

8th

Global Symposium on Gender in Aquaculture and Fisheries from 21-23 November, 2022, Kochi



‘Overcoming the entrepreneurial fear of failure: a case study of empowerment of transgender through fishery-based intervention’

Reshma Gills*, Vipinkumar V.P., Ramachandran C. and Anuja A.R.



ICAR- Central Marine Fisheries Research Institute



*Dr. Reshma Gills, Scientist,
ICAR-CMFRI, Kochi, Kerala

Introduction



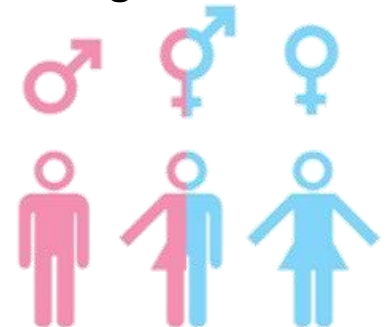
- ✓ **Women comprise 15% of the workforce involved in harvesting and fill 90% of the jobs in fish processing** (Siles et al., 2019)
- ✓ **Since women represent a significant part of the fisheries workforce, the sector represents a high-impact opportunity for women's economic and social empowerment** (Matthews et al., 2012)
- ✓ **Evidence shows that interventions to improve women's entrepreneurial and negotiating skills have strengthened women's livelihoods through increased income and agency, as well as better social and health outcomes** (FAO, 2013; FAO, 2016b)



Introduction



- ✓ **Entrepreneurial aspects of the transgenders and other LGBTQ+ populations in fisheries are least explored and studied**
- ✓ **Though an element of calculated risk is always associated with entrepreneurial activities in general, the main challenges and restrictions faced by transgender people may differ in their severity from those faced by cis-gender people.**
- ✓ **In general, the limited societal acceptance that transgender people experience worsens the paranoid thinking that goes along with the gender dysphoria they experience**



Entrepreneurial fear of failure



- ✓ **Even though entrepreneurship is regarded as a livelihood-supporting activity, transgender people experience a higher level of entrepreneurial fear of failure due to barriers like**
 - ✓ **gender-based discrimination**
 - ✓ **lack of resources**
 - ✓ **challenges with marketing**
 - ✓ **social isolation even for the products they produce, etc.**
- ✓ **Providing entrepreneurial capacity-building training and enhancing resource accessibility through input provision are some of the beginning steps in addressing this issue**

LGBTQ+



This presentation describes the gender empowerment action research done by the gender research team at ICAR- CMFRI Kochi, which helped Mr.&Mrs. Hrithik, a transgender couple from Aluva, Kerala, to overcome the fear of starting a fishery based business and how they succeeded

Aspects included in this presentation

- **Genesis of *Inclusive Perspective of Gender Mainstreaming project***
- **Difficulties faced during the project initiation period**
- **Approaches followed to reach the LGBTQ community by overcoming the difficulties**
- **Case analysis of the action research done**





ICAR-CMFRI, is one of the largest fishery research institute in the world and has made many strides in the gender empowerment actions among fisher communities through dedicated works of the social scientists

Till 2019 we were more concentrating on these aspects through our institute gender projects

- Impact assessment of SHGs in Gender mainstreaming in fisheries and allied sectors
- Developing the Scalable Business Plans of selected Micro Enterprises of SHGs
- Assessing the extent of empowerment of SHGs through appropriate indices of measurement
- Imparting the Entrepreneurial Capacity Building Training (ECB) through appropriate HRD interventions
- Documentation of the success cases & failure cases of ECB of SHGs to plan the future action plans





Later during 2020 we tried to rescale our gender research orientation and tried to answer the question

“How can we plan strategies for providing sensitization workshops and Entrepreneurial Capacity Building training programmes for the marginalized LGBTQ / transgender community with suitable fishery-based micro-enterprises?”

