



WOMEN'S ENTREPRENEURSHIP IN AQUACULTURE: LEARNING FROM THE EXISTING POSITIVE DEVIATORS

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RESEARCH
PROGRAM ON
Fish

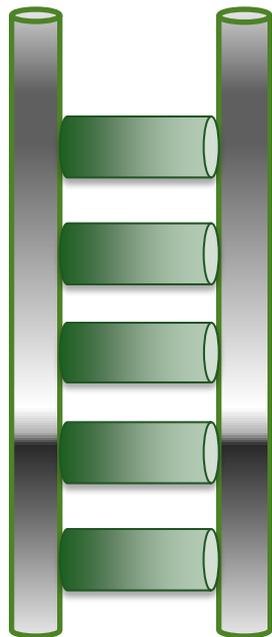


Others in the village come to my wife for advice now and its because she is successful

When we finally started our own hatchery, people condescendingly called it a *bou hatchery* . The entire village was against me

Bina Majhi faced similar challenges, constraints, and resource deprivations as her peers. Nonetheless, she employed uncommon but successful behaviors or strategies which enabled her to find better solutions.

Bina Majhi's story



Hatchery
owner



Day
Labor





Why this research?

“Men are stronger and smarter than women ” (27 year old male worker, Bangladesh)

“Men have more respect. We have to give men priority and respect. We women have to be careful that people do not talk and their respect isn't destroyed”

(32 year old, Female Hindu respondent, Bangladesh).

Why this research?



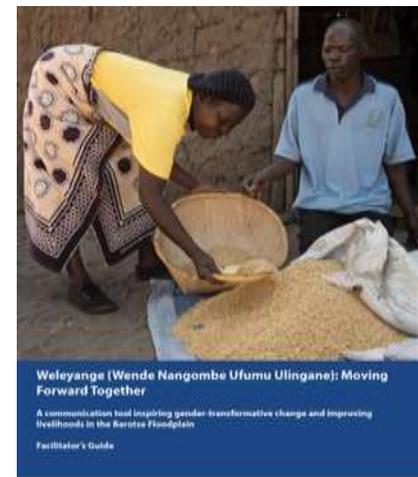
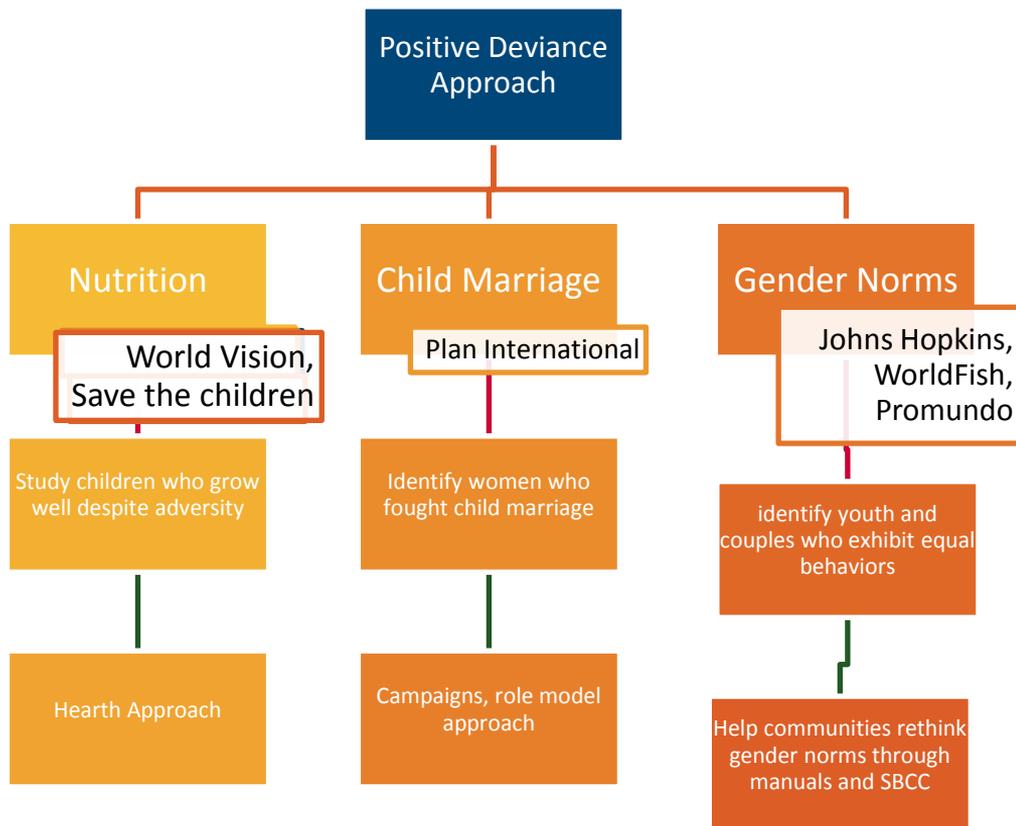
Through the study of “positive deviants” - innovative solutions to constraints and challenges may be identified and refined from their outlying behavior

