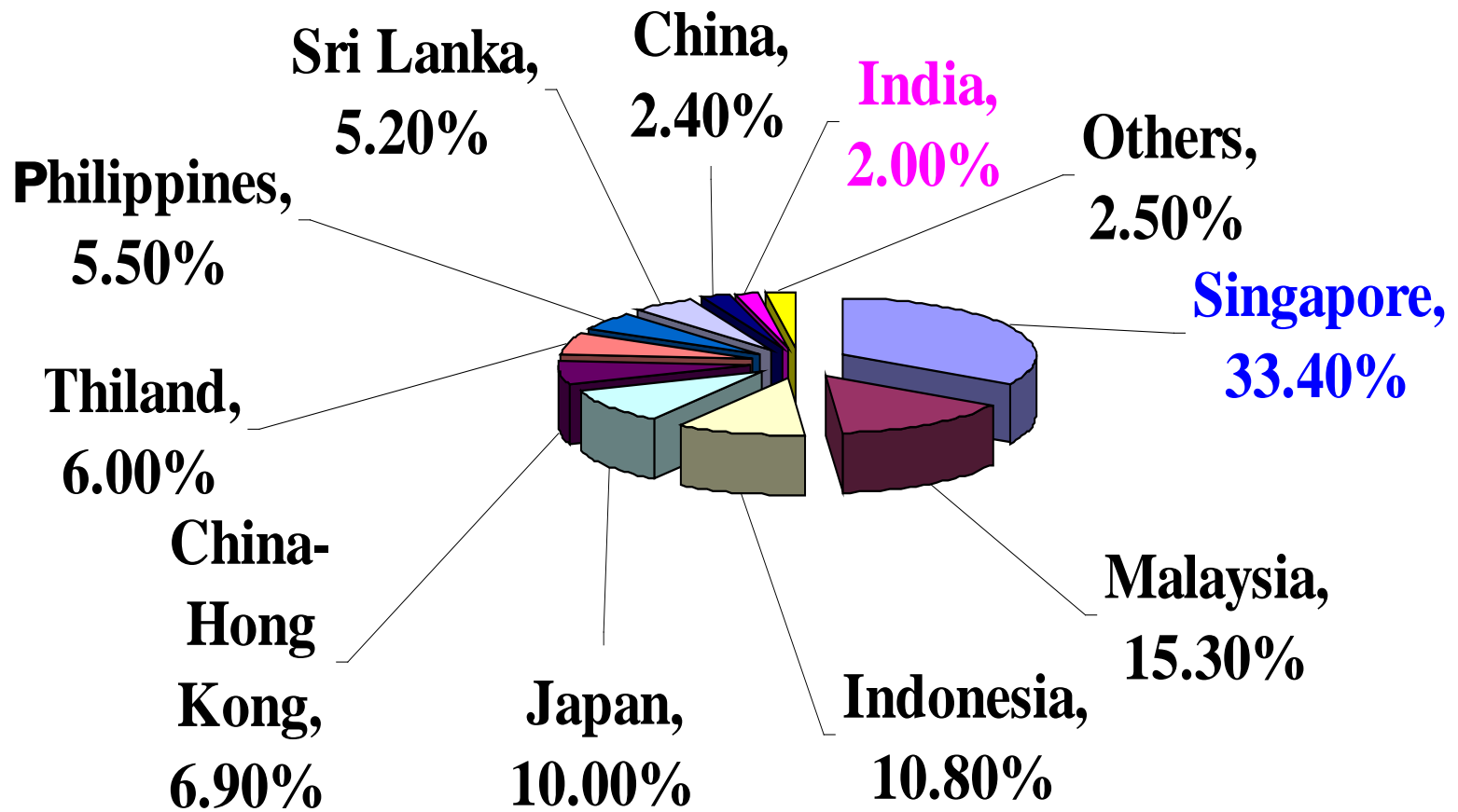
ICAR-CIFE, Mumbai

Status of Ornamental fish business

- Ornamental fish sector is a lucrative and emerging business in aquaculture industry
- Popular hobby in the world
- Entire industry, including accessories and fish feed is estimated to be worth US \$ 16 billion MPEDA (2014)
- Largest importer of ornamental fish:
USA, Europe and Japan.
- More than 60% of exports come from Asia



Ornamental Fish Trade - Asia



India's situation in ornamental fish production

- 60% ornamental fish are caught from wild sources
- Export of ornamental fish is Rs. 55 million MPEDA (2014)
- Domestic trade grows 20% annually
- Household aquarium keeping is 0.04%
- In USA and Europe it is 15 -20 %
- Maharashtra: 8% of ornamental fish export from Mumbai
Ranks second in trade from India
- Fish supply: West Bengal, Tamilnadu and imports from South East Asian countries
- Maharashtra: 310 breeding and rearing units mainly in Konkan and Western Maharashtra

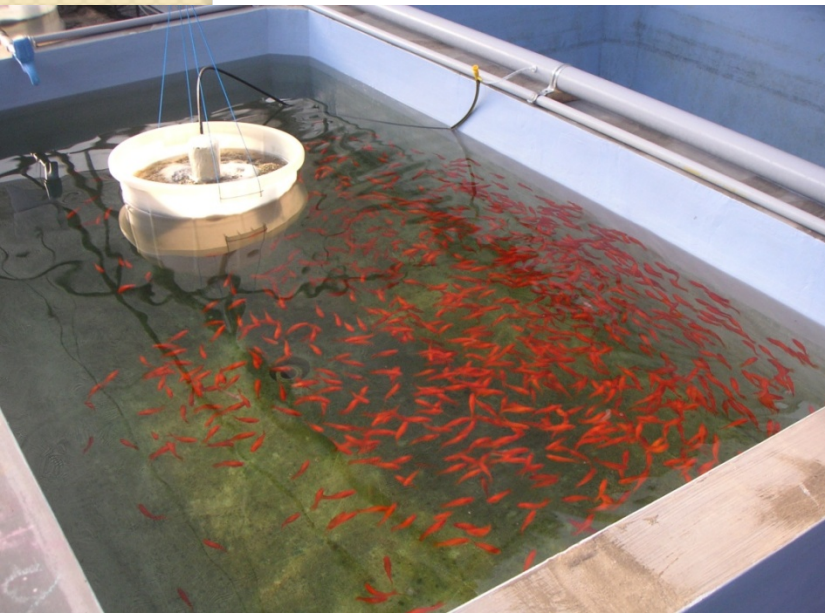
MPEDA – Rainbow Revolution Assistance Scheme

Specification	Group targeted	Maximum Subsidy (Rs.)	Capital investment (Rs.)	Annual production (Number)
Grade-I	Small scale (cluster with min. 5 individual beneficiaries)	75,000/- per beneficiary	1,50,000	50,000
Grade-II	Medium scale (Individuals)	2 lakh/- per unit	4,00,000	2,00,000
Grade-III	Large scale (Individuals)	7.5 lakh/- per unit	15,00,000	5,00,000

Productions units in Maharashtra



More than 300 ornamental fish production units



Research questions ?

- Both men and women are involved in the ornamental fish business
- Are the needs of men and women different or same?
- What are these needs?
- What are the different Practical and Strategic Gender Needs?

