

Gender and Fish Supply Chains

Transforming the Economy through Gender Relations, a Case from Sri Lanka





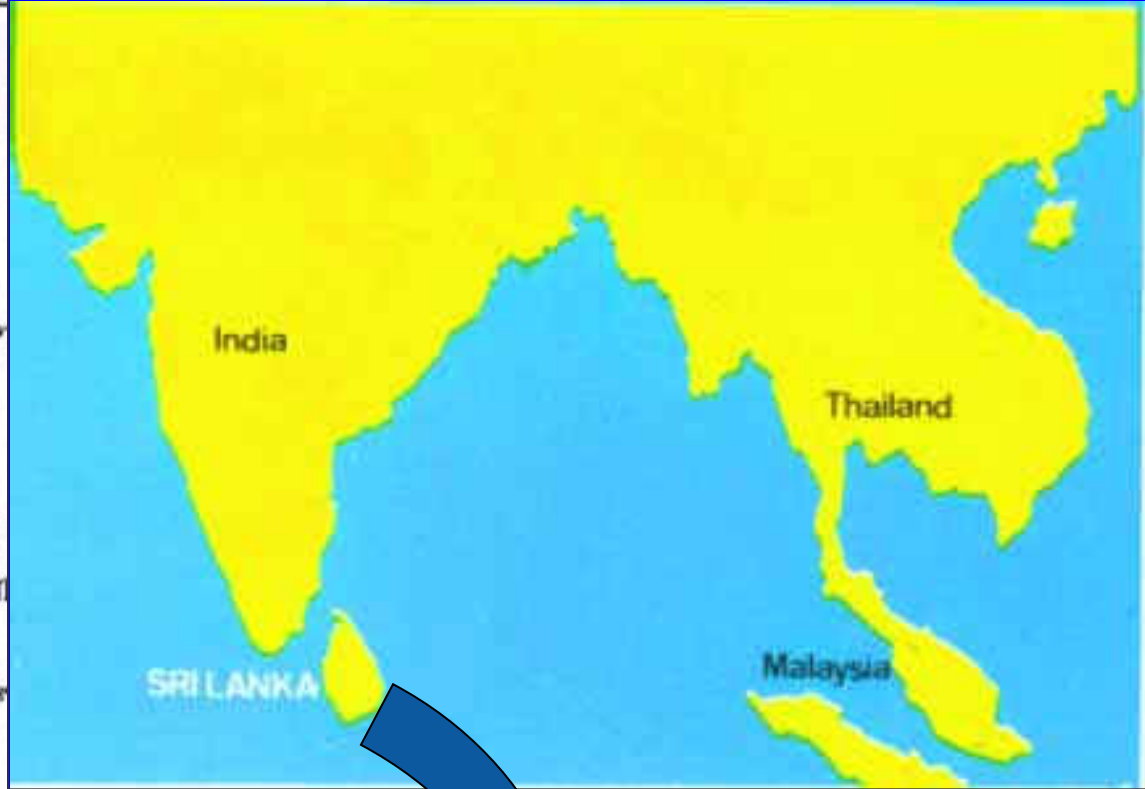
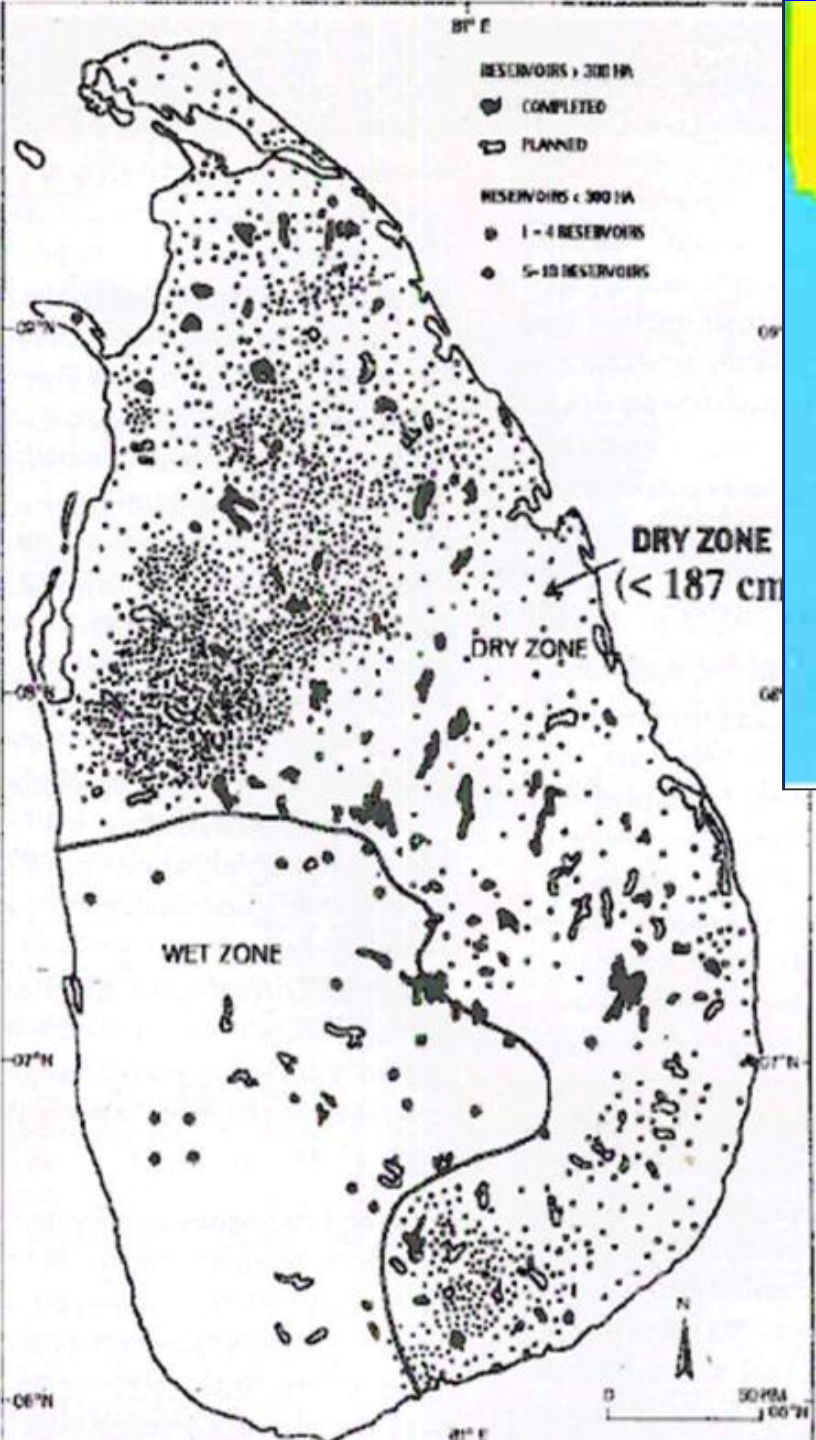
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Preamble