Understanding barriers to entry and challenges faced by existing entrepreneurs can help design interventions that increase women’s involvement in the aquaculture sector.

This study can help development actors and policy makers to understand what factors need to converge to enable people to deviate

This understanding can enable the right structures to be put in place

PD usage



The Bangladeshi Context

Gender equality in Bangladesh has seen significant positive change over the past few decades.

The aquaculture sector in Bangladesh thriving, employing 17.8 million, women constituting 1.4 million

Change slower in areas where power and resources are at stake

Women not able to avail opportunities; they make up only 10 percent of entrepreneurs in Bangladesh

Women mostly in micro, small or medium sized enterprises, even in hidden and undervalued roles; knowledge gaps of their participation in value chain

Self-employment in agriculture is often sole livelihood choice for rural women but face barriers in entering and competing

The Bangladeshi Context

	National Production	Women's involvement	Potential for improvement
Finfish	1.974 million MT as of 2015-16	Culture stage up until harvesting (Choudhury et al 2017) Provide 25% of total direct labor in homestead fish +SIS pond (Jahan et al 2015); feed and input production According to SMI 2012 only 18 percent of owners women.	Potential for more women to be engaged and lead as fish farmers and input producers with better market, credit, information and facility linkages.
Prawn and Shrimp	0.23 million MT in 2015-16. (Capture + culture)	Extensive but lower down the value chain (i.e. workers in factories, labor in shrimp farms and fry catchers).	Labor rights and work conditions
Crab	13160 MT in 2015-16.	Almost 75 percent of crab fatteners in coastal Bangladesh are women (Hossain et al., 2012). Women also sell trash fish as crab feed (Rahman et al 2017)	Build women as crab fattening entrepreneurs. Crablet production to reduce pressure on collection from natural resources like the Sundarbans. Feed producers.
Hilsa fish	496,417 tons—217,469 tons (43.81%) from inland and 278,948 tons (56.19%) from marine catches in 2016-17	Primarily involved in icing (Ahmed,2007) and some in trading (Islam et al 2016)	Icing techniques and in processing as this requires little investment. Because Hilsa is usually not gutted but iced whole for export.

The Bangladeshi Context

	Women's involvement	Potential for improvement
Dehydrated/Salted Fish	Dried fish businesses (dangy owners) are run as family enterprises; In cleaning and preparation of fish, rarely in marketing. 50% of casually employed workers in fish drying; add value to fish leftovers through drying after gutting (e.g.: oil, swim bladders, head) (Belton et al 2017).	Take the lead to market these products. More control over family run business. Linkages between women and traders. Workers rights and conditions
Dried fish		
Pre-processed fish -based food products	Involved in the agro-food processing Limited information on women's involvement in preparation of fish based products.	Potential of introduction to SME food processors with appropriate technology and infrastructure. Consider existing food recipes and technologies to scale up with women entrepreneurs (Mueller et al, 2018 upcoming)

Study Purpose

Takes an in-depth look into those examples in Bangladeshi society who have moved beyond social bounds to take up roles that go beyond the generally accepted ideals of what a man or women are expected to be or do, i.e., 'positive deviators'.