Objectives of the study

- To study the profile of ornamental fish producers
- Gender needs assessment of ornamental fish producers

Profile of Ornamental Fish Producers

- **Gender**
- **Age**
- **Religion**
- **Family size**
- **Family type**
- **Education**
- **Occupation**
- **Experience**
- **Social participation**
- **Reason of establishment**
- **Source of motivation**
- **Income**
- **Type and operation of business**
- **Source of finance**

Gender specific need assessment

Moser Framework (1993)

- **Practical Gender Needs (PGN)**
 - **Strategic Gender Needs (SGN)**
-
- **Practical fishery needs**
 - **Strategic fishery needs**

Practical Gender Needs

- PGNs are a response to immediate perceived necessity, identified within a specific context
- PGNs are practical in nature and often stem from inadequacies in living conditions such as water provision, healthcare and employment

Strategic Gender Needs

- SGNs represent what women or men require in order to improve their position or status in regard to each other.
- SGNs include rights to land, inheritance, credit and financial services; increasing participation of women in decision-making; creating equal opportunities to employment and improving social systems.

Indicators

Practical Gender Needs

- Education, Health care, Income, Basic needs, Transportation, Market facility, Security

Strategic Gender Needs

- Control of resources, Access to credit, House ownership, Status in society, Status in Household, Leadership

Practical Fishery Needs

- Seed availability, Feed availability, Equipment, Market facility, Ornamental fish unit, Infrastructure, Breeding and rearing unit infrastructure

Strategic Fishery Needs

- Lack of training, Lack of expert advice, Business expansion, Market expansion, Information of domestic and export market, Meetings

Tools:

- **Interview schedule**

- **Scale**

3 point scale

Not important (0)

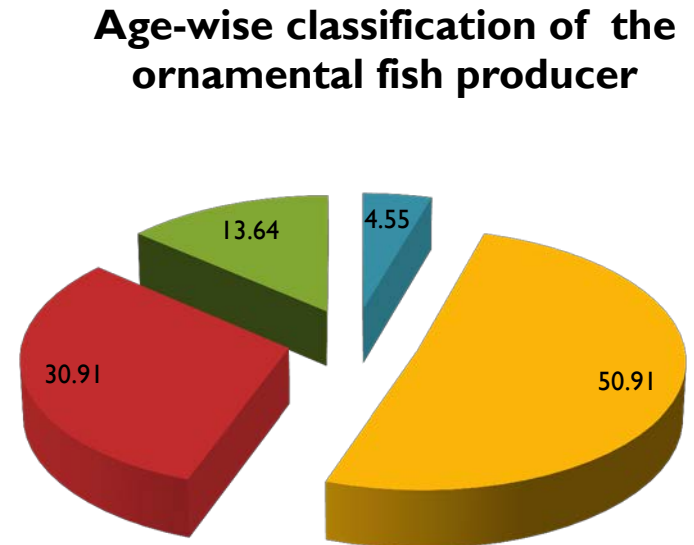
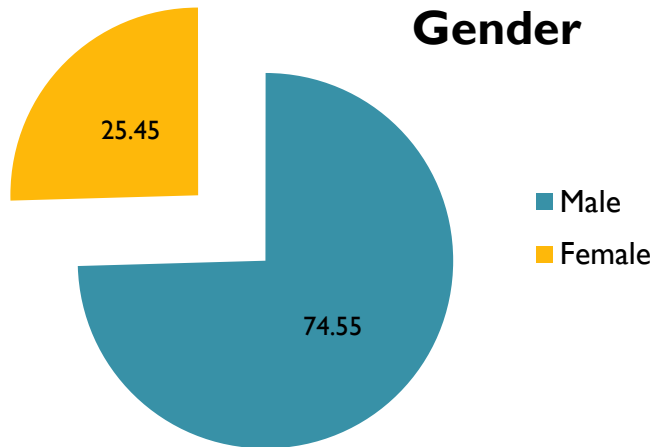
Very important (2)



- **PGN and SGN were scored**
- **Normalization was done and rescaled to 0-1 scale.**

Profile of ornamental fish producers

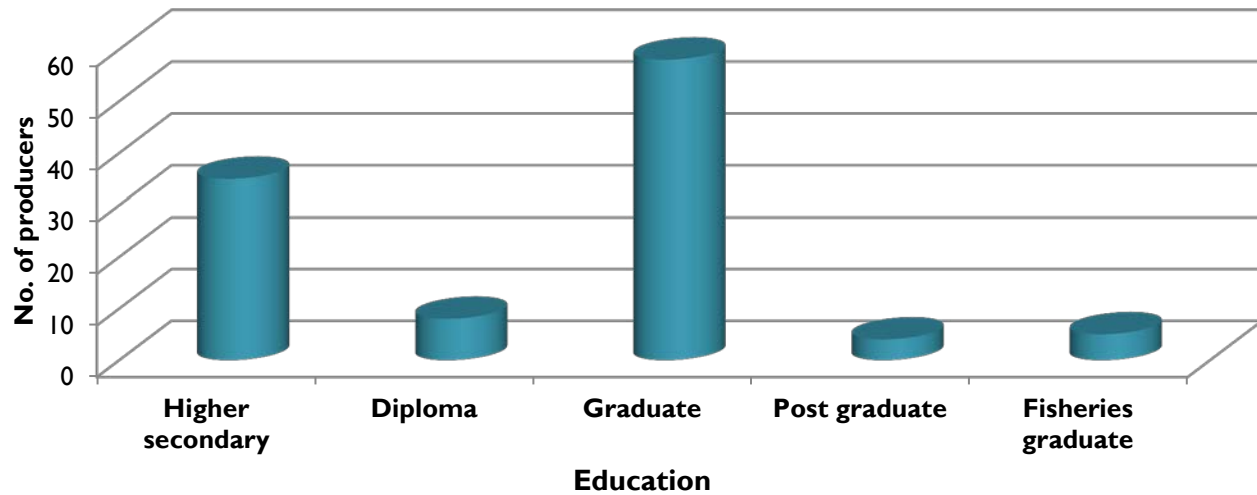
Personal Information :



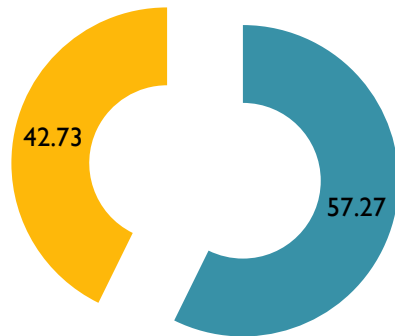
■ 21-30 ■ 31-40 ■ 41-50 ■ 51-60

Personal Information :

