



हर कदम, हर डगर
किसानों का हमसफर
भारतीय कृषि अनुसंधान परिषद

Agrisearch with a human touch



A Study on Gender Mainstreaming and Impact of Self Help Groups in Marine Fisheries Sector

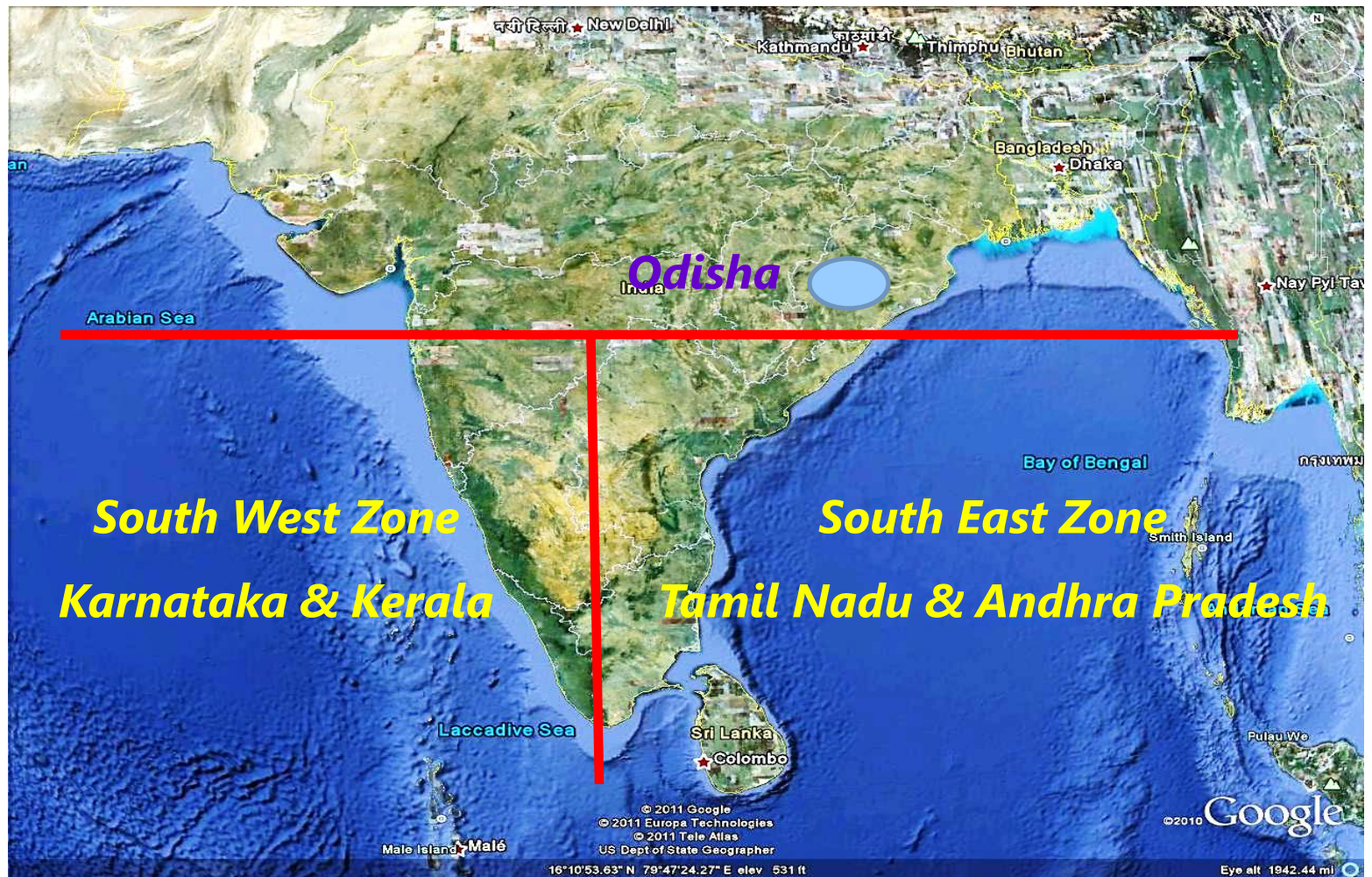
*Vipinkumar V.P,
Narayanakumar.R, Johnson.B,Swathilekshmi. P.S,
Ramachandran.C,Shyam.S. Salim,
Reeta Jayasankar, Shinoj.S and Aswathy.N*

***ICAR-Central Marine Fisheries Research Institute
Socio Economic Evaluation & Technology Transfer Division***

Objectives.....

- To study the **impact of selected 'Self Help Groups'** in Gender mainstreaming in marine fisheries sector.
- To study the **extent of empowerment** of selected Self Help Groups in terms of gender mainstreaming through appropriate indices of measurement.
- To identify the relevant fishery based and allied sector **micro enterprises** catering to the location specific needs of the SHG members and impart the **Entrepreneurial Capacity Building Training** on the identified micro enterprises in fisheries sector by appropriate HRD intervention programmes to the **weak** and vulnerable SHGs.
- To document the **success cases** of entrepreneurial capacity building of Self Help Groups with special reference to gender perspective.

Coverage....



1st Objective: Methodology: To study the impact of selected 'Self Help Groups' in Gender mainstreaming in marine fisheries sector.

Gender Mainstreaming:

 Process: Equity and Equality of gender

 *Men and Women of each household*

Access & Control over resources

Participation Profile &

Decision Making

- *Gender roles & Gender needs*

- Practical Gender Needs

- Strategic Gender Needs

 *Livelihood, Credit Requirement, Monthly consumption & expenditure*

Assessment of Performance of SHG....

Sl No	Factors to be checked	Very Good (3)	Good (2)	Unsatisfactory (1)
1	Group size	15 to 20	15 to 10	Less than 10
2	Type of members	Only very poor members	2 or 3 not very poor members	many not poor members
3	Number of meetings	Four meetings in a month	Two meetings in a month	Less than two meetings in a month
4	Timings of meetings	Night or after 6 p.m.	Morning between 7 and 9 am	Other timings
5	Attendance of members	More than 90%	70 to 90%	Less than 70%
6	Participation of members	Very high level of participation	Medium level of participation	Low level of participation
7	Savings collection within the group	Four times a month	Three times a month	Less than three times a month
8	Amount to be saved	Fixed amounts	Varying amounts	-
9	Interest on internal loan	Depending upon the purpose	24 to 36%	More than 36%
10	Utilization of savings amount by SHG	Fully used for loaning to members	Partly used for loaning	Poor utilization
11	Loan recoveries	More than 90%	70 to 90%	Less than 70%
12	Maintenance of books	All books are regularly maintained	Most important registers	Irregular in maintaining and updating
13	Accumulated savings	More than Rs. 5000/-	Rs. 3000-5000/-	Less than Rs.3000/-
14	Knowledge of the rules of SHG	Known to all	Average	Not known to all
15	Education level	More than 20 percent of members can read and write	Up to 20 per cent know to read and write	Less than 20 per cent know to read and write
16	Knowledge of Govt. programs	All are aware	Most of the members	No one knows

Empowerment Index

<i>No</i>	<i>Dimensions</i>	<i>Before joining SHG</i>	<i>After joining SHG</i>	<i>Extent of Empowe- rment</i>	<i>Empowe- rment Index</i>
<i>1</i>	<i>Confidence building</i>				
<i>2</i>	<i>Self-esteem</i>				
<i>3</i>	<i>Decision making pattern</i>				
<i>4</i>	<i>Capacity building</i>				
<i>5</i>	<i>Psychological Empowerment</i>				
<i>6</i>	<i>Social Empowerment</i>				
<i>7</i>	<i>Economic Empowerment</i>				
<i>8</i>	<i>Political Empowerment</i>				

Dimensions of Empowerment Index Components

Self confidence (1)

- Confidence built within family
- Confidence built within SHG meetings
- Confidence built within public meetings
- Improvement in technical and practical skills through training
- Acquisition of skills for income generation
- Use of skills for income generation
- Development of managerial skills, ability to facilitate a group meeting
- Addition to literacy/education

Self-esteem (1)

- Self image in the family
- Self image in the community
- Self –reliance/Independence
- Feeling of security

Decision making pattern (1.1)

- Children's education
- Family planning
- Buying and selling land, property and households
- Family and social functions
- SHG meeting/Public gatherings

Capacity building (1.4)

- Ability to take risk
- Ability to understand and solve problems
- Ability to try new ventures
- Ability to take criticism

Psychological empowerment (1.1)

- Hope
- Overall mental satisfaction

Social empowerment (1.6)

- Team spirit
- Communication skill
- Reception skill
- Processing skill
- Expression Skill
- Feedback orientation
- Participation in group activity
- Leadership
- Reduction in domestic violence
- Attitudes towards dowry, superstition
freedom and empowerment of women

Economic empowerment (1.8)

- Make household purchases
- Income, Indebtedness and repayment
- Access to loan
- Control of use of credit

Political Empowerment (1)

- strong political stand
- improvement in the political views
- during SHG stabilization
- after self help phase

4 different protocols.....