- The Post Tsunami Coastal Rehabilitation and Resources Management Program (PTCRRMP) funded by the International Fund for Agricultural Development (IFAD) has been implementing a gender responsive micro enterprises development program in the tsunami affected areas of Sri Lanka.

Focus

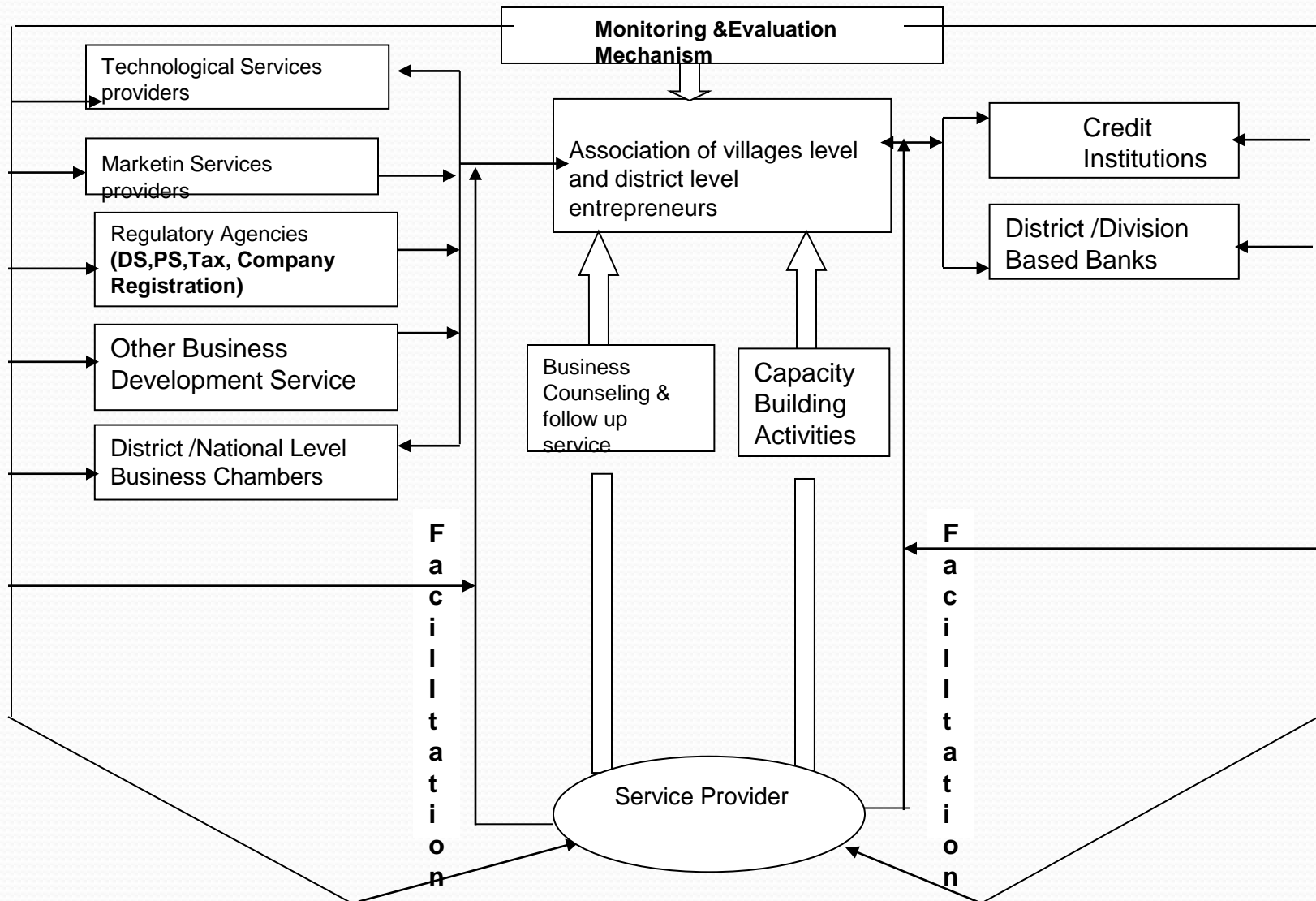


- PTCRRMP's interventions to develop 3000 gender based micro enterprises throughout the area
- This is one of the location identified as the village of Thotamuna, a tsunami affected coastal village in the Southern Sri Lanka.

Selection and Services of Project

- Being Tsunami affected
- Poverty group
- 75% of women participation
- Existing and growth potential
- Cluster potential

Approach



The Case of Thotamuna

- Thotamuna is a fishing village with a population of about 880 people.
- The adult gender relationship in the village is 290 men to 590 women.
- 189 persons died due to tsunami incident and 150 of them were female.