Hence a new project titled *An Inclusive Perspective of Gender Mainstreaming in Indian fisheries sector* was initiated for a period of 2020-2023



Difficulties faced to reach to the LGBTQ



Communicating with and understanding the transgender person was a tricky task for us the cisgender research community

Because we lack a first-hand account of the transgender experience

Difficulty to find out an entry point in this area

As LGBTQ community people in the fisheries sector / interested in the fishery based interventions were not willing to reveal their real interest

Gaining the trust and confidence of the people in the community

As they are suspicious about the interventions due to previous experience of marginalization

Managing the conflicts, dislikes etc.

Due to the various dynamics happening in and between the different community groups

Approaches to reach to the LGBTQ



Action research mode

Step 1

Molding of the researcher group and explored the possibilities for input provisioning options if needed

Step 2

Contacted different organisations various community based Organisation (CBO) like Queerala to make an entry point

Step 3

Interacted with the identified persons representing various communities and done the pilot studies

Step 4

Identified interested and potential candidates and conducted customized training programmes on various entrepreneurial interventions

Case analysis



Hrithik & Thripathi

Address

Chemmercial
House Road,
UC College, Aluva,
Ernakulam-
683102, Kerala,
India



08921616800
0830196288



mhrithik36@gmail.com



<https://youtube.com/channel/UCWjuyVF2oGabbveZi6Zlh57Q>

Hrithik M

Education

A BBA graduate
Women's college in
Kollam

Native place

Chirayinkil,
Thiruvananthapuram

Gender

In 2017 Hrithik had
undergone sex
reassignment surgery

Experience

Hrithik worked as a
freelance content
writer & News
reader but found it
hard to manage
with the income he
earned

Thripathi Shetty

Education

8th standard

Native place

Manjeshwaram
Kasaragod

Gender

In 2012 Thripathi,
underwent sex
change surgery

Experience

Thripathi specializes in
jewellery making and
registered under the
Handicrafts Development
Corporation of the Kerala
government. But
pandemic changed her life
too!!

Married on 10th June 2019

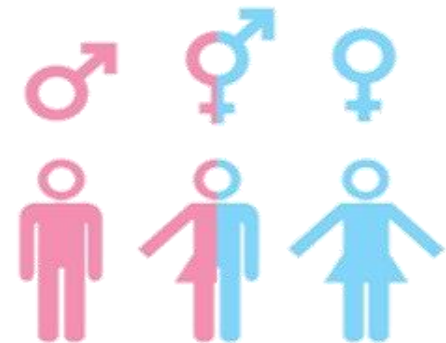
Entrepreneurial Fear of failure



Entrepreneurial Fear of failure

Rank

Finance related	I don't have seed fund to start a business	1
	I don't have financial support to sustain the business once it started	11
Venture related	I am not confident about the market potential of the venture	15
	Fear of non-acceptability of the product they prepare	3
	I will not be able to withstand the market competition as many players are there	12
Community related	Fear of marketing difficulties	4
	I have social isolation experiences	2
	Fear of gender marginalization	5
Techno related	Socially disorganized and non-supportive community which I belong	8
	If I am doing the business, I will lose my identity in the community	10
	I don't have knowledge about government support schemes	6
Personal related	I am fearful that experts have reluctance in skilling me due to my gender identity	9
	I have not received any training in this area	14
	Physical and health problems	13
	I don't have confidence in my skill for doing the business	16
	I am not educated enough to handle the financial details	7
	I will not get support from my family	17



Preference ranking done for the enterprises



Fishery based entrepreneurial activity	Preference Ranking
Cage farming	XVII
Mussel culture	XV
Oyster culture	XVI
Ornamental fish culture	I
Pearl spot culture	XII
Pearl spot seed production	XIII
Bivalve collection	XI
Ready to Eat Fish Products	V
Ready to Cook Fish Products	VI
Aquaponics	II
Fish drying	IV
Fish Cold Storage	VIII
Fish Pickling	III
Fish vending	VII
Fish Amin/ fertilizer	X
Fish feed production	IX



SWOT analysis



Strength

- Positive attitude expressed
- Favourable environmental conditions
- Geographical location and connectivity
- Partially skilled
- Resources availability for expansion
- Good support of the family member