Gender Project-Schedule Part I: General Information

INTERVIEW SCHEDULE

Part I: General Information

Respondent No: 15 members
 Name of the SHG member: Chaitanya SHG
 Address: Kasaba
 Village: Kasargod
 Block: Kasargod
 District: Kasargod

Socio-economic profile

1. Religion: Hindu
 2. Caste: a) General b) OBC c) ST d) SC
 3. Family particular: BPL/APL

Sl No	Relation to head	Age	Education	Employment	Income (Rs)
			Main	Sub	
1	Wife	56	9 th Std	Housewife	-
2	Daughter	20	B.A.	Teacher	10000

4. House Type: Pucca/Semi-pucca/Rustic

5. Sanitation facility: Available in house/public toilet/open defecation

6. Type of fuel used for cooking purpose: LPG/Electricity/Coal/Firewood/Other

7. Assets owned by Household:

Asset	Yes/No	Asset	Yes/No
Newspaper	Yes	Washing Machine	No
Radio	Yes	Electric Mixer/Grinder	Yes
TV	Yes	Computer	No
Bicycle	No	Refrigerator	Yes
Motor Cycle	No	Fishing boat	No
Car	No	Fishing gear	Yes

CMFRI, Cochin Page 1

General socio-economics

Gender Project-Schedule Part II: Impact of SHGs in Gender Mainstreaming

Part II: Impact of SHGs in Gender Mainstreaming

Micro enterprise: Capture Fisheries

Extent of involvement in Entrepreneurial Activity:

Activity	Always (3)	Sometimes (2)	Never (1)
Group mobilization	✓		
Arrangement of credit/other resources for capture fisheries		✓	
Calibrating fish	✓		
Using/Sorting/Grading	✓		
Transportation, Loading & Unloading	✓		
Marketing	✓		
Account and Record keeping	✓		

Access to resources for Capture Fisheries n=60

Resource Access	Female			Male			No Access	
	Female	Male	Both	Female	Male	Both	Female	Male
Mobilized manpower for capture fisheries	0	0	0	0	0	0	0	0
Arrangement of credit & gear	0	0	0	0	0	0	0	0
Modern devices using/Sorting/Grading facilities	0	0	0	0	0	0	0	0
Storage facilities	0	0	0	0	0	0	0	0
Transportation facilities	0	0	0	0	0	0	0	0
Instalment Credit	0	0	0	0	0	0	0	0
New-Instalment Credit	0	0	0	0	0	0	0	0
Marketing of fish	0	0	0	0	0	0	0	0
Account and Record keeping	0	0	0	0	0	0	0	0
Other inputs	0	0	0	0	0	0	0	0

CMFRI, Cochin Page 1

Gender Analysis

Gender Project-Schedule Part III: Assessment of performance & Extent of empowerment of SHGs

Part III: Assessment of performance & Extent of empowerment of SHGs

Micro enterprise: Capture Fisheries

INTERVIEW SCHEDULE

Part III: Assessment of Performance & Extent of Empowerment of Self Help Group

Group

Assessment of Performance

Sl No	Factors to be checked	Very Good (3)	Good (2)	Unsatisfactory (1)
1	Group Size	15 to 20	21 to 30	31 and above
2	Type of membership	Only very poor	Only poor	Only rich
3	Number of meetings	Four times a month	Three times a month	Two times a month
4	Timing of meetings	After 5 PM	After 4 PM	Before 4 PM
5	Attendance of members	More than 90%	75 to 90%	Less than 75%
6	Participation of members	Very high level of participation	High level of participation	Low level of participation
7	Savings collection within the group	Four times a month	Three times a month	Two times a month
8	Amount to be saved	Fixed amount	Variable amount	Not fixed
9	Interest on internal loan	Deposited for the purpose	2% to 5%	More than 5%
10	Utilization of savings amount by SHG	Fully used for working to improve livelihoods	Partly used for working to improve livelihoods	Not utilized
11	Loan repayment	More than 90%	75 to 90%	Less than 75%
12	Maintenance of books	All books are regularly maintained	Some books are regularly maintained	Not maintained
13	Accumulated savings	More than 50000	25000 to 50000	Less than 25000
14	Knowledge of the rules of SHG	Known to all	Known to some	Not known to all
15	Educational level	More than 20 percent of members are literate	10 to 20 percent of members are literate	Less than 10 percent of members are literate
16	Knowledge of Govt programs	All are aware of Govt programs	Some are aware of Govt programs	Not aware of Govt programs
17	Any other relevant information based on the constitution of the SHG			

CMFRI, Cochin Page 1

Performance & Empowerment Index

Gender Project-Schedule Part IV: Entrepreneurial capacity building of SHGs

Part IV: CASE STUDY ON ENTREPRENEURIAL CAPACITY BUILDING OF SHGs

1. Participatory Rural Appraisal Information Required

1. General Transect of the Village

2. Resource Map of the Village

3. Mobility Map of the women SHG members

Give a narrative description about the formation, stabilization and self helping phases of your SHG?

1. Formation phase: up to 4 months

2. Stabilization phase: up to 15 months

3. Self Helping phase: up to 36 months

Any other relevant information about SHG: (Use additional pages if needed)

(Video documentation on ECB of weak & vulnerable SHG)

CMFRI, Cochin Page 1

Case study elucidation

Work Plan

2014-15	2015-16	2016-17
<p><i>Situational analysis in selected coastal zones & identifying SHGs</i></p> <p><i>Developing appropriate indices & data collection tools for assessing level of performance and the extent of empowerment of selected SHGs</i></p> <p><i>Initiation of primary and secondary data collection & Drawing case studies.</i></p>	<p><i>Continuing the data collection on gender mainstreaming</i></p> <p><i>Assessment of performance of SHGs and extent of empowerment</i></p> <p><i>Documenting the success cases of entrepreneurial capacity building of Self Help Groups</i></p> <p><i>Imparting ECB training for the weak SHGs.</i></p>	<p><i>Imparting ECB training for the weak SHGs</i></p> <p><i>Documentation of success stories and marine fisheries sector for gender mainstreaming</i></p> <p><i>(Developing ICT based cyber extension multimedia modules)</i></p>

Targets & Achievements.....

Targets	Achievements
Continuing the data collection on gender mainstreaming	Covered 900 SHGs : 5 Maritime states : Kerala, Karnataka, Tamil Nadu, Andhra Pradesh & Odisha
Assessment of Level performance of SHGs and Empowerment Index	Worked out 750 SHGs Comprising 25 Micro enterprises
Documenting the success cases of entrepreneurial capacity building of SHGs	254 success cases documented
Imparting ECB training for the weak SHGs.	24 ECB Training programmes 76 Interaction Meets

District CDS Chairpersons' meet & Kudumbashree District Coordinator & SAF JD



- Organised Kudumbasree **District co-ordinator's** meeting with **250 CDS** chair persons of Ernakulam district at Kakkanadu & presented the **project requisites** on SHGs.
- **Chalking out Calender of activities of ECB**
- A **training session** on 'Women Empowerment through SHGs in fisheries sector' by Kerala Latin Catholic Association on 9th April, 2015

Interaction meets /ECBs

- *Jaivasree Fertifish SHG at Engandiyur of Chavakkad on 26th May, 2015*
- *Cage farmers' SHGs at Muhamma on 11th June 2015.*
- *3 Ornamental Fisheries SHGs at TV Puram on 29th June 2015*
- *SHGs of Women's Self Help Groups' engaged in Clam Processing on 29th June, 2015*
- *SHGs in Clam Processing on 29th June, 2015*
- *Aquaculture farmers in Pooyappilli of Paravur for assessing the feasibility of fishery based technologies on 24th July, 2015.*
- *A practical training programme of Cage farmers' SHGs at Muhamma on 10th July 2015.*
- *SAF SHGs of women in fish pickling in collaboration with KVK on 10th September, 2015.*
- *Cage culture SHG at Anappuzha on 17th September, 2015.*
- *SHGs of Paniyelil of Perumbavoor engaged in quarry fish farming on 25th September, 2015*
- *Thottapilly fish culture SHGs on 9th Oct.2015*
- *Purakkad SHGs on fish culture 20th Oct.2015*
- *Chavakkad Prakrithisree Fertifish SHG on 7th Nov.2015*
- *Ambalapuzha fish culture SHGs on 10th Dec,2015*
- *Chellanam, Prawn Culture SHGs 15th Dec, 2015*

Interaction meets /ECBs.....

- Kumbalangi Chinese dip net SHGs on 15th Dec, 2015
- Narakkal & Malippuram Aquatourism SHGs on 5th January, 2016
- Mannancheri, Alapuzha Social Entrepreneurship FAD SHGs 28th Jan& 2nd Feb 2016
- Meeting with SAF officials on 27th May, 2016
- Poyya Seafood kitchen SHG on 16th June 2016
- Traning programme for Clam Processing SHG in Pookaitha on 21st June 2016
- Training programmes & Interaction meet with SAF SHGs at Calicut, 1st July, 2016
- Iringal Craft village Ornamental fisheries SHGs on 1st July 2016
- Interaction Meet for SAF SHGs in Vellayil in Calicut 2nd July, 2016.
- Dry Fish Unit SHGs in Kollam Sakthikulangara on 23rd August 2016.
- Visit to Veraval Regional Centre of CMFRI and organised stakeholders meet with project staff on 3rd August, 2016.
- Visit to Mumbai Research Centre of CMFRI and Maharashtra coastal belts interaction meet with stakeholders and project staff on 5th August, 2016.
- Presentation of progress in Methodology workshop in Mandapam Regional Centre of CMFRI held during the period from 1st to 3rd Sept, 2016.

Interaction meets /ECBs.....