Educational status of ornamental fish producers

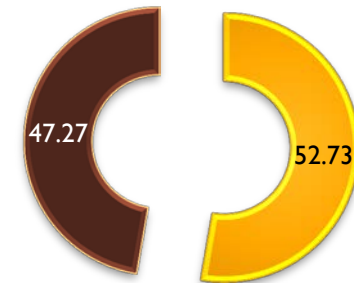


Family type



■ Joint ■ Nuclear

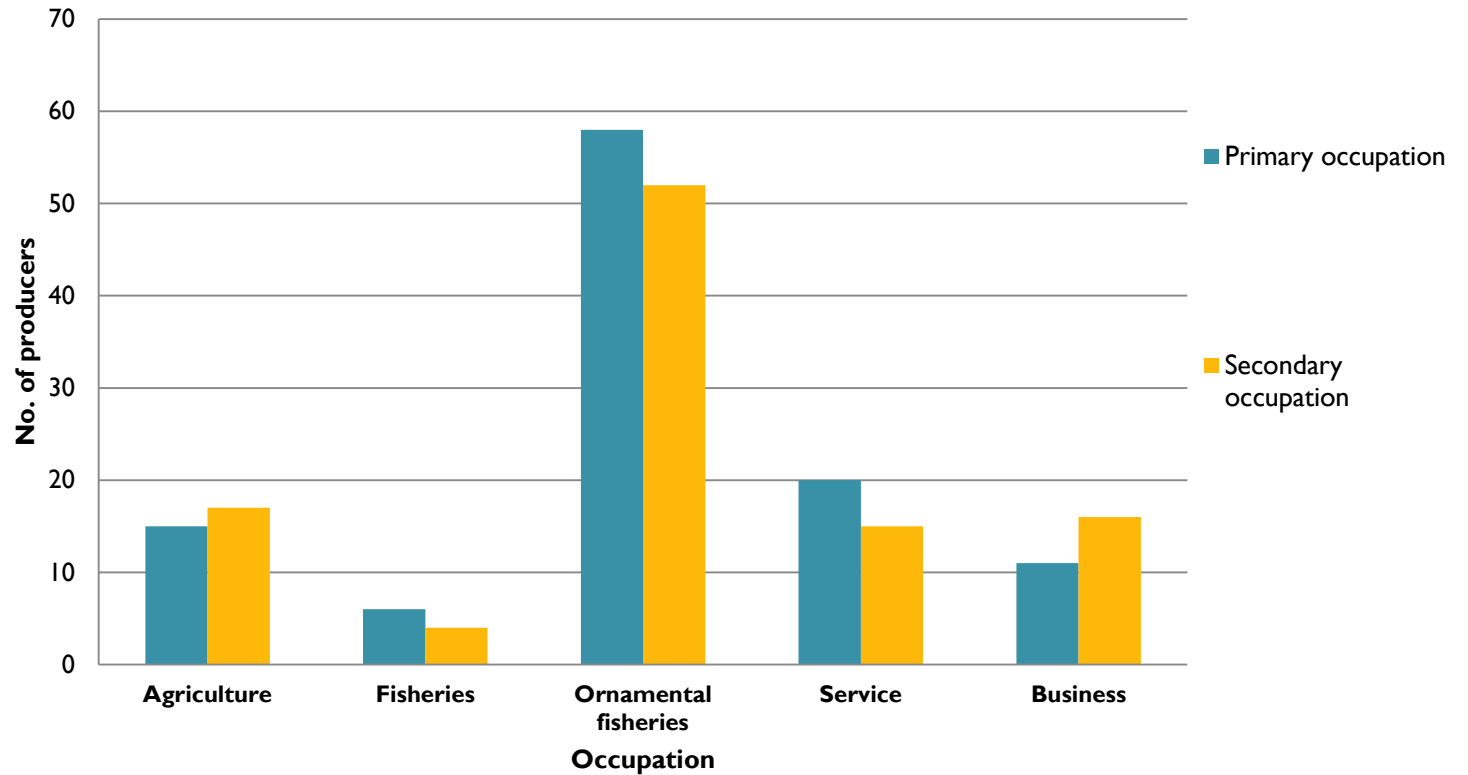
Family size



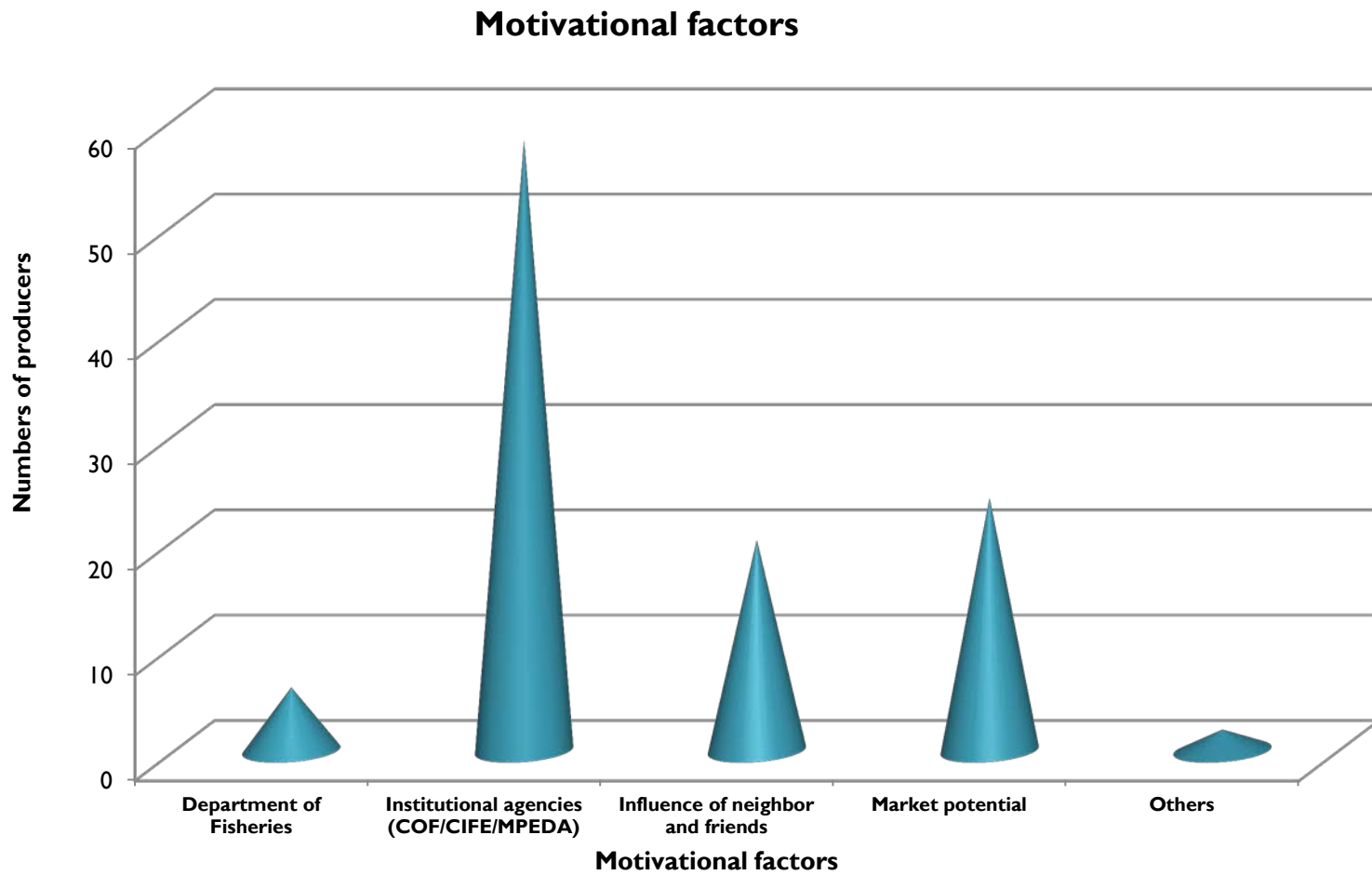
■ < 4 members ■ > 4 members

Personal Information :