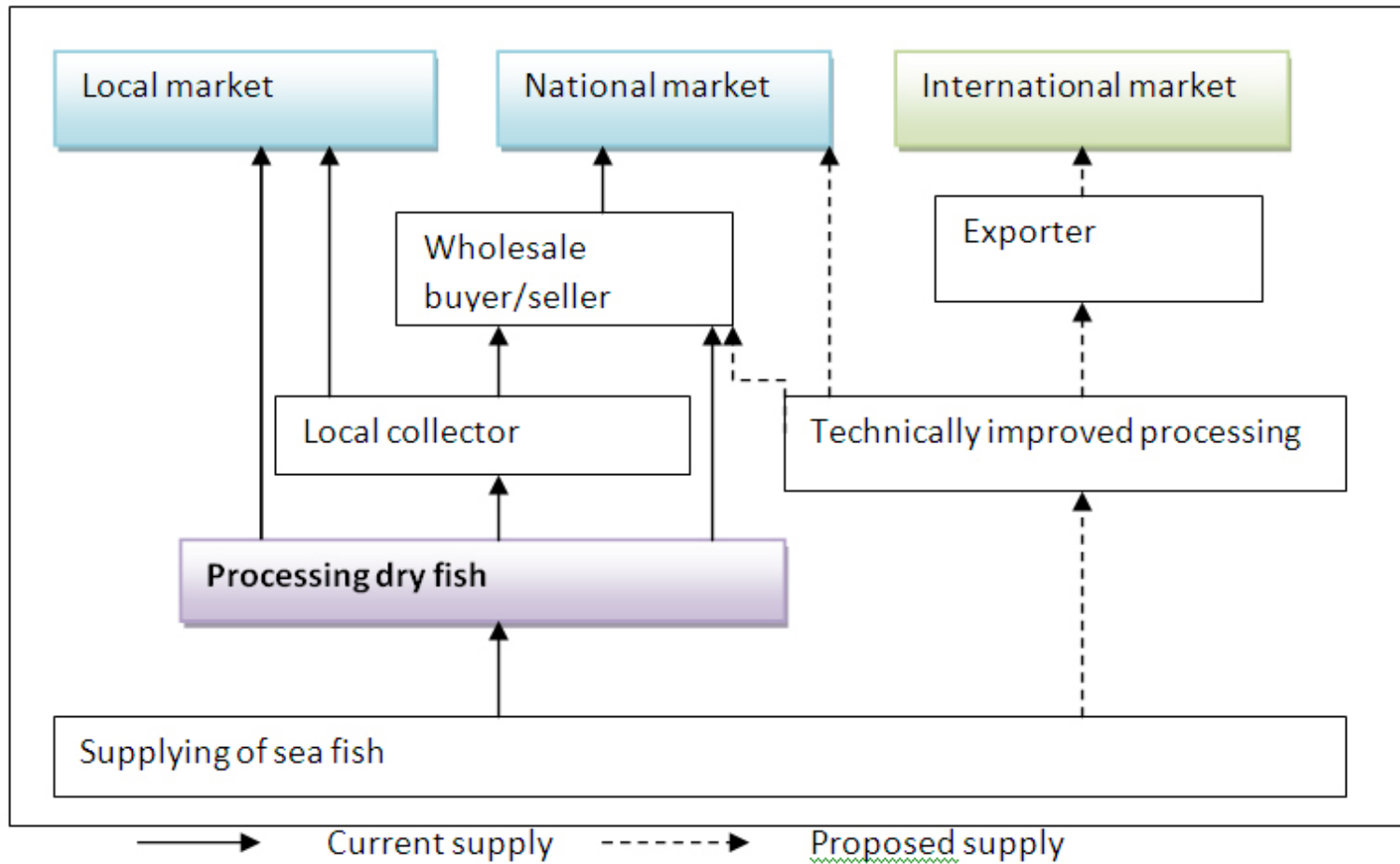
The Case of Thotamuna contd.,

- The traditional economy in Thotamuna is based on a fish supply chain.
- Fishing is the main source of household income



Sector Development Plan

Value Chain



The Case of Thotamuna contd.,

- Fishing generates the value chain
- The daily fish stock is caught by men
- A large portion of the fish stock is unprocessed and sold directly to middlemen.
- The income generated through this business activity is not sufficient to compensate for the well-being of the household.





- The household is managed by women
- The social relationship between women and men forms the basis for a gender-based overarching economic relationship in the village
- It increases the well-being of the family