- Visit to Visakhapatnam and organized interaction meetings for Fish marketing SHGs of women in Bandarvanipetta of Sreekakulam district and Chinthappalli of Vijayanagaram district on 28th September, 2016 .*
- Interaction Meet at Pudimadakka of Visakhapatnam on 28th September, 2016.*
- Fertifish SHG units' interaction meet at Kottalango, Palluruthy, on 1st November, 2017.*
- Fish amino acid SHGs in Elamkunnappuzha on 8th November, 2016.*
- Sea food kitchen SHGs of women of SAF in Pookode lake of Wayanadu district on 29th November, 2016.*
- SHG meet for women SHGs in Pookaitha in Kottayam dt, 23rd February. 2017.*
- Aquaponics farmers in Cherai panchayath on 8th March, 2017.*
- SHG meet for women SHGs in Aquatourism in Narakkal & Malippuram on 23rd February, 2017.*

No.	Micro Enterprise	SHGs = 750
1	Fertifish unit	15
2	Chinese dip net	10
3	Aqua-tourism	8
4	Fish Aggregating Devices	10
5	Hand picking fishing unit	15
6	Clam processing	75
7	Pickling unit	75
8	Fish drying	60
9	Dry fish & fresh fish procuring	45
10	Fish vending /selling	70
11	Mussel culture	50
12	Prawn culture	30
13	Quarry fish culture	16
14	Cage farming	27
15	Ornamental fish culture	49
16	Fish culture	30
17	Paddy cum fish culture	30
18	Seaweed farming	30
19	Fish Amino units	10
20	Ready to Eat Fish Products	15
21	Ready to Cook Fish Products	20
22	Crab Processing	15
23	Aquaponics	5
24	Bivalve collection	30
25	Fish feed production	10

No	Micro Enterprise	Number of SHGs	Avg. Level of Performance	Avg. Empowerment Index
1	<i>Fertifish unit</i>	15	72.75	0.82
2	<i>Chinese dip net</i>	10	79.16	0.89
3	<i>Aqua-tourism</i>	8	78.92	0.88
4	<i>Fish Aggregating Devices</i>	10	79.95	0.89
5	<i>Hand picking fishing unit</i>	15	50.11	0.61
6	<i>Clam processing</i>	75	57.33	0.68
7	<i>Pickling unit</i>	75	72.26	0.83
8	<i>Fish drying</i>	60	69.95	0.78
9	<i>Dry fish & fresh fish procuring</i>	45	79.53	0.87
10	<i>Fish vending /selling</i>	70	69.16	0.78
11	<i>Mussel culture</i>	50	75.95	0.84
12	<i>Prawn culture</i>	30	59.61	0.69
13	<i>Quarry fish culture</i>	16	58.75	0.64
14	<i>Cage farming</i>	27	72.23	0.82
15	<i>Ornamental fish culture</i>	49	54.5	0.67
16	<i>Fish culture</i>	30	65.5	0.76
17	<i>Paddy cum fish culture</i>	30	74.91	0.83
18	<i>Seaweed farming</i>	30	77.63	0.86
19	<i>Fish Amino units</i>	10	75.35	0.84
20	<i>Ready to Eat Fish Products</i>	15	74.36	0.83
21	<i>Ready to Cook Fish Products</i>	20	71.35	0.81
22	<i>Crab Processing</i>	15	68.34	0.77
23	<i>Aquaponics</i>	5	60.21	0.71
24	<i>Bivalve collection</i>	30	69.16	0.77
25	<i>Fish feed production</i>	10	59.25	0.61

Level of Performance & Empowerment Index of SHGs

<i>No</i>	<i>SHG Name & Location</i>	<i>Entrepreneurial activity</i>	<i>Level of Performance</i>	<i>Empowerment Index</i>
1	Prakruthi sree, Engandiyur	Fertifish unit	78.25	0.86
2	Souparnika, Narakkal, Ernakulam, Vypeen	Aqua-tourism	76.58	0.87
3	Aiswarya, Kumbalangi	Chinese Dip net	79.26	0.84
4	Soorya, Kochupurakkal kadavu	Clam processing	56.25	0.64
5	Aparna, Kochupurakkal kadavu	Clam processing	57.83	0.66
6	Pavizham, Pookkaitha	Clam processing	59.91	0.68
7	Aiswarya, Chellanam	Prawn culture	59.08	0.69
8	Samanwaya, Paniyelil, Perumbavoor	Quarry fish culture	78.75	0.89
9	Pratheekha, Vembanad, Muhamma	Cage culture	81.25	0.88
10	Aiswarya , TV Puram	Ornamental fish culture	62.5	0.72

<i>No</i>	<i>SHG Name & Location</i>	<i>Entrepreneurial activity</i>	<i>Level of Performance</i>	<i>Empowerment Index</i>
11	Mathsyagandhi, Mannanchery, Alappuzha	FAD	80.58	0.87
12	Karthika, Kumbalangi	Hand picking Fishing unit	52.16	0.62
13	Swaruma, Narakkal	Pickling unit	79.16	0.86
14	Thathwamasi, Anapuzha, Thrissur	Cage Culture	76.06	0.84
15	Chithira, Mannanchery, Alappuzha	FAD	78.56	0.87
16	Ponnad, Mannanchery, Alappuzha	FAD	80.44	0.86
17	Kalpaka, Mannanchery, Alappuzha	FAD	80.68	0.88
18	Ambalakkadavu, Alappuzha	FAD	79.48	0.86
19	Vandanam, Malippuram, Vypeen	Aqua tourism	81.25	0.91
20	Sree Ragam , TV Puram	Ornamental fish culture	62.50	0.72

No	SHG Name & Location	Entrepreneurial activity	Level of Performance	Empowerment Index
21	USHASS Dry Fish Unit, Thrissur	Fish Drying	60.58	0.77
22	CHAITHANYA, Kasaba, Kasargod	Fish vending /selling	59.16	0.66
23	SAGARA RANI, Vallikkunnu, Malappuram	Mussel Culture	79.16	0.86
24	Saubhagya, Kumbalangi	Chinese dip net	79.06	0.87
25	MUTHUCHIPPI, Hiros Nagar, Vallikkunnu, Malapuram	Mussel Culture	68.33	0.75
26	SAMAGRA, Malippuram, Ernakulam.	Fish culture- Atroplus Thilapia	70.83	0.79
27	ASHAJEEVAN SHG, Arpukkara , Aleppey	Paddy cum fish culture	72.91	0.80
28	VEMBANADU Capture Fisheries, Kumarakom, Aleppey	Capture Fisheries	88.75	0.92
29	JAIVASREE, Chavakkad, Thrissur	Fish fertilizer unit	67.25	0.73
30	CHACK, Adaykathu Bay, Kasargod	Capture Fisheries	62.50	0.72

No	SHG Name & Location	Entrepreneurial activity	Level of Performance	Empowerment Index
31	Reshmi, Prawn culture unit, Chellanam	Prawn culture	60.58	0.71
32	Lekshmi, Prawn culture unit Chellanam	Prawn culture	59.16	0.66
33	Mahathma, Vaikom	Fish culture	66.16	0.75
34	Deepthi, Dry Fish Unit, Chellanum. Ernakulam	Fish Drying	60.25	0.69
35	Sagararani, Hiros Nagar, Vallikkunnu, Malapuram	Mussel Culture	68.33	0.75
36	Vembanadu Kayal Samrakshana Samithy Srayithodu, Unit 2: Santhwana	Cage Farming	80.58	0.87
37	Vembanadu Kayal Samrakshana Samithy Srayithodu, Unit 3: Sneha	Cage Farming	78.26	0.85
38	Vembanadu Kayal Samrakshana Samithy Srayithodu, Unit 4: Samridhi	Cage Farming	66.25	0.74
39	Vembanadu Kayal Samrakshana Samithy Srayithodu , Unit 5: Mythri	Cage Farming	70.83	0.79
40	Vembanadu Kayal Samrakshana Samithy Srayithodu, Unit 6: Prathyasa	Cage Farming	67.42	0.74

<i>No</i>	<i>SHG Name & Location (TN & Karnataka)</i>	<i>Entrepreneurial Activity</i>	<i>Level of Performance</i>	<i>Empowerment Index</i>
41	Valampuri SHG, Sea weed culture Unit, Chinnappalam	Seaweed farming	74.58	0.79
42	Rojakkuttam, Sea weed culture Unit, Rajanagar	Seaweed farming	78.16	0.86
43	Nakshthiram , Sea weed culture Unit, Thankachi madam	Seaweed farming	77.16	0.83
44	Kadal Matha SHG, Dry Fish Unit, Kundukal	Fish Drying	68.25	0.73
45	Dolphin SHG, Dry Fish Unit, Verkodu	Fish Drying	60.33	0.69
46	Manjunatha, SKDRDP, Dakhina Kannada	Dry fish & Fresh Fish Procuring	72.23	0.76
47	Navodaya, SKDRDP, Dakhina Kannada	Dry fish & Fresh Fish Procuring	69.91	0.73
48	Amritha varshini, SKDRDP, Dakhina Kannada	Dry fish & Fresh Fish Procuring	73.75	0.79
49	Bhramambika, SKDRDP, Dakhina Kannada	Dry fish & Fresh Fish Procuring	79.25	0.86
50	Matsya, SKDRDP, Dakhina Kannada	Dry fish & Fresh Fish Procuring	82.50	0.89

No	SHG Name & Location (Andhra Pradesh)	Entrepreneurial Activity	Level of Performance	Empowerment Index
51	Manikandha SHG, Bandarvanipetta, Sreekakulam district, Andhra Pradesh	Fish Marketing	63.36	0.67
52	Sree Rama SHG, Sreekakulam district, Andhra Pradesh.	Fish Marketing	67.23	0.74
53	Jai Bhavani SHG, Bandarvanipetta, Bandarvanipetta, Sreekakulam district, Andhra Pradesh	Fish Marketing	65.36	0.71
54	Sampathi Vinayaka SHG, Bandarvanipetta, Sreekakulam district, Andhra Pradesh	Fish Marketing	64.25	0.72
55	Nookammathali SHG, Chinthappalli, Vijayanagaram, Andhra Pradesh,	Fish Marketing	61.24	0.70
56	Asirithalli SHG, Chinthappalli, Vijayanagaram, Andhra Pradesh,	Fish Marketing	62.12	0.69
57	Samalammathalli SHG, Chinthappalli, Vijayanagaram, Andhra Pradesh,	Fish Marketing	63.72	0.70
58	Sri Anjaeya SHG, Pudimadakka, Visakhapatnam, Andhra Pradesh	Fish Marketing	62.46	0.71
59	Sri Durgamma SHG, Pudimadakka, Visakhapatnam, Andhra Pradesh	Fish Marketing	68.34	0.75
60	Sri Sattemmathalli SHG, Pudimadakka, Visakhapatnam, Andhra Pradesh	Fish Marketing	61.44	0.72