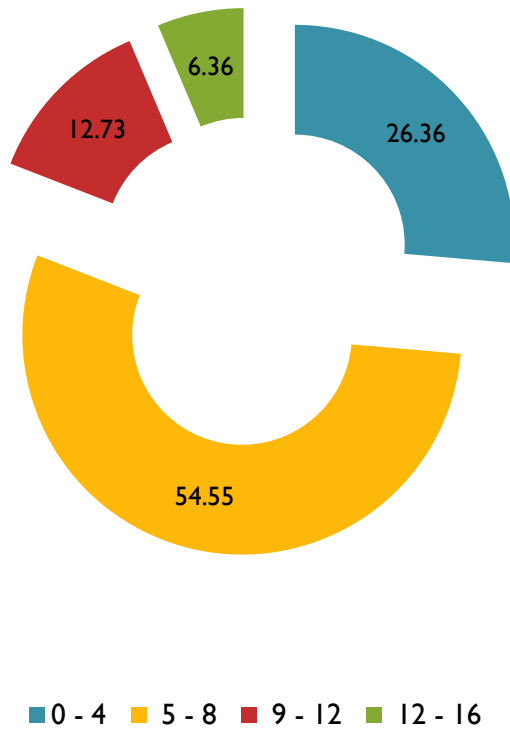
Occupational status of ornamental fish producers



