GENDER MAIN STREAMING IN COASTAL VILLAGES - A STRATEGIC MODEL

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Kerala

- Land of women
- High Human Development Index (HDI)

HDI's of Kerala & Coastal villages

<table>
<thead>
<tr>
<th>Indicators</th>
<th>India</th>
<th>Kerala</th>
<th>Fisherfolk in Kerala</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex Ratio</td>
<td>927</td>
<td>1058</td>
<td>936</td>
</tr>
<tr>
<td>Literacy</td>
<td>54% (women) &amp; 74% (men)</td>
<td>88% (women) &amp; 94% (men)</td>
<td>84% (women) &amp; 87% (men)</td>
</tr>
</tbody>
</table>
### Table 2. Direct contribution of fisherwomen in the marine sector

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Category</th>
<th>Total No. of workers</th>
<th>No. of women workers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beach workers</td>
<td>20,843</td>
<td>5,612</td>
<td>26.92</td>
</tr>
<tr>
<td>2</td>
<td>Small scale fish traders</td>
<td>67,527</td>
<td>20,220</td>
<td>29.94</td>
</tr>
<tr>
<td>3</td>
<td>Fish curers</td>
<td>21,103</td>
<td>14,028</td>
<td>66.47</td>
</tr>
<tr>
<td>4</td>
<td>Peeling workers</td>
<td>43,620</td>
<td>39,397</td>
<td>90.31</td>
</tr>
<tr>
<td>5</td>
<td>Processing plant workers</td>
<td>11,051</td>
<td>6,504</td>
<td>58.85</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,61,144</td>
<td>85,761</td>
<td>53.22</td>
</tr>
</tbody>
</table>

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Four major development efforts for rural women of the state

• Development efforts by the Centre

• Development efforts by State

• Development efforts by Non-Government Organizations Programs

• Development efforts of R&D institutions

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Case-1. Development efforts – Central government

Planning → Central Government

Implementation → State Government

Follow up → Society for Assistance of fisherwomen - SAF

State Dept of Fisheries

Panchayats

Women SHGs

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Case-2. Development efforts of State Government

- Planning
- Implementation
- Follow up
- State Government
- State Dept of Fisheries
- NABARD
- Kudumbasree mission
- Panchayats
- Women SHGs

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Case-3. Development efforts by NGOs

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Case-4: Development efforts by R&D Institutions
Dimensions of Empowerment in vision

1. Social
   - Social participation
   - Social status
   - Social movement

2. Psychological
   - Positive attitude
   - Communication
   - Innovativeness
   - Risk bearing efficacy
   - Leadership
   - Self esteem

3. Technological
   - Gain in knowledge
   - Practice of knowledge
   - Scientific orientation
   - Information utilisation efficiency

4. Economic
   - Income generation potential
   - Expenditure management
   - Saving behaviour
   - Credit management

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## Extent of empowerment of women in coastal areas through different approaches

<table>
<thead>
<tr>
<th>Agencies</th>
<th>Extent of Empowerment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Social (3 dimensions)</td>
</tr>
<tr>
<td>Central Sector Programme</td>
<td>♦</td>
</tr>
<tr>
<td>State sector Programme</td>
<td>♦</td>
</tr>
<tr>
<td>NGOs</td>
<td>♦</td>
</tr>
<tr>
<td>R&amp;D institutions</td>
<td>♦</td>
</tr>
</tbody>
</table>

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Development agencies at Government & Non-Government agencies & R&D institutions

Indicative empowerment strategy

Empowerment of women in coastal villages
thank you....

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