Fish Amino SHGs: **Elamkunnappuzha**

Jaiva Haritha

Karshaka Sree

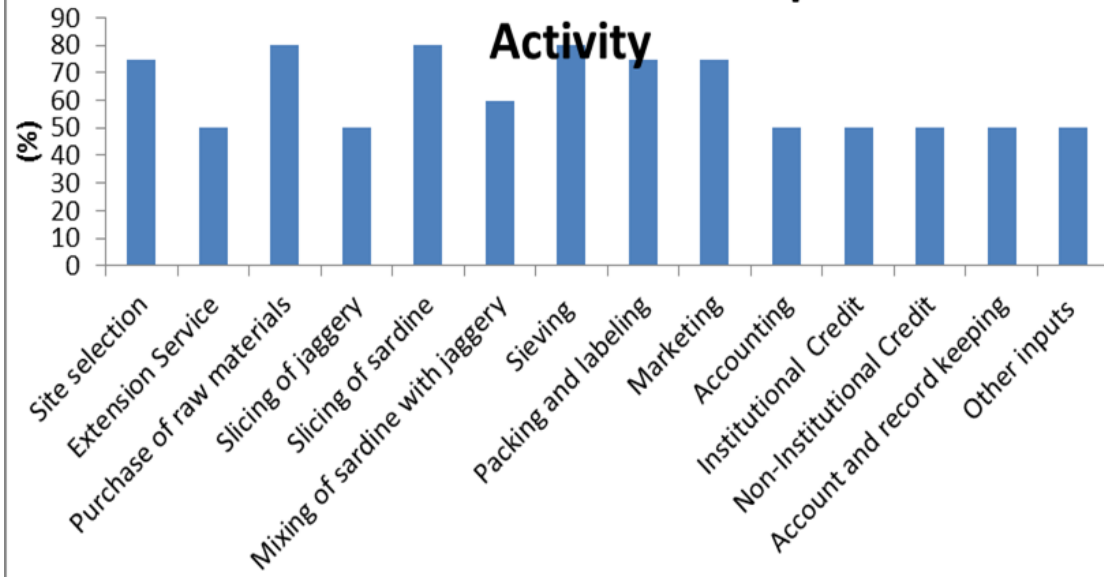
2 Training Programmes

All Phases



Extent of Involvement in Entrepreneurial

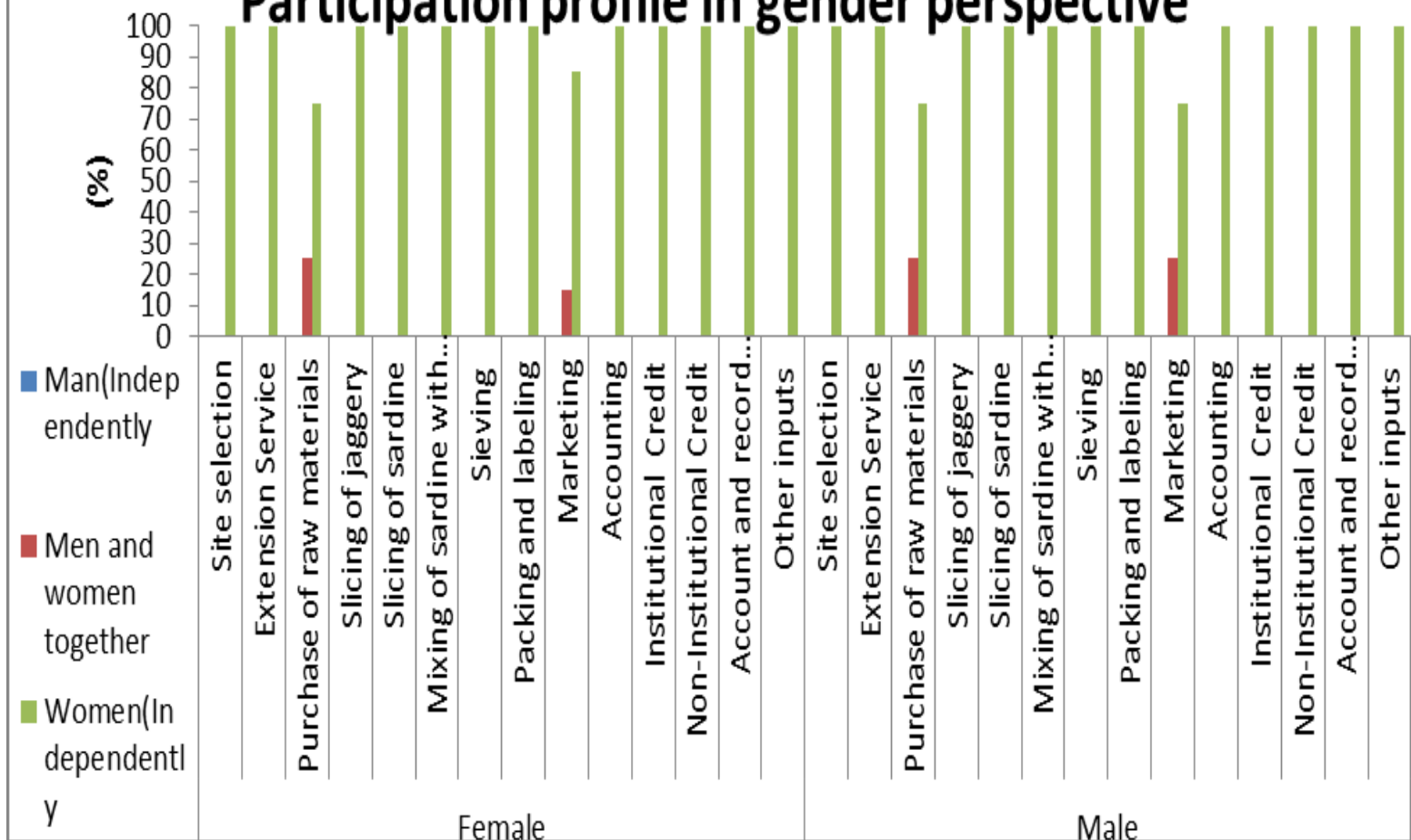
Activity



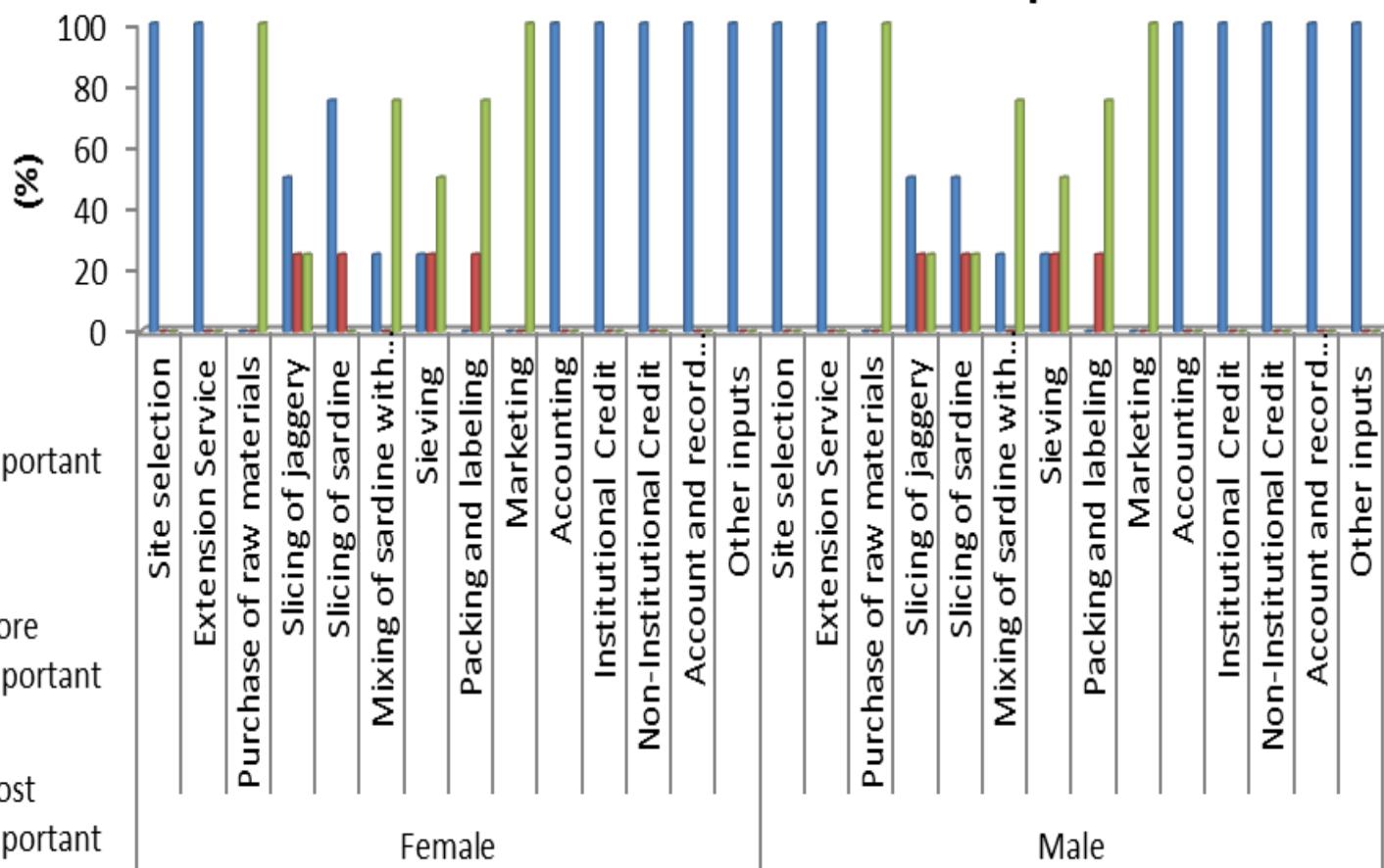
Access to Resources for fish amino unit

[illegible]