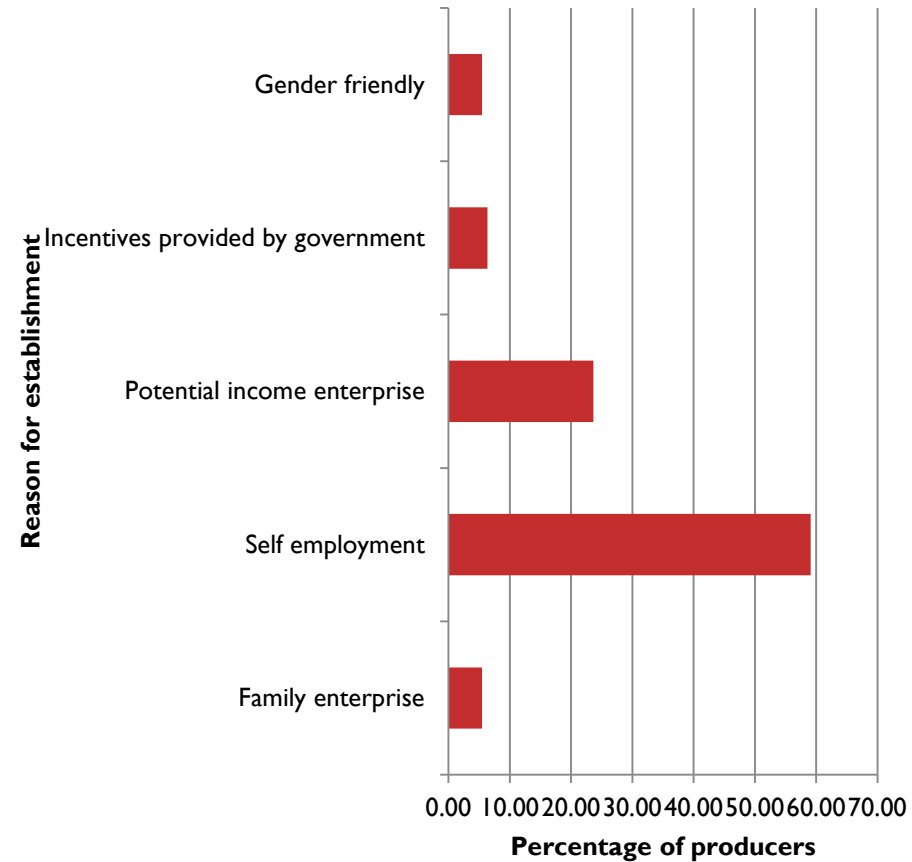
Motivational factors



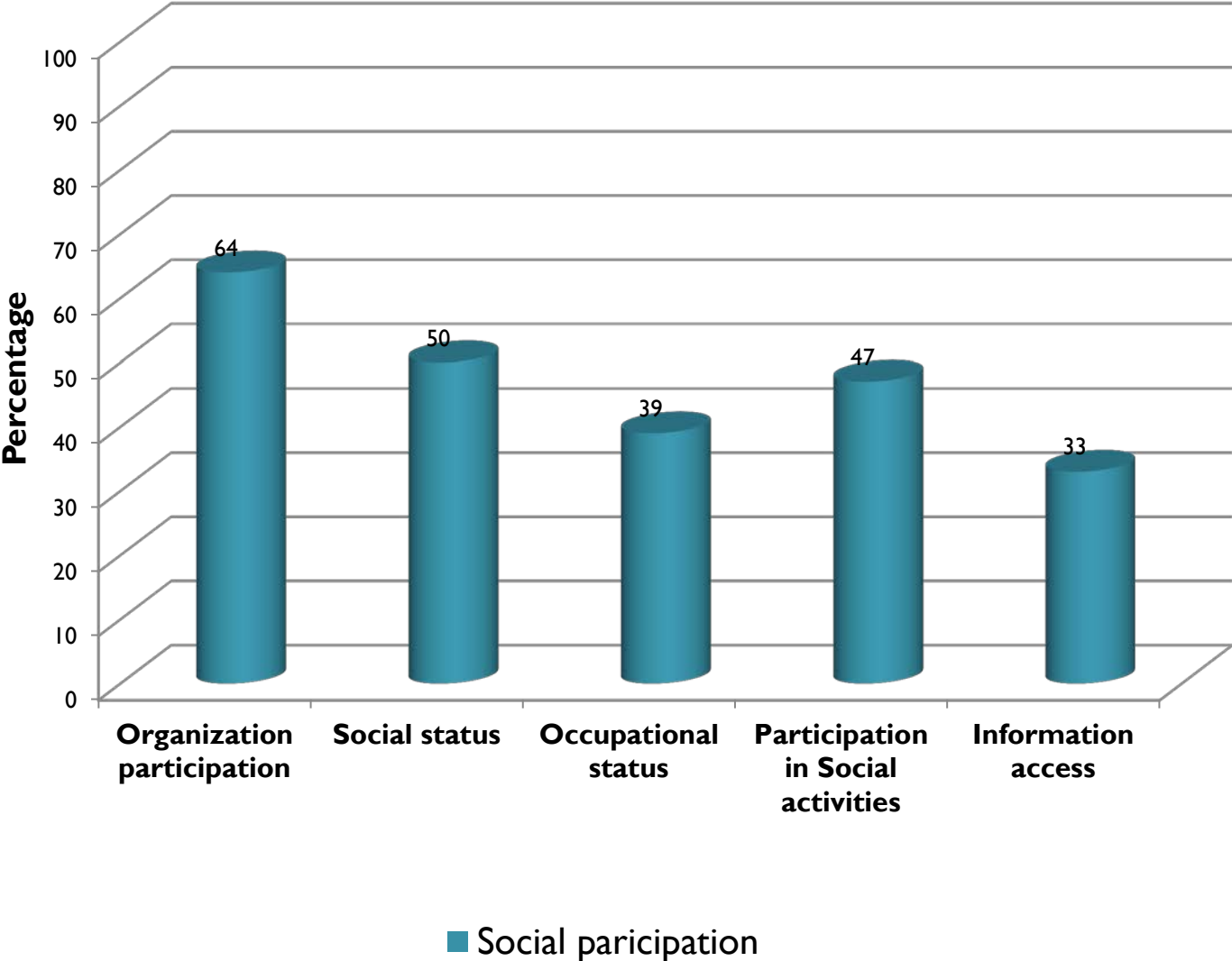
Experience of ornamental fish producers



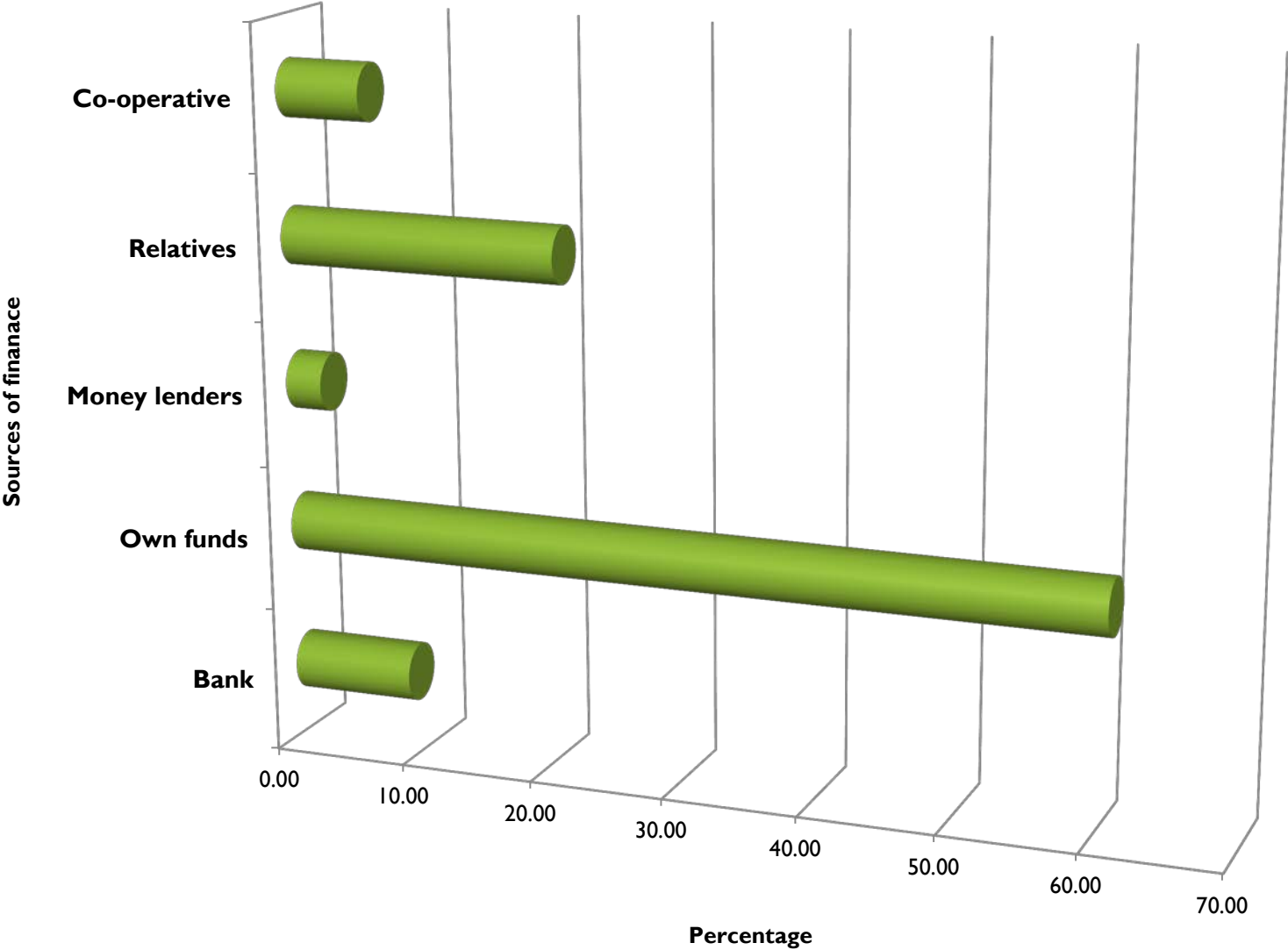
Reasons for establishment of ornamental fish units



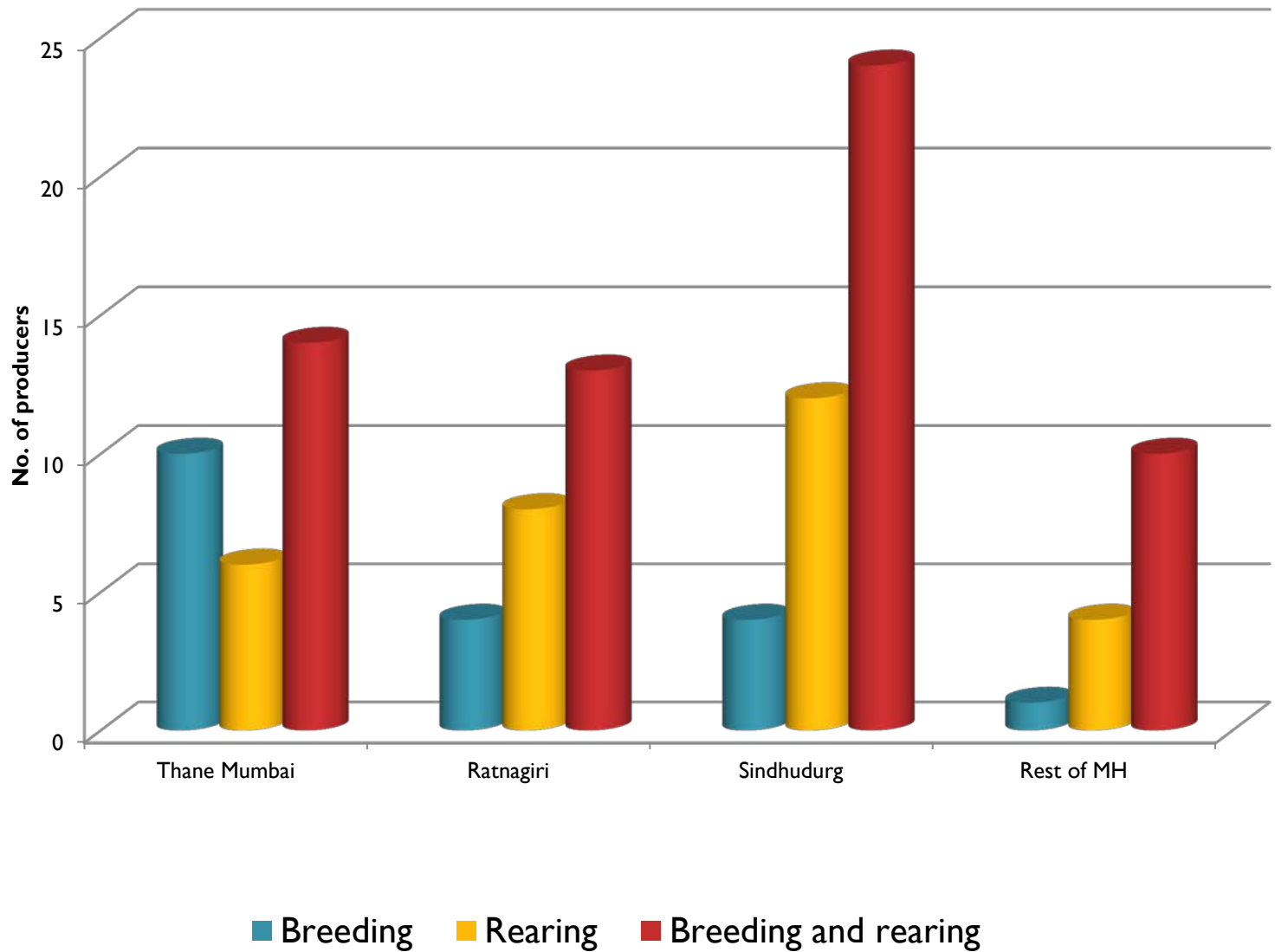
Social Participation:



