

PROMOTING ORNAMENTAL FISH CULTURE THROUGH WOMEN PARTICIPATION: SOME INSIGHTS

- Global trade in ornamental fishes is worth over \$5 billion
- India's share in global trade is only about 0.008%.
- Global trade and domestic trade are growing at about 8.0% and about 20% per annum respectively.
- Good potential to create job opportunities in rural areas through small scale enterprise

Technology (mode of production)

Requirement for developing a farm

- Cement cisterns
- Water connections
- Electricity
- Different equipments etc.

Problems faced to disseminate the technology

- Lack of interest in women due to poor knowledge
- Difficulty in developing the infrastructure
- Marketing



Alternate Strategy

- Use of indigenously prepared earthen pots of about 60-70 litres capacity available at village level
- Modification of pots to make them suitable for culture
- Focus on few live-bearers in the beginning



Support services

- Orientation on different types and species of ornamental fishes
- Supply of earthen pots, brooders, nets, and other critical inputs like feed and medicine
- Orientation, exposure visits for women to production centres and market
- Training on ornamental fish production
- Regular technical advise and monitoring

Marketing strategy

Model-1: Linking women producers to the market through retailers

Action

- Exposure visit of women to ornamental fish market in Bhubaneswar
- Imparting knowledge about prices
- of different ornamental fishes
- Acquaintance with retailers

Constraints faced by women

- Difficulty in traveling about 60-80km to and from
- Time consuming
- Low volume of output
- High transaction cost
- Risk of mortality of fishes during transport

Constraint by middlemen

- Played pressure tactics like sending back women with their consignments
- Very low price for fishes
- Delay in settlement

Model-2: Linking women producers to an established entrepreneur in the locality

Steps taken

- Meetings of women with the entrepreneur
- Informal agreement on need based supply and demand
- Mechanism for pricing of ornamental fishes
- Quick settlement of dues

Outcome

- Positive response and increased participation of women
- Production of ornamental fishes increased
- market linkage created

Constraints

- Worked nicely for few months but problems cropped up
- Irregular settlement
- Development of mistrust between parties
- Problems in timely marketing

Model -3: Networking and Pivoting

Objective

To sustain ornamental fish production by popularizing aquarium keeping in rural and semi-urban areas and creating new markets for ornamental fishes.

Methodology

- Network of ornamental fish production units in a locality
- An educated unemployed youth identified to supervise the units, procure and sell the fishes.
- Given necessary orientation and training to take care of units.
- Imparted special training in aquarium fabrication.
- Supported and guided to explore and create new markets in untapped areas

Outcome

- Sustainable market linkage
- New found interest in aquarium keeping
- Entrepreneurship development
- Increased sale of aquarium in the locality