Women involvement for Planning

Enterprise development plan (Business plan) preparation

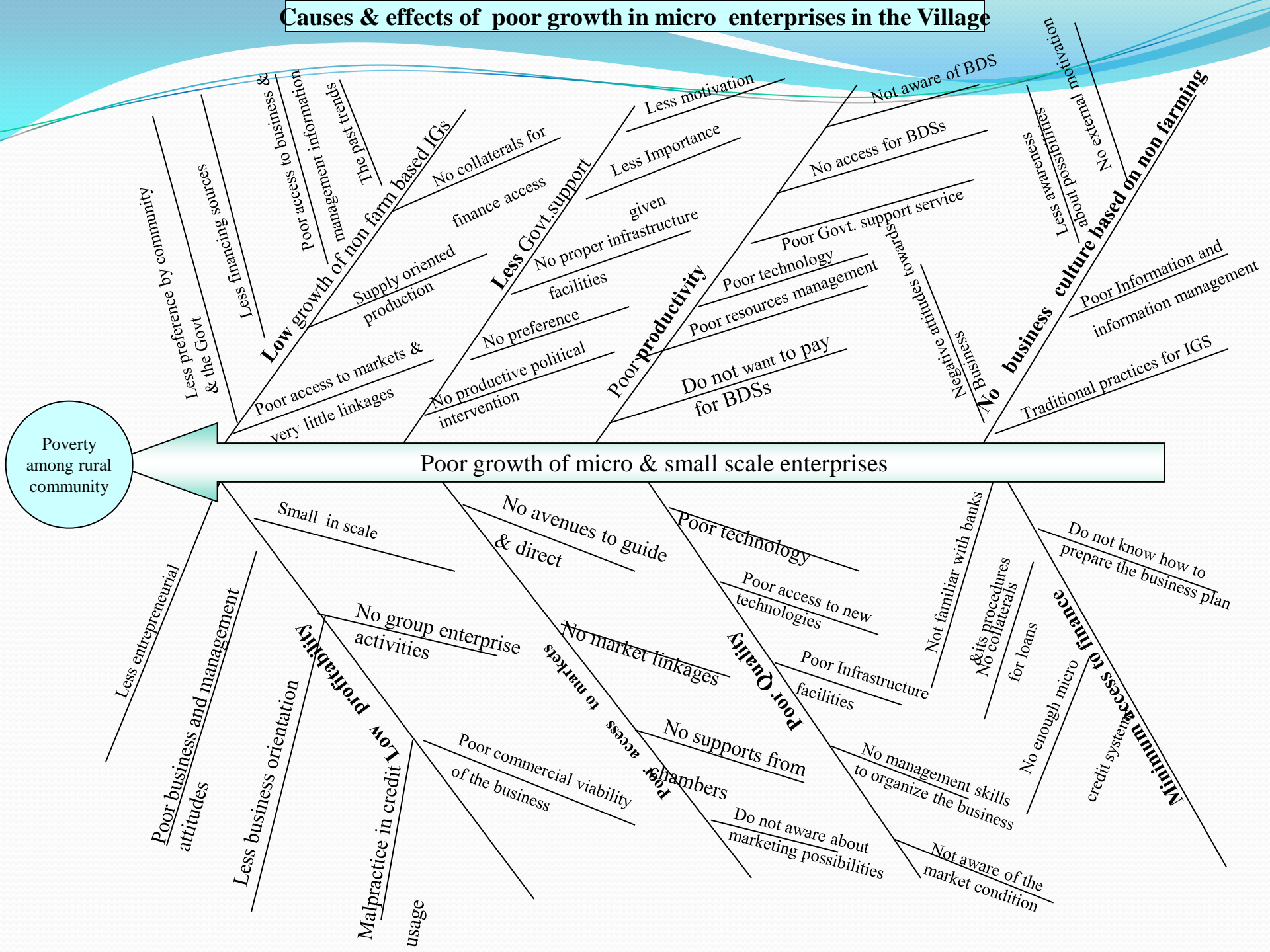


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Causes & effects of poor growth in micro enterprises in the Village



The Case of Thotamuna contd.,

- The gender relationship opens-up the opportunity for reducing the poverty level of the households in Thotamuna.
- A large portion of the fish stock caught by men is directly sold to middlemen *-in a traditional and difficult-to-break trade cycle*
- A small portion of it is sold to women in the village.



The Case of Thotamuna contd.,

- The women in Thotamuna have a traditional skill and technology to process the fish into value added products such as *Ambulthiyal*, *Jadi*, *Dried Fish* and *Umbalakada* (Maldives Fish)
- It brings the complementary income to the family and maintains the family's food security.



The Unexploited Opportunity to Reduce Poverty

- The processed fish-based products of women have a great potential to develop into multiple business value chains that benefit the local economy.
- They have a high demand in the local market, urban supermarkets and in the markets abroad.
- The processed fish based products quote high prices especially, in the up-market.



The Unexploited Opportunity to Reduce Poverty Contd.,

- There is the opportunity to increase the economy and household well-being of the village by undertaking a micro business development intervention on fish-based products manufactured by women.
- Increasing the processed fish-based production will gradually reduce the fish stock going into the middleman at a lower price without creating a conflict with the existing trade pattern.



The Unexploited Opportunity to Reduce Poverty Contd.,

- The existing primary trade pattern of the village can be replaced by a production economy based on a gender relationship.
- Such production economy will add value through the involvement of women to the stock of fish caught by men.
- A gradual transition of the village economy engaging and increasing the participation of women is foreseen.



Foreseen Outcome

- A gender based fish production process will form a strong social and economic relationship between women and men in the village of Thotamuna
- It will result in the increased household food security.

Conclusion

- The gender-based micro enterprises development intervention focusing on a fish based value chain is realistic
- In a Cluster-based approach, gender relationship based value chains can be developed within the village.
- Products can be linked up with the urban and export markets that would create a number of value additions to the business relationships.



Conclusion Contd.,

- Can create various income channels to the village community especially, the women population.

Examples

- Fish stock – processed primary products- further processing (quality improvement, product development etc.) within the village
- Fish stock – processed primary products- further processing by external (perhaps large scale) enterprises
- Fish stock –processing- packaging- branding- sales to wholesalers
- Fish stock –processing- packaging –branding- urban supermarkets/international markets
- Fish stock –processing-packaging –branding – sales to direct consumers through own outlet



Thank You



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