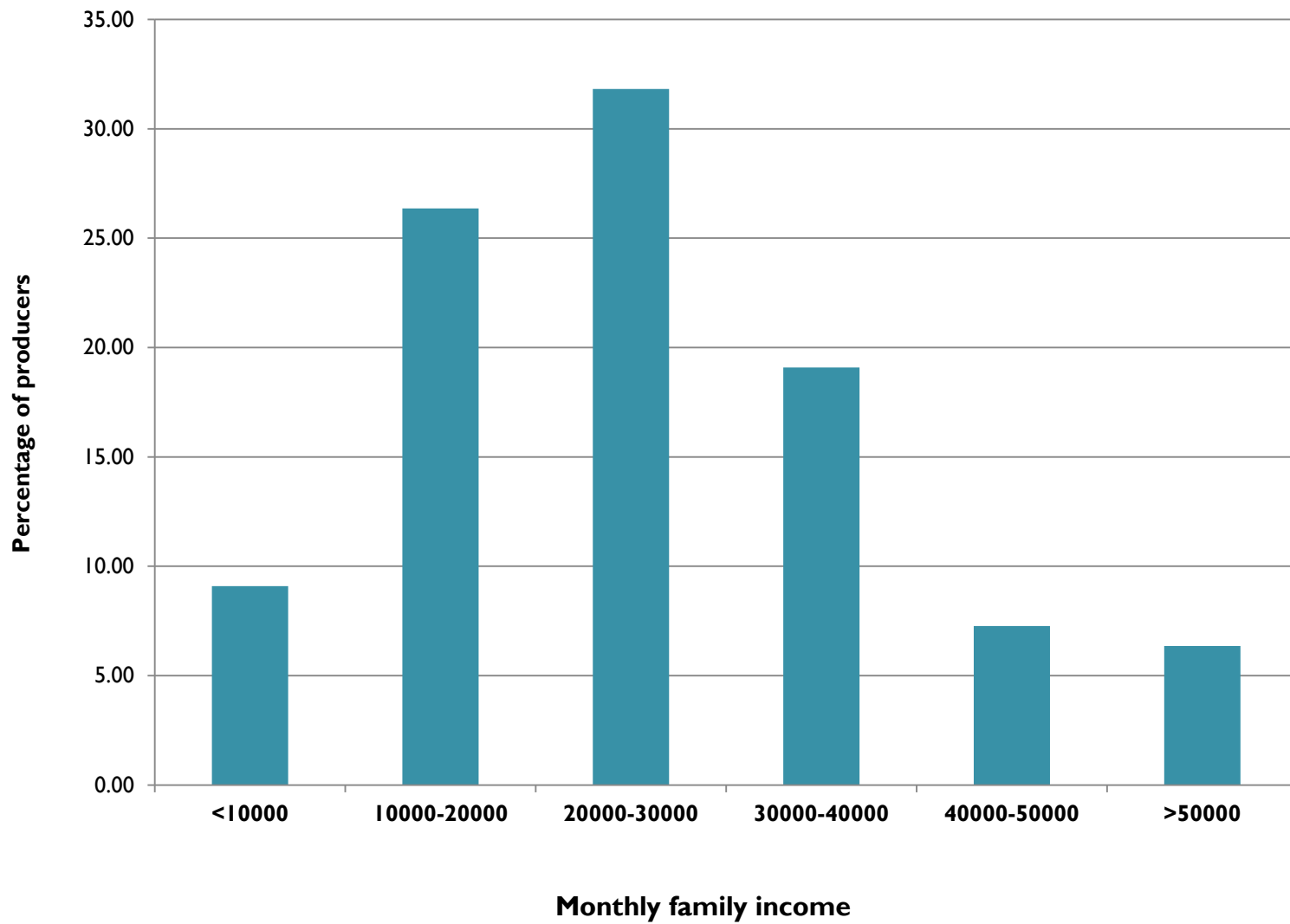
Source of finance:



