PRACTICAL AND STRATEGIC GENDER NEEDS ASSESSMENT OF ORNAMENTAL FISH PRODUCERS

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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

Singapore, 33.40%
Malaysia, 15.30%
Indonesia, 10.80%
Japan, 10.00%
China-Hong Kong, 6.90%
Philippines, 5.50%
Thiland, 6.00%
Sri Lanka, 5.20%
India, 2.00%
Others, 2.50%
China, 2.40%

Ref: MPEDA, 2014
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
<table>
<thead>
<tr>
<th>Specification</th>
<th>Group targeted</th>
<th>Maximum Subsidy (Rs.)</th>
<th>Capital investment (Rs.)</th>
<th>Annual production (Number)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade-I</td>
<td>Small scale (cluster with min. 5 individual beneficiaries)</td>
<td>75,000/- per beneficiary</td>
<td>1,50,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Grade-II</td>
<td>Medium scale (Individuals)</td>
<td>2 lakh/- per unit</td>
<td>4,00,000</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Grade-III</td>
<td>Large scale (Individuals)</td>
<td>7.5 lakh/- per unit</td>
<td>15,00,000</td>
<td>5,00,000</td>
</tr>
</tbody>
</table>
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
Study area

Konkan

Western Maharashtra

110 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:

Gender:
- Male: 74.55%
- Female: 25.45%

Age-wise classification of the ornamental fish producer:
- 21-30: 13.64%
- 31-40: 50.91%
- 41-50: 30.91%
- 51-60: 4.55%
Personal Information:

**Educational status of ornamental fish producers**

<table>
<thead>
<tr>
<th>Education</th>
<th>No. of producers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher secondary</td>
<td>57.27</td>
</tr>
<tr>
<td>Diploma</td>
<td>42.73</td>
</tr>
<tr>
<td>Graduate</td>
<td>52.73</td>
</tr>
<tr>
<td>Post graduate</td>
<td>47.27</td>
</tr>
<tr>
<td>Fisheries graduate</td>
<td>52.73</td>
</tr>
</tbody>
</table>

**Family type**

- Joint: 57.27%
- Nuclear: 42.73%

**Family size**

- < 4 members: 47.27%
- > 4 members: 52.73%
Personal Information:

**Occupational status of ornamental fish producers**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Primary occupation</th>
<th>Secondary occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Fisheries</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Ornamental fisheries</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Service</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Business</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>
Experience of ornamental fish producers

- 0 - 4: 12.73%
- 5 - 8: 6.36%
- 9 - 12: 26.36%
- 12 - 16: 54.55%

Reasons for establishment of ornamental fish units

- Self employment: 60%
- Potential income enterprise: 40%
- Incentives provided by government: 20%
- Gender friendly: 10%
- Family enterprise: 0%
Social Participation:

![Bar chart showing percentage of social participation across different categories: Organization participation (64%), Social status (50%), Occupational status (39%), Participation in Social activities (47%), Information access (33%).]
Source of finance:

- Co-operative
- Relatives
- Money lenders
- Own funds
- Bank

Percentage
Production activity

No. of producers

Breeding  Rearing  Breeding and rearing

Thane Mumbai  Ratnagiri  Sindhudurg  Rest of MH
Monthly income

Percentage of producers

Monthly family income

- <10000
- 10000-20000
- 20000-30000
- 30000-40000
- 40000-50000
- >50000
Types and operation

Types of business
- Individual: 91.82
- Partnership: 8.18

Operation of business
- Full-time: 71.82
- Part-time: 28.18
GENDER NEEDS ASSESSMENT

Practical Gender Needs

- Education: Men 0.84, Women 0.93
- Health care: Men 0.92, Women 0.87
- Income earning: Men 0.77, Women 0.66
- Basic needs: Men 0.90, Women 0.73
- Transportation: Men 0.93, Women 0.60
- Market facility: Men 0.54, Women 0.67
- Security: Men 0.62, Women 0.92

Normalized average values for practical gender needs.
Strategic Gender Needs

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

Normalized average values for Men and Women across different strategic gender needs.
Practical fishery needs

- Seed availability
- Feed availability
- Equipments
- Market facility
- Ornamental fish...
- Breeding and...

Normalized average value

Men: 0.80, 0.72, 0.75, 0.68, 0.57, 0.72
Women: 0.46, 0.57, 0.43, 0.51, 0.42, 0.56
Strategic Fishery Needs

- Lack of training: Men 0.89, Women 0.83
- Lack of expert advice: Men 0.84, Women 0.65
- Business expansion: Men 0.51, Women 0.49
- Market expansion: Men 0.51, Women 0.51
- Information of domestic and export market: Men 0.65, Women 0.44
- Meetings: Men 0.46, Women 0.59

Normalized average value

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!