The positive deviator approach looks for solutions to change from within the community itself.

Positive deviance has been used in various ways but it has not as widely or systematically been used to find deviant behavior around agriculture and gender and devise strategies.

Universalized understanding of entrepreneurialism circumvents structural issues concerning labor markets, resource distribution, and the intersectionality of gender inequality (McCall and Orloff 2005, 161).

Research Questions

What are the enabling and constraining factors that have influenced the trajectory of these women who have positively deviated?

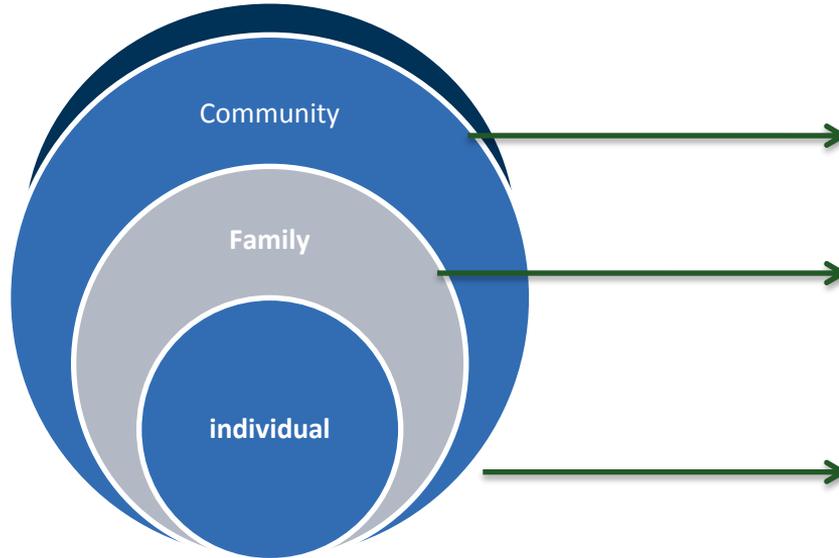
How have their non-conformist roles affected the multi-dimensional gender relations within which they exist?

How can the learnings be used to design interventions which allow for the equitable engagement of and wealth generation by women in the fish value chain?