Production activity

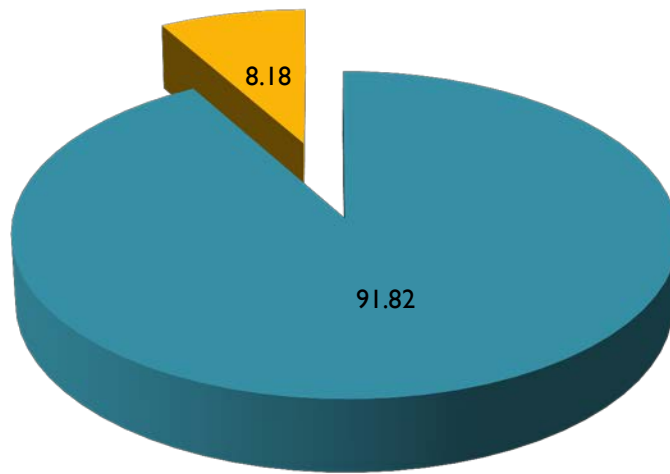


Monthly income



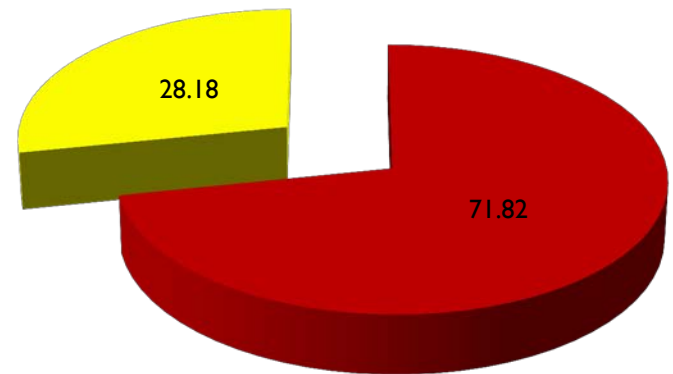
Types and operation

Types of business



■ Individual ■ Partnership

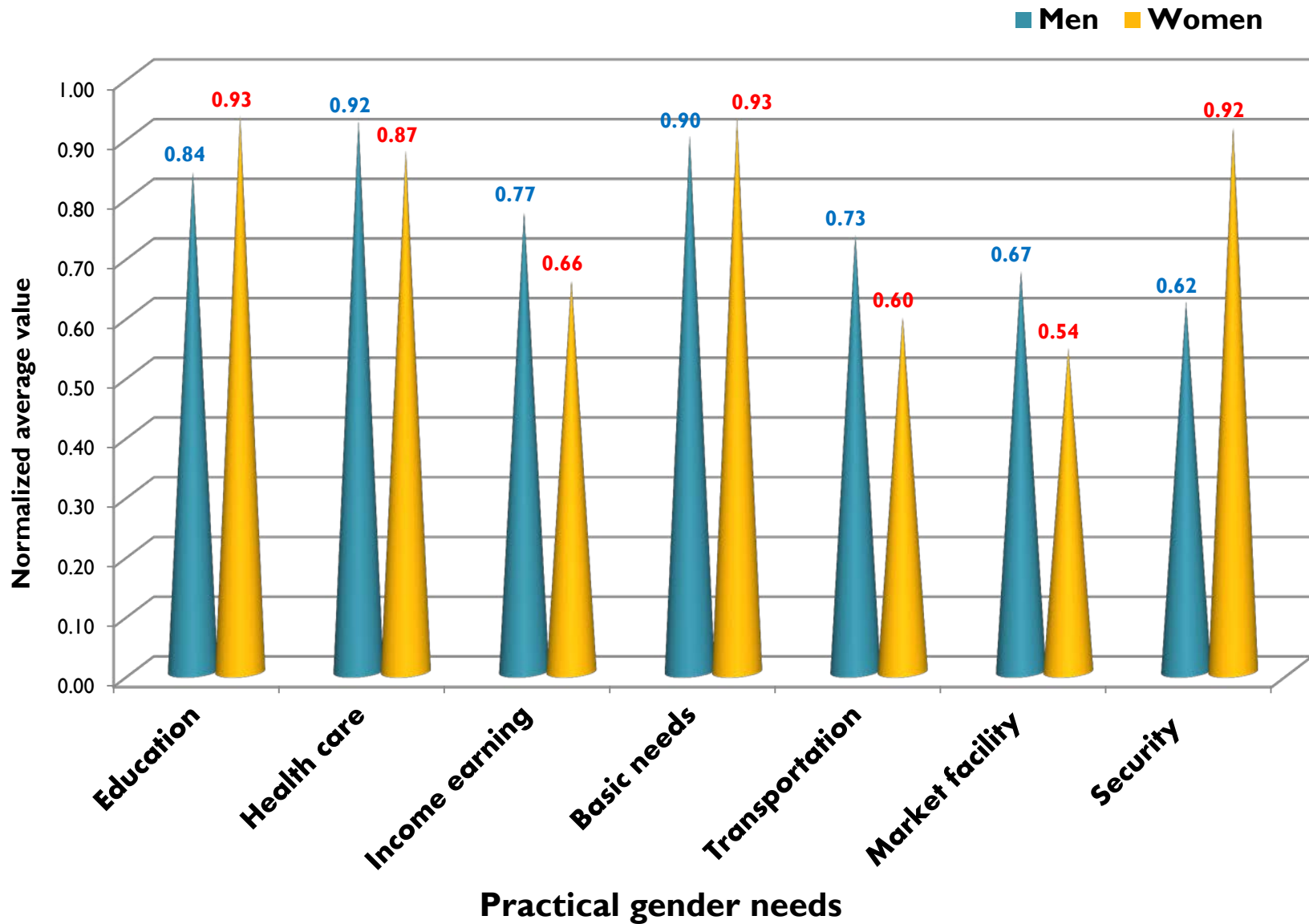
Operation of business



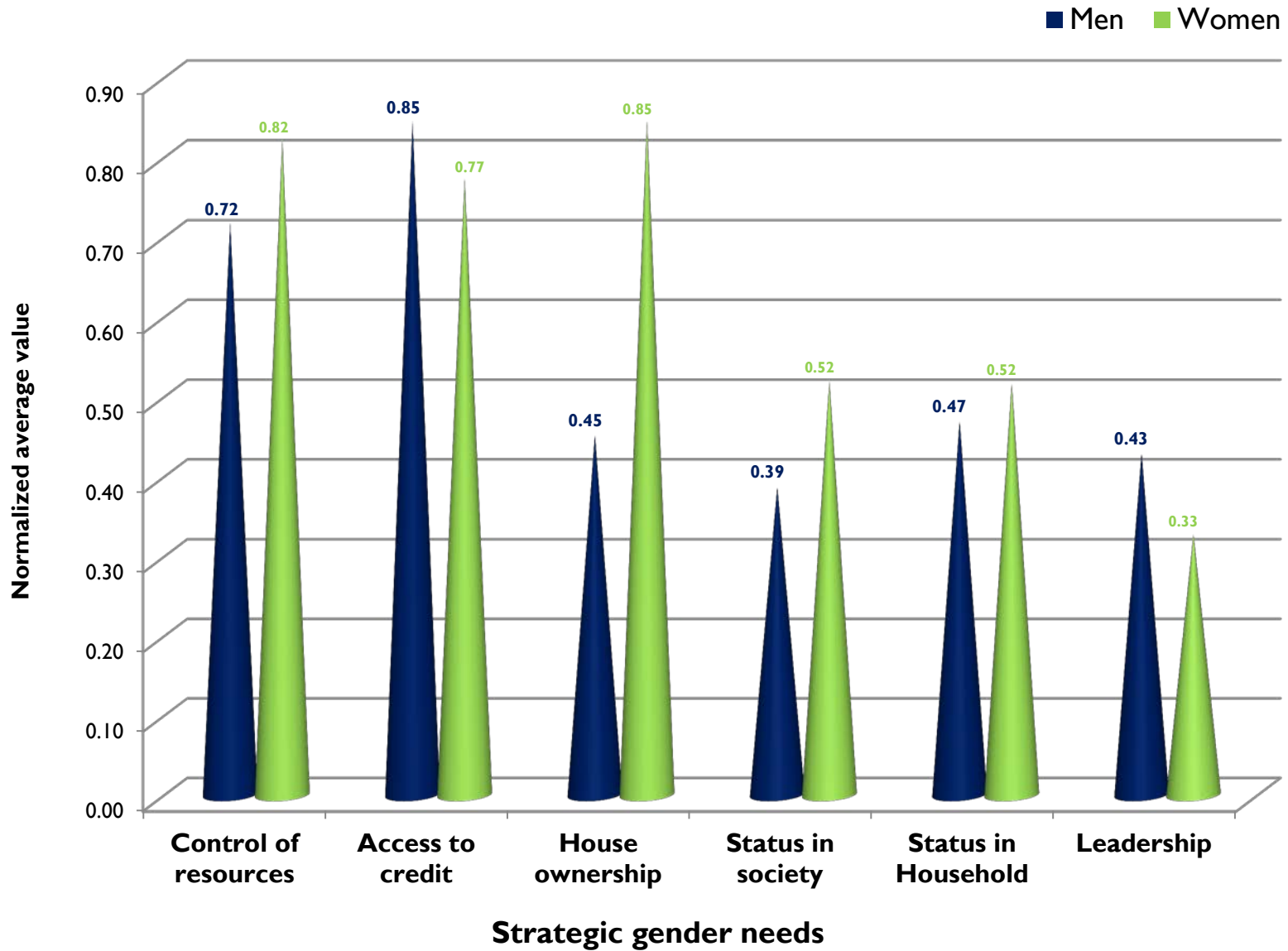
■ Full-time ■ Part-time

GENDER NEEDS ASSESSMENT

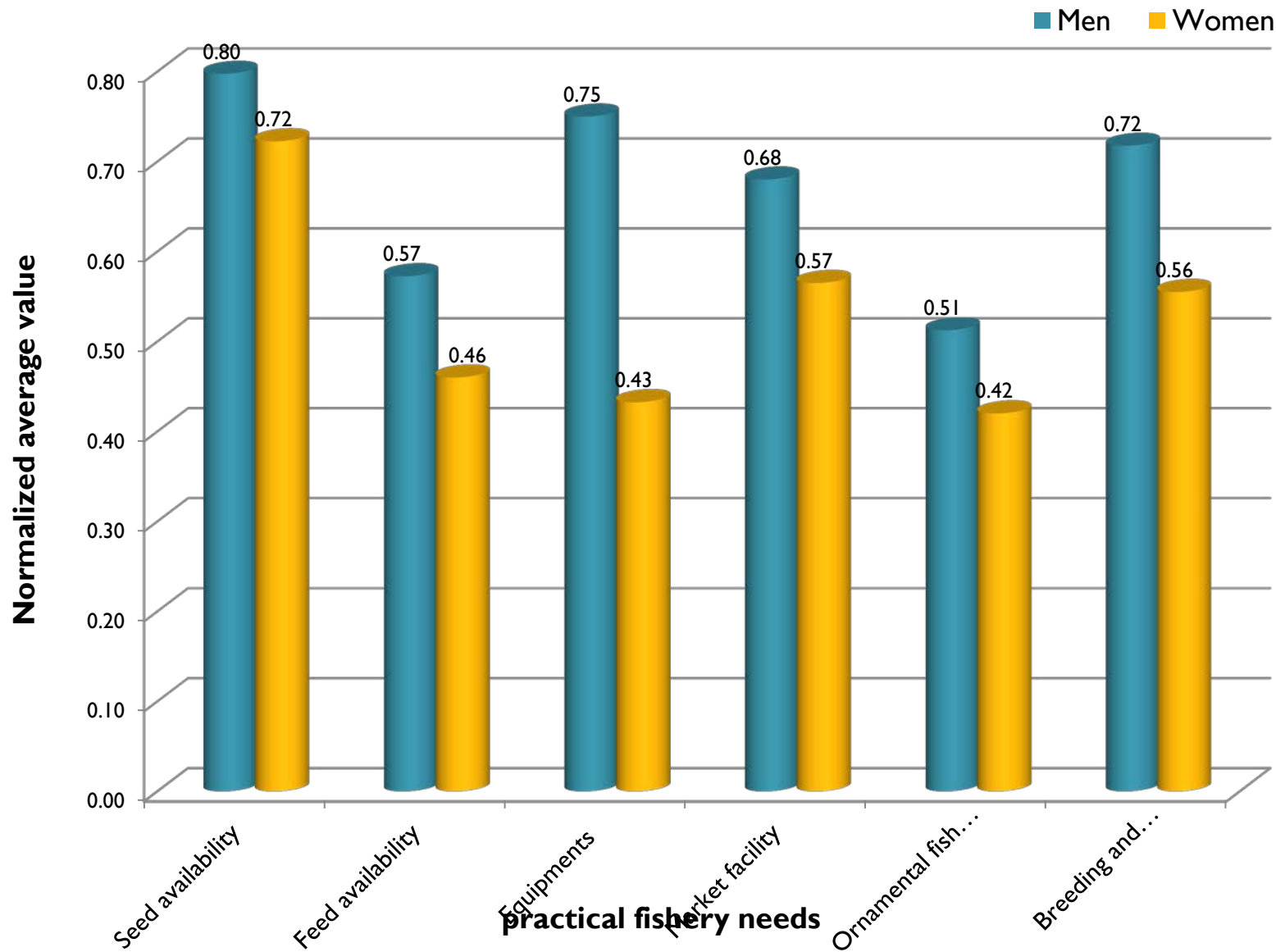
Practical Gender Needs



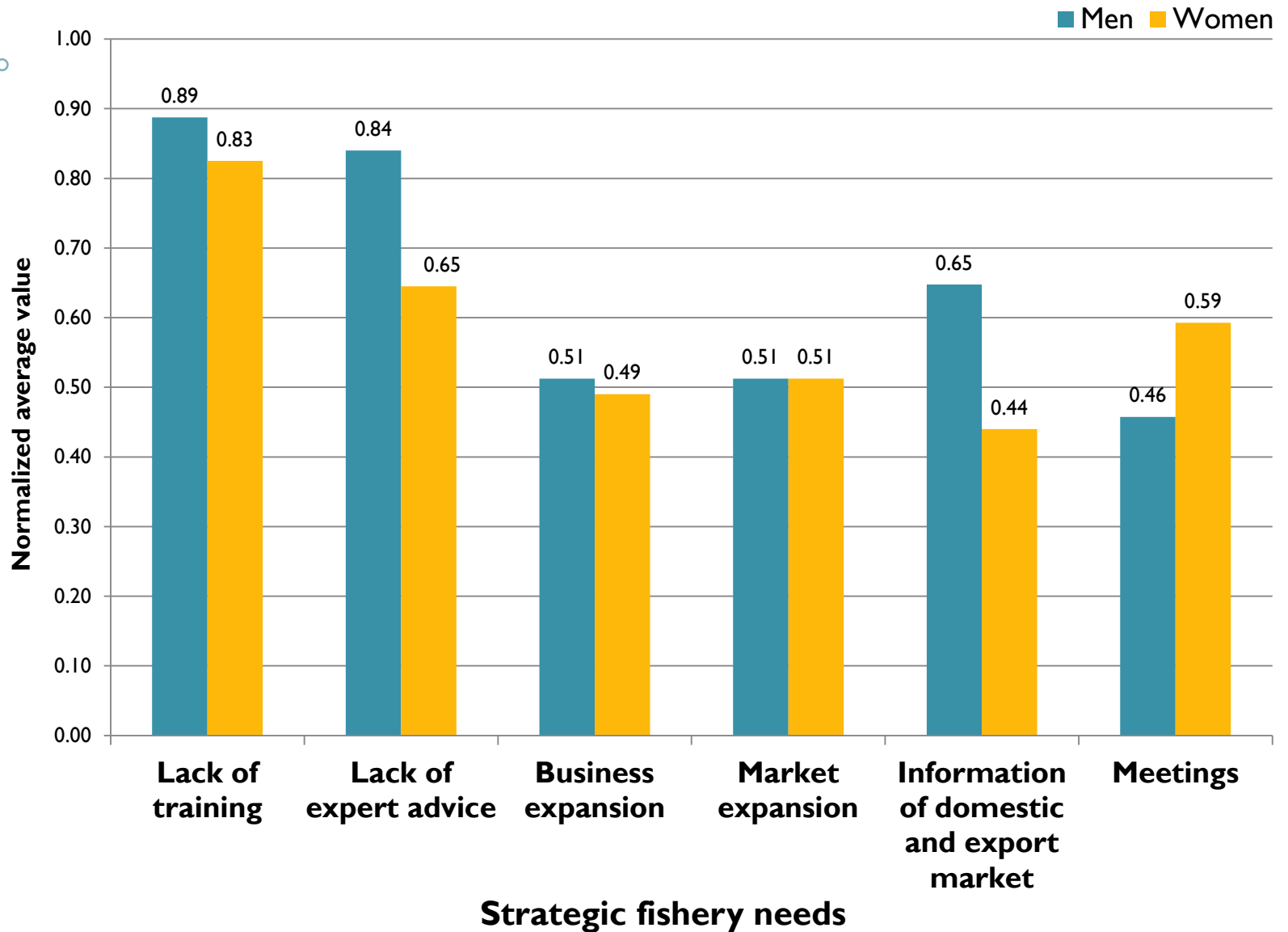
Strategic Gender Needs



Practical fishery needs



Strategic Fishery Needs



Conclusion

- **Income earning and education were the most important practical gender needs**
- **House and control over resources was most important strategic basic need for women**
- **Access to credit was most important strategic basic need for men**
- **Seed availability is most important practical fishery need**
- **Lack of training was the most important strategic fishery need for both men and women**

Suggestions

- **Access to credit from financial institutions needs to be strengthened**
- **Setting up breeding and rearing units on a co-operative basis or through women SHGs**
- **Training in breeding, feeding management, disease management and marketing**
- **Diversification of ornamental fish production of generating higher income**

Women producers in Maharashtra



Thank you !