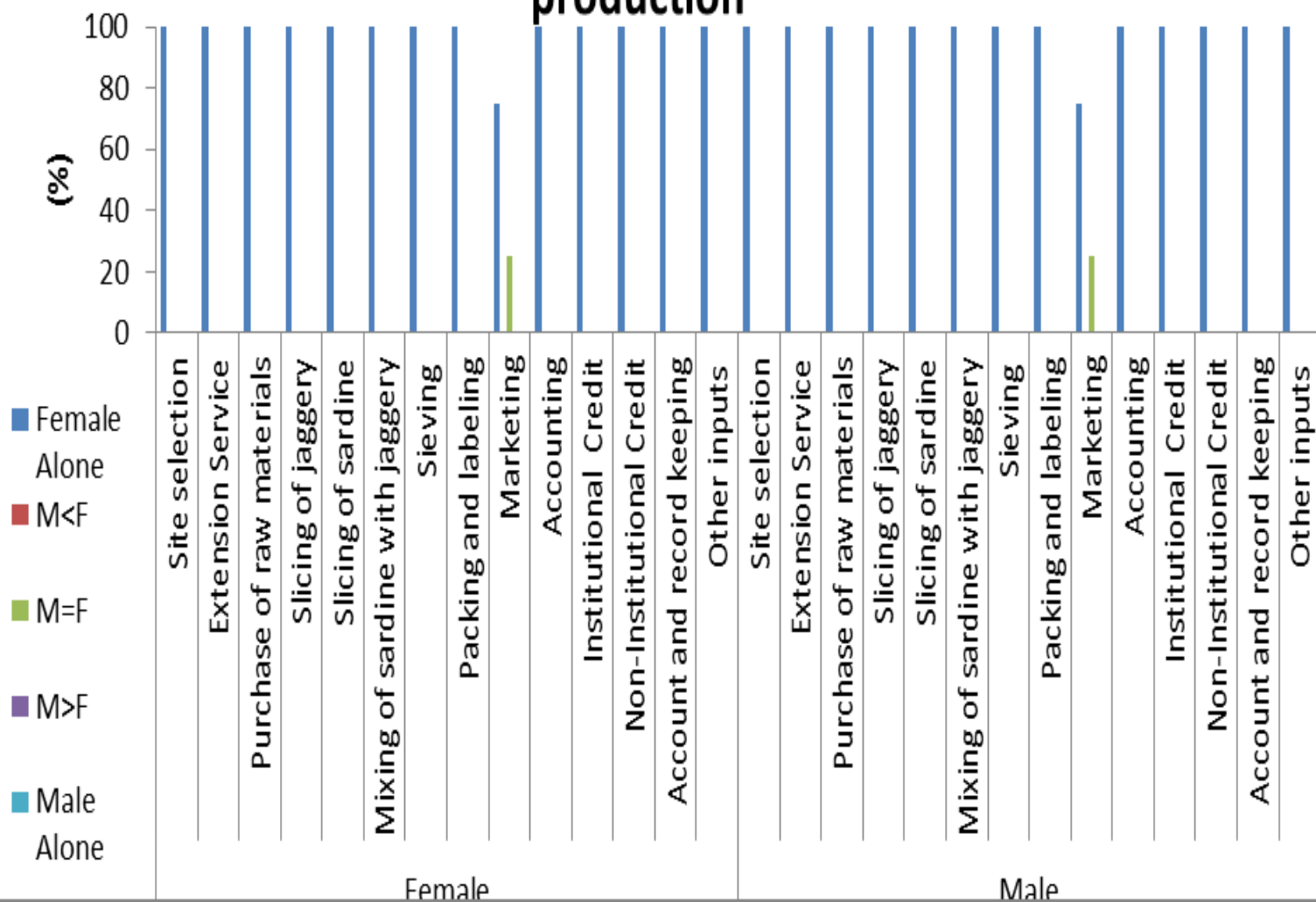
Participation profile in gender perspective



Gender needs in activities of fish amino production



Decision making in gender perspective in fish amino production



Business Plan: Economic Feasibility analysis of Fish Amino SHG units

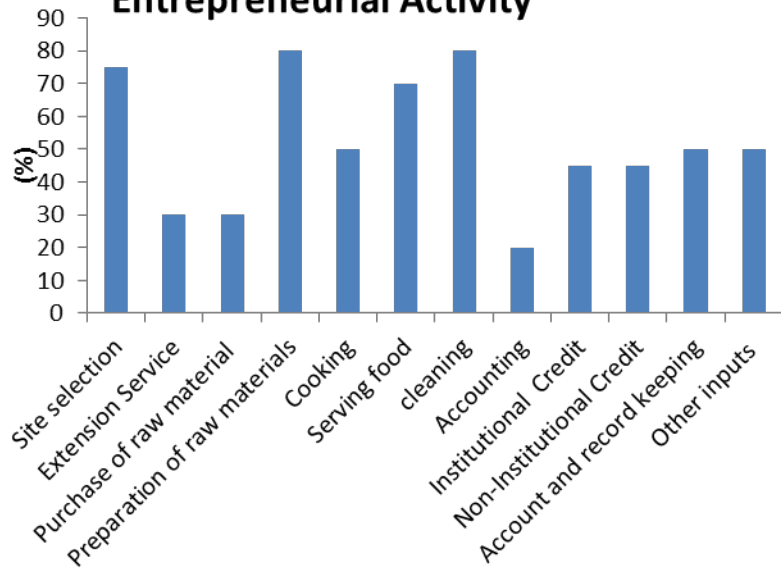
Sl.No.	Fixed Expenditure	2014		2015		2016	
	Items	Units	Value in Rs.	Units	Value in Rs.	Units	Value in Rs.
1	Large plastic bucket	2	900				
2	Muslin cloth(in meters)	3	135				
3	Plastic trays	2	250				
4	Knife	5	250				
5	Scissors	3	300				
6	Furniture		2500				
	Fixed Cost (Rs.)		4335				
1	Raw Fish (Quantity in Kg,Value in Rs.)	100	5400	100	4140	100	3560
2	Jaggery (Quantity in Kg,Value in Rs.)	100	4780	100	4320	100	3900
3	Plastic bottles (200 ml)(in numbers)	450	1800	450	1575	425	1488
4	Plastic bottles (100 ml) (in numbers)	660	1650	600	1500	600	1500
5	Labelling (Sheets)		1050		1050		1040
6	Labour(Rs.750 for 15 Mandays)		11250		11250		11250
7	Transportation		500		500		500
8	Miscellaneous		200		150		150
	Variable Cost (Rs)		26630		24485		23388
9	Interest on fixed cost (10% /annum)		434		434		434
10	Deprecation (10% /annum)		434		434		434
	Total Operating Cost (Rs.)		27498		25353		24256
	Return stream						
1	Fish Amino 200 ml (50/ bottle)	450	22500	448	22400	423	21150
2	Fish Amino 100 ml (25/ bottle)	560	14000	572	14300	585	14625
	Gross Return		36500		36700		35775
	Net Returns		9002		11347		11519

Seafood Kitchen SHG :

Amma Sea Food Kitchen, Poyya Theeramythri Sea Food Kitchen, Pookode Lake , Wayanadu



Extent of Involvement in Entrepreneurial Activity



Theera Mythri Seafood Kitchen SHG Pookode Lake, Wayanadu

(Economic Empowerment Index = 0.88)

കേരള സർക്കാർ
സോഫിസ്റ്റിക് ഫോർ അഗ്രിബിസിനസ്സ് ഫിഷറീസ് (സാഹി)
നെയ്തൽ സീഫുഡ് സപ്ലൈ കിച്ചൻ
നെയ്തൽ ആക്ടിവിറ്റി ഗ്രൂപ്പ്
ഫോൺ: 9636614821, License No: 176/2016