Opportunity

- It can be expanded in volume
- Breeding of indigenous fish species
- Market potentials in the cities
- Can strengthen the community

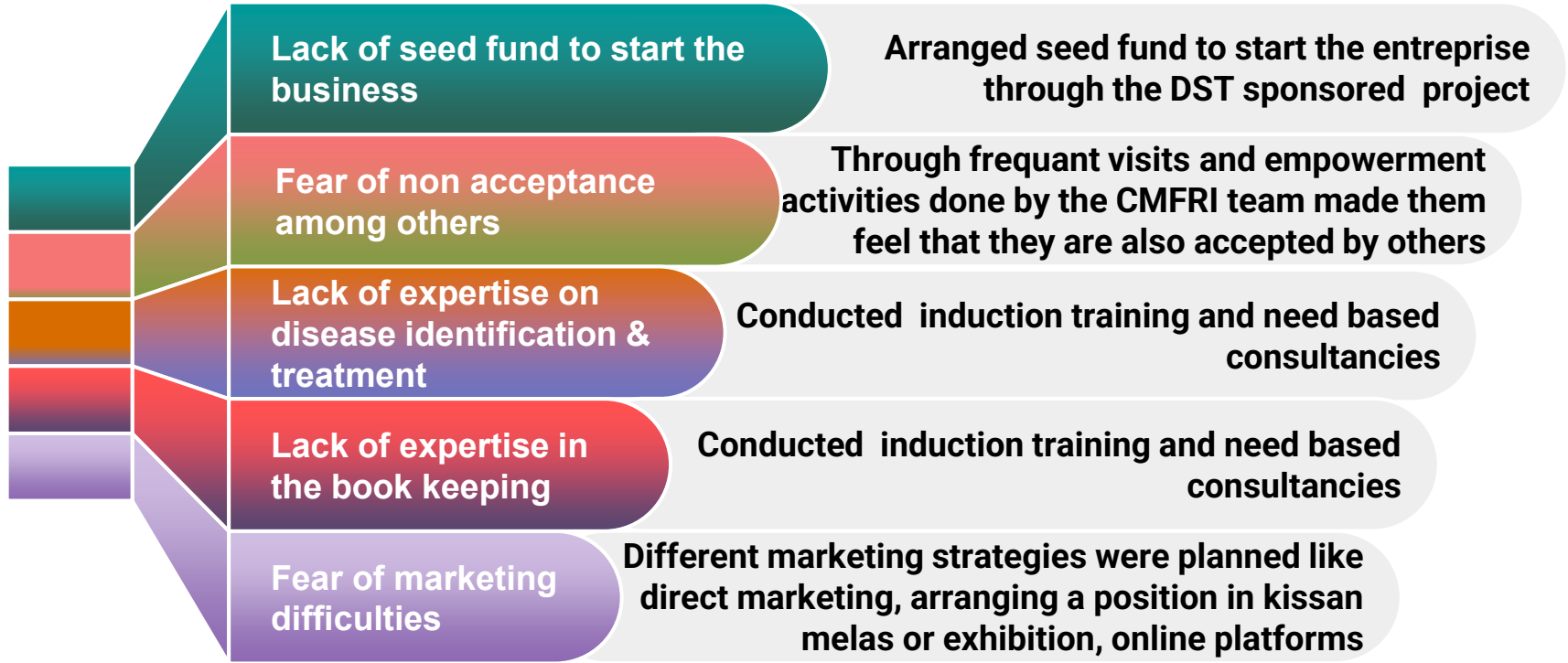
Weakness

- Lack of seed fund to start the business
- Fear of non acceptance for the product
- Lack of expertise on disease identification & treatment
- Lack of expertise in the book keeping
- Fear of marketing difficulties

Threat

- Lack of transgender community support
- Market competition
- Lack of proper technology transfer
- Risk of frequent residence shift (lack of own house)