Methodology

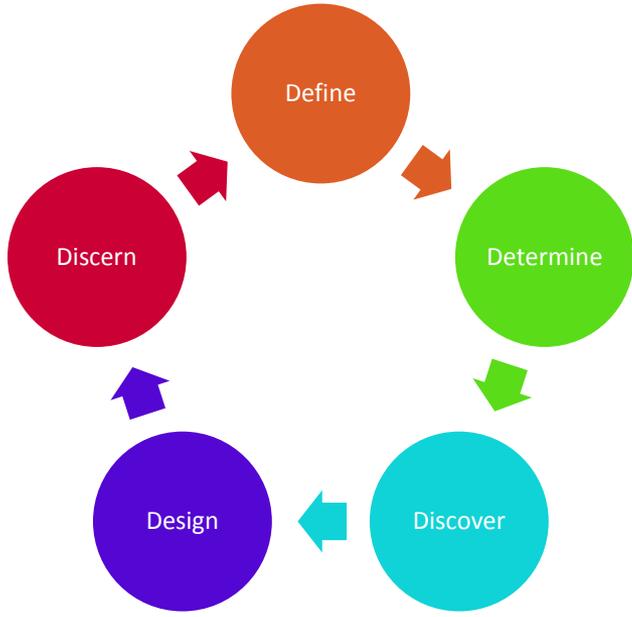
Methodology



Identifying: Snow ball sampling, FGD's,

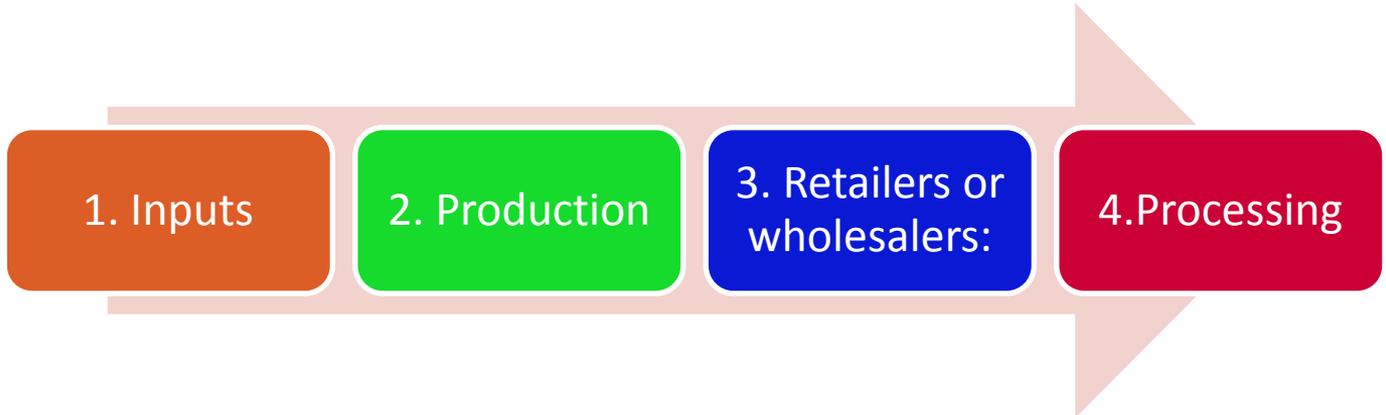
In-depth interviews: life history methodology; innovation pathways

In-depth interviews: life history methodology; innovation pathways

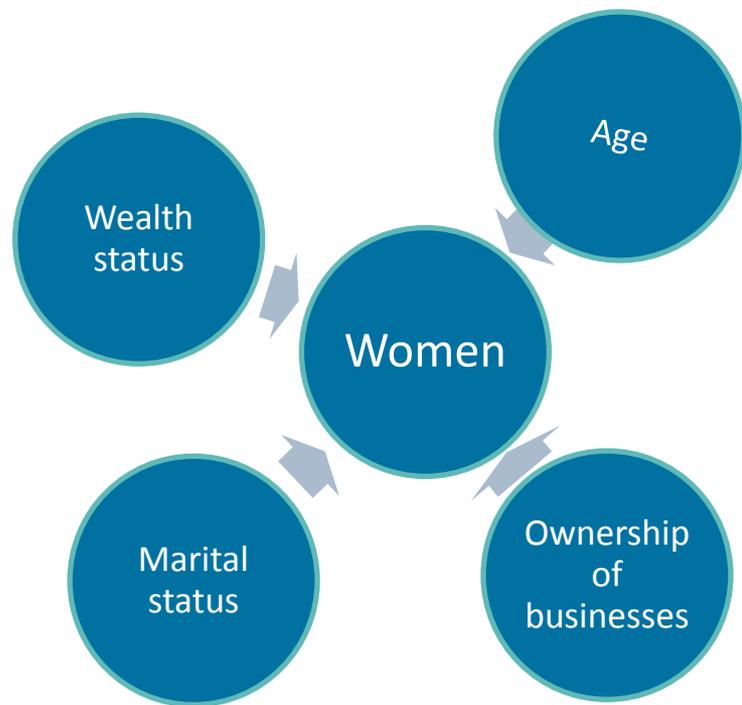


Entrepreneurship through story telling, women and men will explain what entrepreneurship is to them, it can be formal or informal

Successful: communities and the women will identify what success is for them



Intersectional sampling & Analyses



Thank You



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