Clam Processing

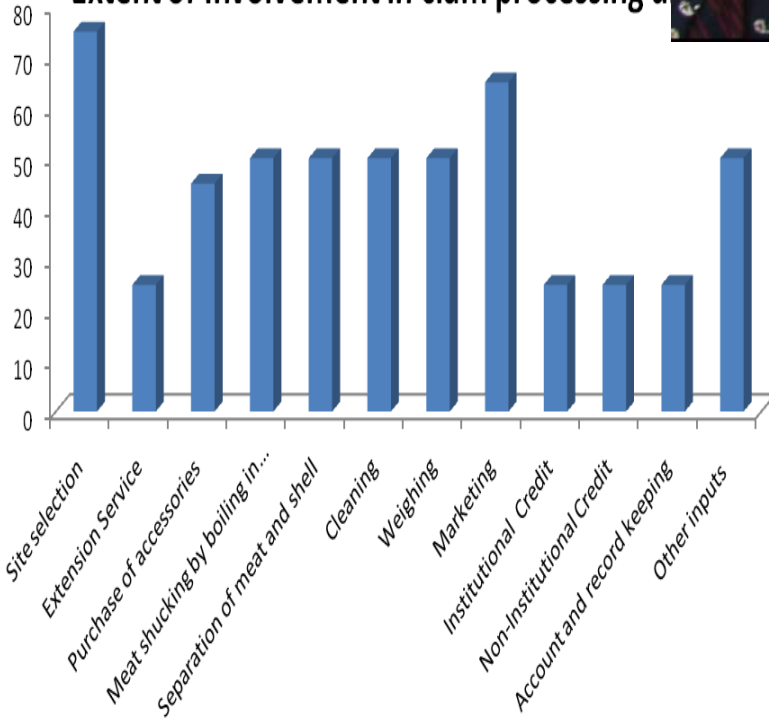
Pookaitha

SHGs

Samudra & Pavizham



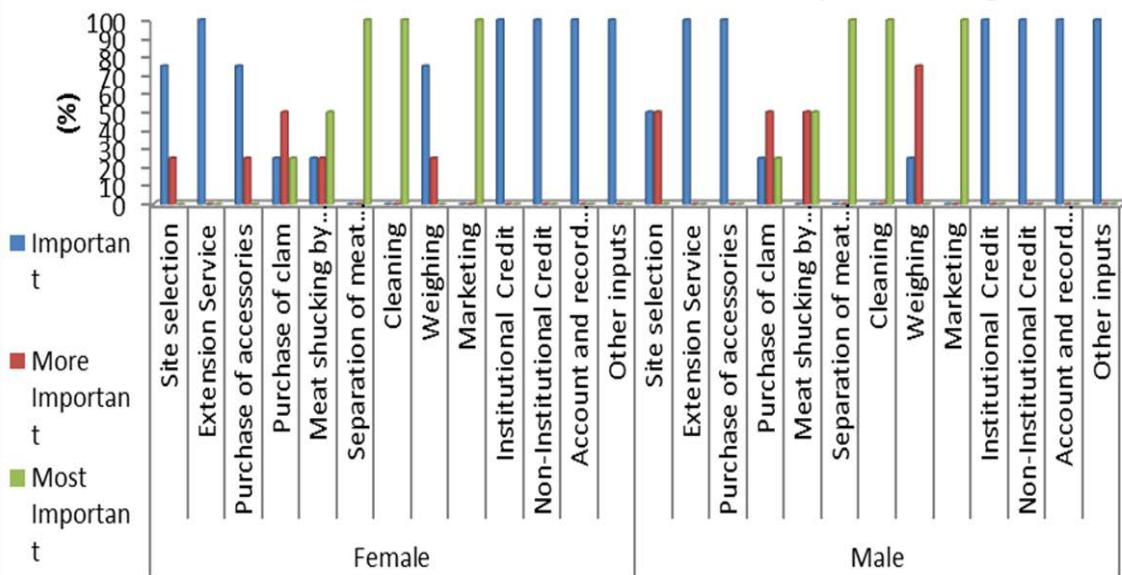
Extent of Involvement in clam processing u