Strategies followed to overcoming the weakness



Business plan



Fixed Expenditure

- Customized Business plan was prepared
- Plan was tailored for the Shed with roof and walls (125 sq. M)
- The existing infrastructure at the roof top of their residence was used for the purpose

Particulars	Units	Unit Price	Price
Breeding section			
Cement tanks with 1000L capacity	1	3200	3200
Aquarium tanks with 150 L capacity	5	2750	13750
Rearing units			
Cement tanks with 5000 L capacity	1	12000	12000
Aquarium tanks with 150 L capacity	5	2750	13750
Electrification and its components	1	6000	6000
Water supply and plumbing	1	6000	6000
Hand nets	1	570	570
Filtration units for Aquarium tanks	10	1250	12500
Air blower /Air Pump	10	465	4650
Water pump/ Motor (I HP)	1	5000	5000
Heater	15	300	4500
Lab instruments	1	5000	5000
Glass wares	1	3000	3000
Furniture	1	3500	3500
Total fixed cost			93420

Business plan



Variable Expenditure and Returns

Particulars	1st year			2nd year			3rd year		
	Units	Unit Price	Price	Units	Unit Price	Price	Units	Unit Price	Price
Brooder stock (1 lot per Year)	1	7000	7000	1	8000	8000	1	8000	8000
Fish feed (kg)	110	40	4400	110	75	8250	110	75	8250
Medicines and pest management	1	1000	1000	1	2000	2000	1	2000	2000
Electricity charges (per year)	12	1200	14400	12	1200	14400	12	1200	14400
Fuel charges (per year)	12	800	9600	12	800	9600	12	800	9600
Labour charges (man days)	480	200	96000	480	200	96000	480	200	96000
Transportation (per year)	12	800	9600	12	800	9600	12	800	9600
Packing (per year)	12	1000	12000	12	1000	12000	12	1000	12000
Miscellaneous (per year)	1	1200	1200	1	1200	1200	1	1200	1200
Total Variable cost	0		155200			161050			161050
Interest on fixed cost (10% /annum)	0.1	93420	9342	0.1	93420	9342	0.1	93420	9342
Depreciation (10% /annum)	0.1	93420	9342	0.1	93420	9342	0.1	93420	9342
Total Annual Operating Cost (Rs.)	0		173884			179734			179734
Gross Return (Selling of fries)	12500	12	150000	25000	12	300000	25000	12	300000
Net Returns			-23884			120266			120266

Pay Back Period= 1.93 years

Project interventions



Induction Trainings provided



Project interventions



Inputs Provided



Project interventions



Different stages of enterprise development



Project interventions



Marketing strategies followed:

Direct retailing, marketing platforms like India Mart, You tube channels and Facebook market place

A screenshot of the India Mart website for Thripathi Aquatics. The browser address bar shows 'indiamart.com/thripathi-aquatics/'. The page header includes a search bar with 'All India' selected and a 'Get Best Price' button. The main content area features the business name 'Thripathi Aquatics' with a location pin for 'Aluva, Ernakulam, Kerala' and a 1.0/5 star rating. A navigation menu includes 'Home', 'Products & Services', 'About Us', and 'Contact Us'. The 'About Us' section describes the business as a retailer of betta fighter fish. A 'Products & Services' section is partially visible, showing a search for 'Betta Fighter Fish' with a search filter set to 'fighting fish'.

A screenshot of a YouTube video player. The video title is 'Fighter Fish (Betta Fish) Breeding Pair Available...'. The channel name is 'Thripathi Shetty' with 3.54K subscribers. The video has 242 views and was uploaded on 08-Aug-2021. The video player shows a man in a grey t-shirt speaking to the camera. The video progress is at 0:22 / 4:42. The interface includes a search bar, a 'Cinema mode (t)' button, and standard video controls. The Windows taskbar is visible at the bottom.

A proud moment for ICAR-CMFRI too!!!



Recently on 17-11-2022 he has been honoured by Kerala Institute Of Labour And Employment (KILE) for being a motivation for the society as a young transgender entrepreneur



Source: <https://kile.kerala.gov.in/>

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Thank You.....

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