Clam Processing SHG in Pookaitha



Gender needs in activities of clam processing unit



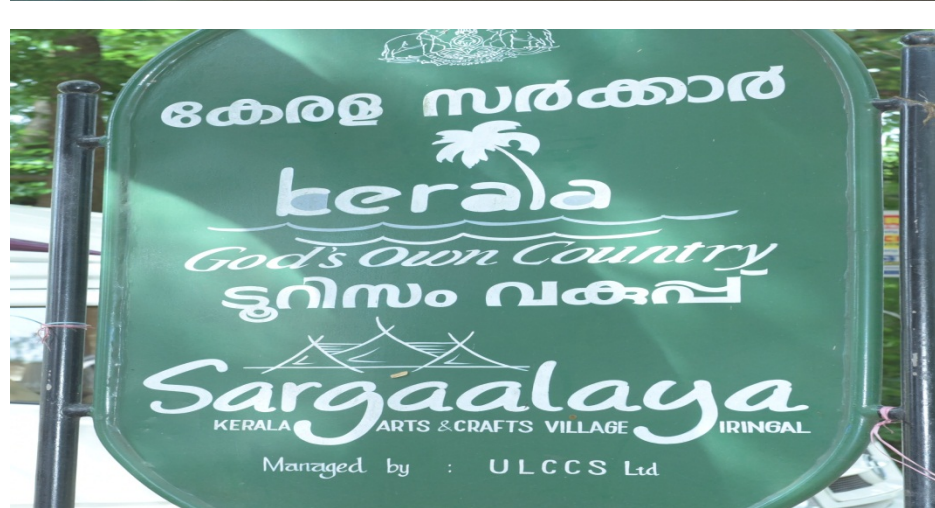
SAF SHGs at Calicut



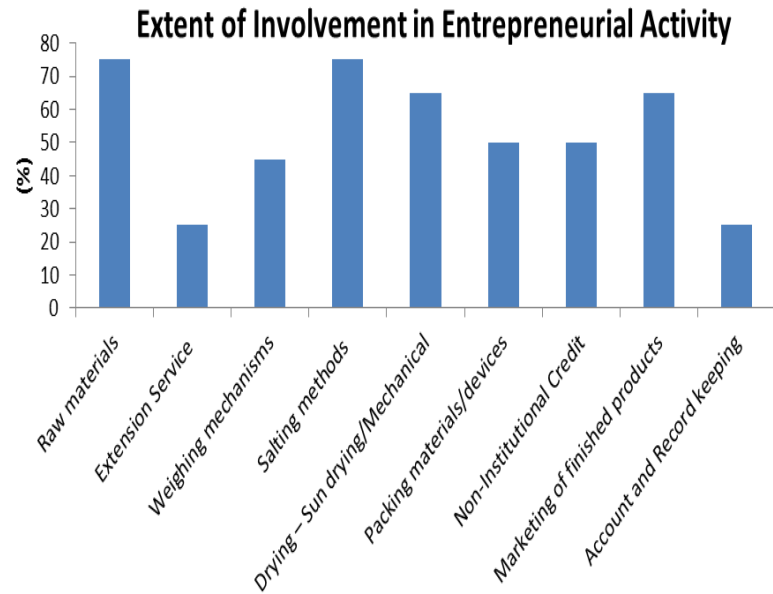
TRP



Iringal Craft village : Ornamental fisheries SHGs



Dry fish SHGs in Sakthikulangara, Kollam

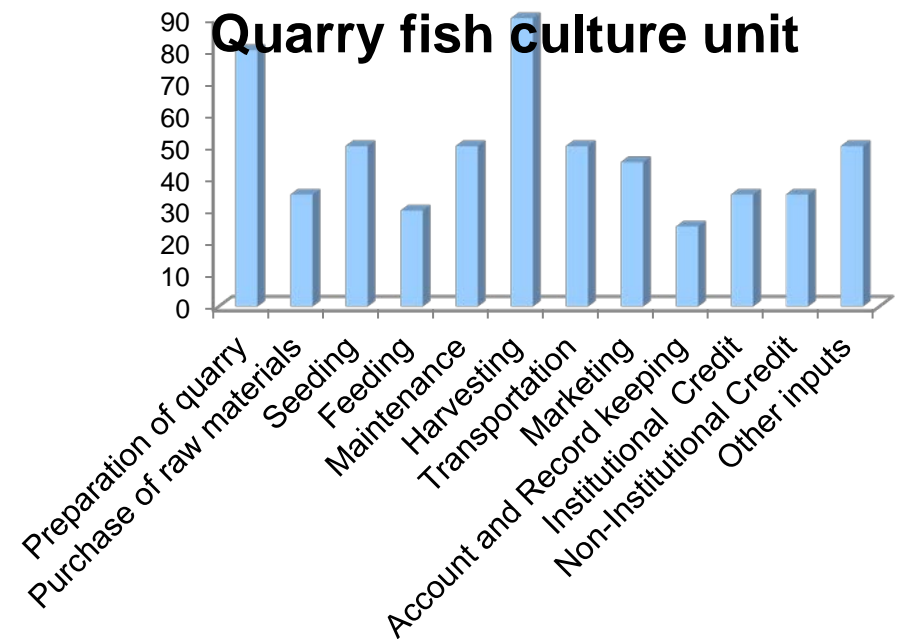


Quarry Fish Culture

*Samanwaya SHG, Paniyelil,
Perumbavoor*



Extent of Involvement in Quarry fish culture unit



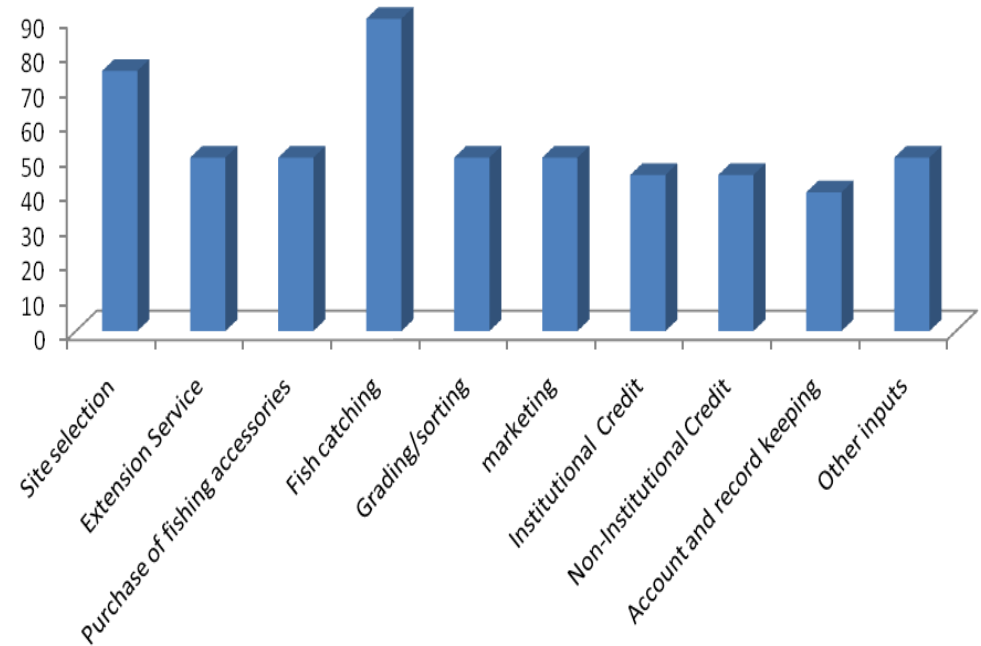
Handpicking Unit

Karthika, Alilthara

Vallamparambil



Extent of Involvement in Fishing unit



Ornamental Fish Culture

Aiswarya &

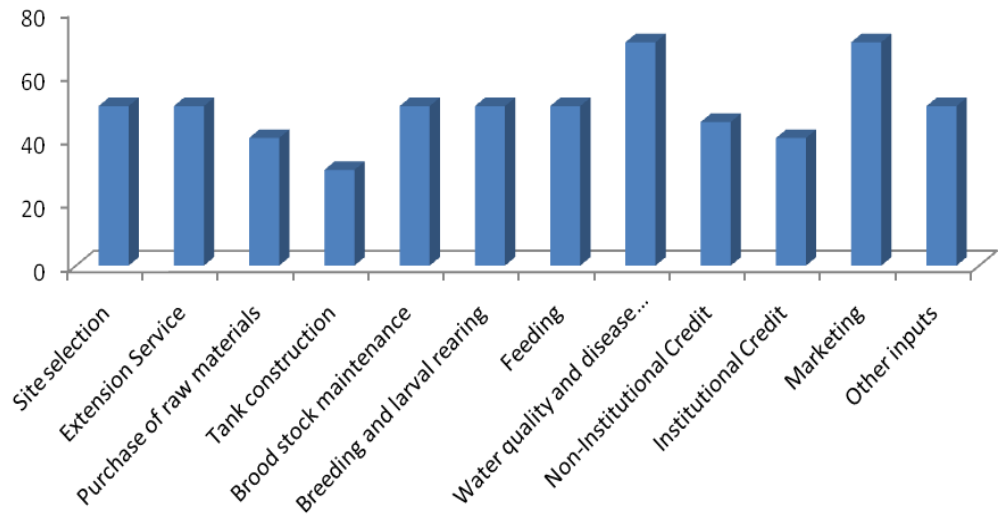
Sreeragam

TV Puram, Vaikam

Karshakasree

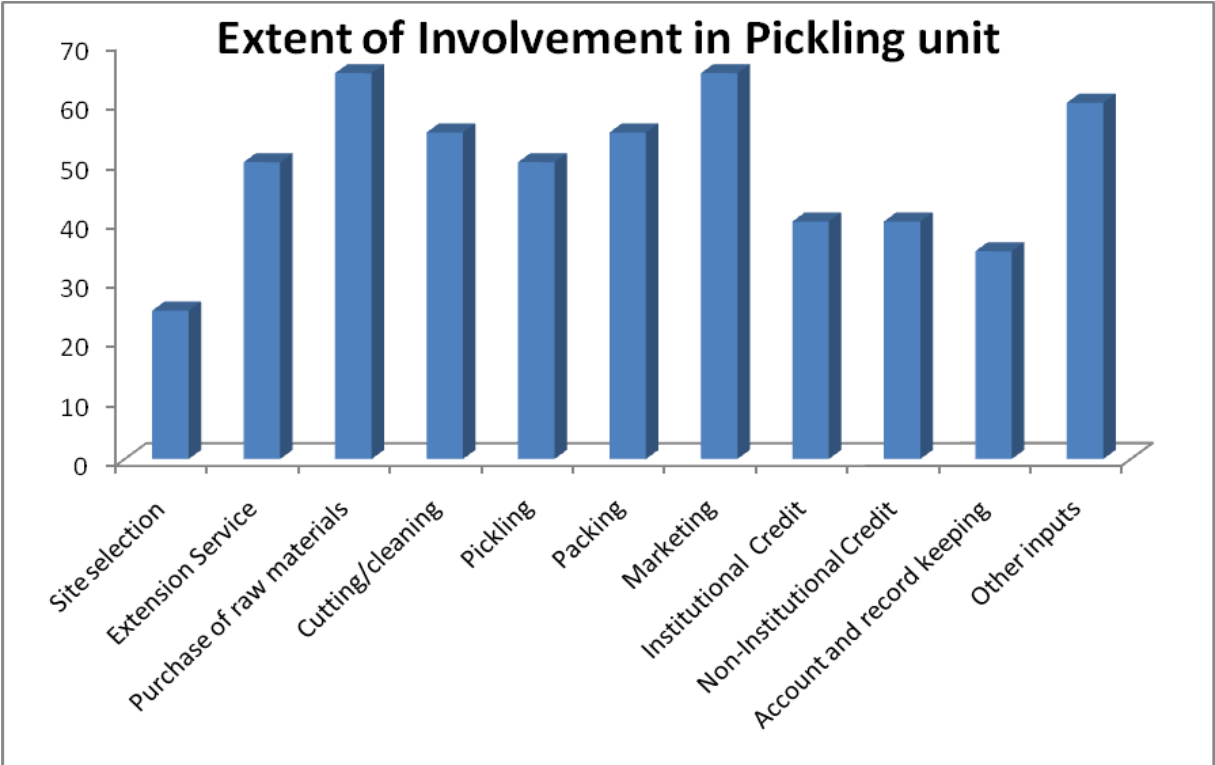


Extent of Involvement in Ornamental fish culture



Fish Pickling Unit

Swaruma, Narakkal
Sandra
Rasmi



Aquaponics : Cherai, Pallippuram panchayath

Declared Village : MPEDA
15,000/- Interest Free Loan :
Service Co-op. Bank
70 units
Live fish Marketing Unit



Brackish water cage culture: Vembanadu lake, Muhamma:

Vembanadu Kayal Samraskhana Samithy, Srayithodu Unit : 6 SHGs

- **Pratheekha** : Tilapia & Pearl spot
- **Sneha, Santhwana,**
- **Samridhi, Mythri, Prathyasa :**



Social Entrepreneurship

FADs: Mannancheri,
Alappuzha

SHGs

Matsyagandhi

Chithira

Ponnad

Kalpaka

Ambalakkadavu

$EI = 0.87$



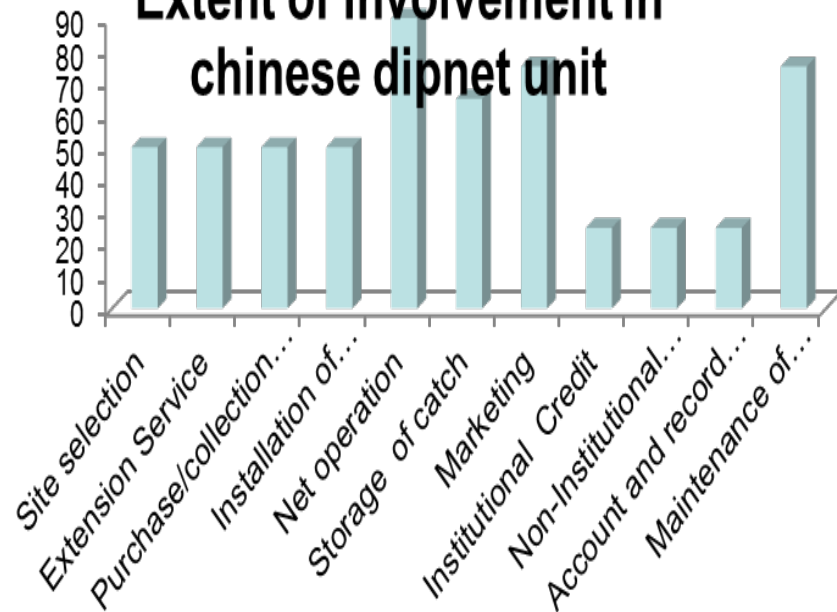
Chinese Dip Net

Aiswarya &
Saubhagya SHGs
Kumbalangi



$EI = 0.84$

Extent of Involvement in
chinese dipnet unit



Fertifish

Prakrithisree SHG,
Engandiyur,
Chavakkad, Thrissur

&

Jaivasree SHG
Munambam,
Ernakulam
EI = 0.86

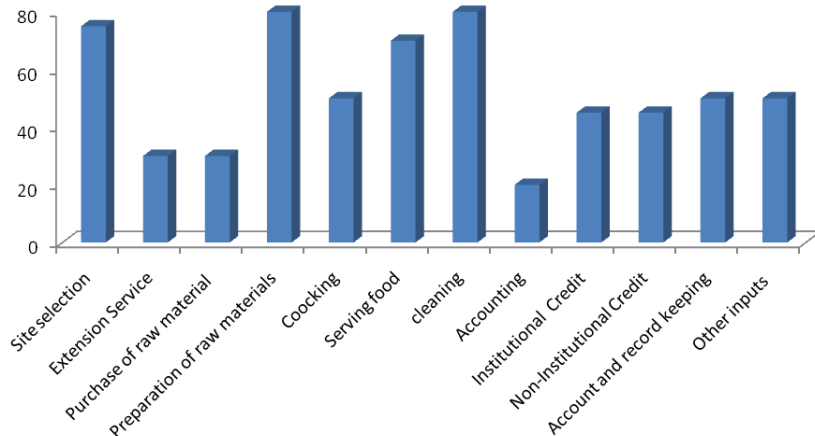


Aqua Tourism

*Souparnika SHG of
Narakkal Brackish
water fish farm &
Vandanam SHG of
Malippuram
(Matsyafed)*

*Homely Meals &
മീൻ ചാട്ടം
 $EI = 0.87$*

Extent of Involvement in Eco-tourism unit



Andhra Pradesh : Women SHGs in Fish Marketing

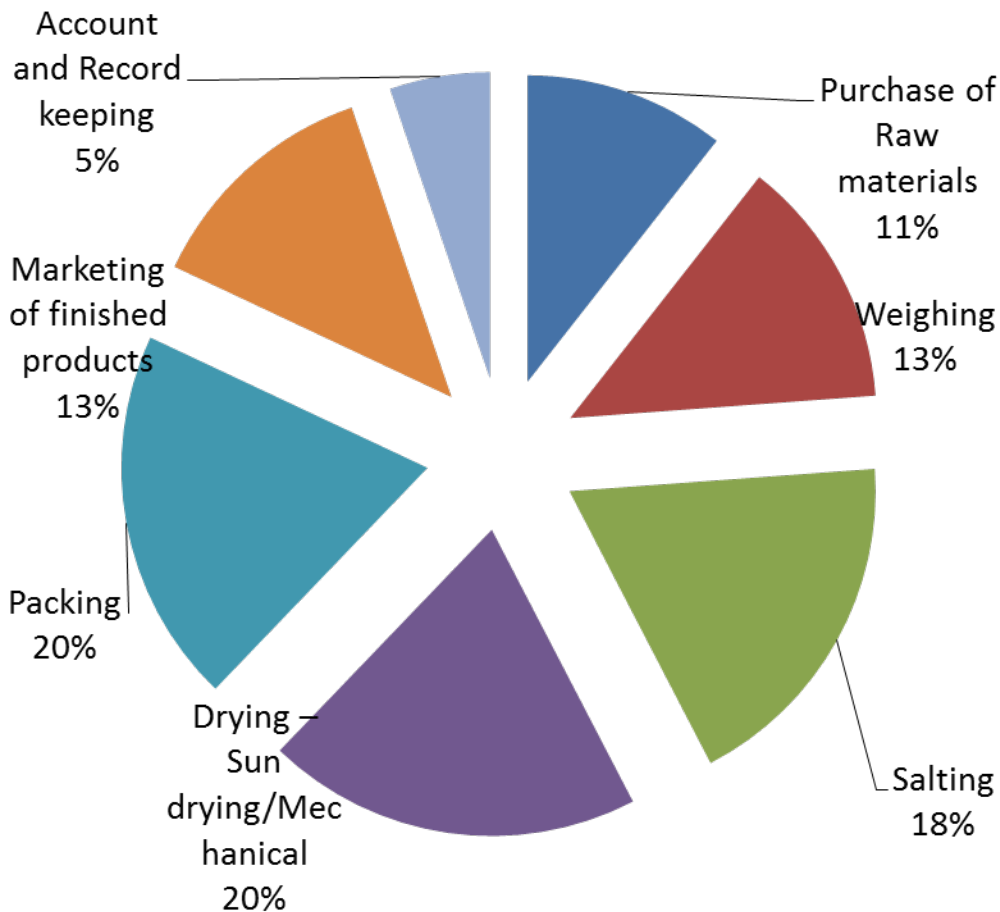
- Lakshmidevi, Anjaneya, Manikandha, Sree Rama, Jai Bhavani and Sampathi Vinayaka of **Bandarvanipetta of Sreekakulam dt,**
- **Nookammathali, Asirithalli and Samalammathalli SHGs in** **Chinthappally of Vijayanagaram**
- Anjaeya, Durgalamma & Sattemmathalli of **Pudimadakka of Visakahapatnam dt.**



Dry Fish Unit (Mandapam)

25 SHGs : Ramnathapuram dt.
Sangeerthana SHG & Deepthi SHG
of Chellanum, Ernakulam
Ushass, Azhikode, Thrissur

Extent of involment in Dry fish unit



Seaweed culture

***Mandapam : 25
SHGs***

***Ramanathapuram
district***



Crab Processing Unit

Access to resources & decision making : *peeling and cleaning of crab, female play an active role, & in all other activities male play an active role.*



Clam collection

Access to resources and decision making : *method of collection, collection of clam from natural habitat, boiling and meat shucking and cleaning : female play an active role & all other activities: Marketing, account & record keeping male play an active role.*



Karnataka:

- 2 villages : Hoige Bazar and Bengre.
- Extent of men & women involvement in dry fish making unit: Activities: Salting (81.25%) and sun drying (84.37%).
- With respect to access to resources, 75% females felt that procurement of raw materials (fresh fish, salt etc) was a male alone activity.
71.58% of females said that sun drying of fishes is a female alone activity.
- In activities like packing of the end product i.e dry fish and account and record keeping: involvement of males was greater than females as said by 59.3% of females and 40.6 % of females.



•Participation profile : 81.25% of females said, purchase of raw materials was a man independent work. 37.5% of women said, weighing was a male independent work, 21.87% of women & 15.62 % said institutional credit and account and record keeping were male independent work.

•Access to non-institutional credit & availing extension service was perceived as an important Gender need by 46.87% & 40.62% of women respectively. 78.12% of females perceived activities such as marketing of finished products, selection of site/ water and sundrying as most important.

•77 % had medium level of empowerment.

•The mean empowerment index for the respondents was 0.75



Odisha

- 29 ladies from different SHGs of Rameswarpur and Paikasahi villages: Tomato seedlings for making kitchen garden with organic fertilizer of seaweed. Supplied Biofertilizer prepared in the Field centre & sprayer. Most of the ladies and housewives spent time to develop kitchen garden. Awareness Camp on organic farming, to supply seedlings, fertilizer and the sprayer to the SHGs and they could successfully do organic farming of tomato for the household consumption.

- In Swascha Bharat Abhiyan, Women SHGs from Astaranga were identified to take over the forest conservation and cleanliness drive in the coastal area of Pir Jahania. ECBs undertaken for preparation of plates in leaf, paper bags and jute bags to supply to tourists in the coastal area of Pir Jahania and also to make the area plastic free.



Women participation in organic farming

- *Seedlings grown at an interval of 1 ft. The fruiting started after 57 days of transplantation & produce: converted as per the plant in each beneficiaries.*
- *Chilli plants : no good result. Liquid seaweed fertilizers applied at an intermittent interval. Pest recorded in some plants: treated with neem leaf pesticides prepared in home.*
- *Generated lot of interest among the housewives to cultivate vegetables in their backyard by organic farming.*



- 2 women members engaged for this work to give day to day data from the village.
- Demands from the paddy cultivars but to have the sustainability of the use of seaweed bio-fertilizer in huge quantity is a matter of concerned.
- Solid **seaweed bio fertilizer** was made by using the cast ashore dry seaweed composted with cow dung and soil in the cement tanks.
- The liquid **seaweed fertilizer** was prepared from the green algae and the red seaweed collected from chilka lake. The use of marigold flower is to keep away pest from tomato and chilli.
- Home made insecticides used with neem leaf when it was required for the plant.



Fisheries sector: 40 SHGs

- 2 villages : Puri district: *Arakuda* and *Astaranga*.
- 34 beneficiaries from 16 SHG in Arakuda and 67 beneficiaries from 15 SHG in Astaranga

Arakuda

- SHGs are involved in fishing, head load workers, dry fishing, coir business and nursery to plant acacia and mangrove near chilka lake. Also involved in fish & prawn seed collection and bivalve collection. 5-6 are trained mostly on coir business, Dry fish and nursery.

Astranga :

- Marine fisheries is a resource for all.
This has *displaced the coastal fisherfolk* from their main occupation and they become more poor due to competition with affluent people.
- Fishing is the main occupation besides coir business and dry fishing, marketing and post harvest method like pickle, pappad and others.
- Activities like *fish seed collection, mother monodon brooders* are sold which is not reported by any beneficiaries.



Output of the Project

20 Movies produced
(Documentaries)

Gender mainstreaming Series:
SHG Success Stories



1. Cage SHG in Vembanad English	2. Cage SHG in Vembanad English
3. Cage SHG in Vembanad Hindi	4. Chinese Dip Net SHG English
5. Chinese Dip Net SHG Malayalam	6. Chinese Dip Net SHG Hindi
7. Social Entrepreneurship SHG English	8. Social Entrepreneurship SHG Malayalam
9. Clam Processing SHG in Pookaitha English	10. Clam Processing SHG in Pookaitha: Malayalam
11. Aqua tourism SHG English	12. Aqua tourism SHG Malayalam
13. Seafood Kitchen SHG English	14. Seafood Kitchen SHG Malayalam
15. Fertifish SHG English	16. Fertifish SHG Malayalam
17. Fish Amino SHG English	18. Fish Amino SHG Malayalam
19. A Glimpse on the Fishery SHGs of Andhra Pradesh : (English)	20. A short glimpse on Gender Mainstreaming and Impact of SHGs (English)

Script & Direction : Dr. Vipinkumar.V.P
 Produced by : Dr. A. Gopalakrishnan, Director, CMFRI
 Voice : Dr.R.Vidya
 Camera : N.K. Harshan
 Technical Assistance : K.N. Pushkaran
 Acknowledgements : Dr. Bobby Ignatius, Principal Scientist, Mariculture
 Dr. R. Narayanakumar, Head, SEETD
 Dr. Dr. K. Sunil Mohamed, Head, MFD
 Dr. V. Kripa, Head, FEMD
 Dr. P.U. Zachariah, Head, DFD
 Dr. P.Vijayagopal, Head, MBTD
 Dr. G. Maheswarudu, Head, CFD
 Dr. Imelda Joseph, Head, Mariculture
 Dr. Prathibha Rohit, Head, PFD
 Dr. T.V. Sathianandan, Head, FRAD
 Dr. K.K. Joshi, Head, MBD
 Cover Design : Abhilesh P.R.
 Background Assistance : Athira.P.V & Jeethumol.T.J.
 Courtesy : Monsoon Productions



Script & Direction

Dr. Vipinkumar V.P

Produced by

Dr. A. Gopalakrishnan
 Director, CMFRI

Success Saga of Cage farming SHGs in Vembanadu

Indian Council of Agricultural Research

Central Marine Fisheries Research Institute

(Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India

Telephone: 0484-2394867 Fax: 0484-2394909

E-mail: director@cmfri.org.in Website: www.cmfri.org.in



Indian Council of Agricultural Research

Central Marine Fisheries Research Institute

(Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India

ചെങ്ക, അമ്പലം, താഴ്വാരം : അം, വെണ്മണി, വെണ്

2015-01-01

1. ബോ. എ. സോഫ്തുകൂടുന്നത്
വയറുകൾ, ഗ്ലൈംഗ്സ്, ജെ.എസ്.എസ്.

ajpc

• ഏൽക്കുക, ഹർഷണം

അനുകൂലമായ സാഹചര്യം

: തക.ഏസ്. പട്ടാളകാൽ

အထက်

൧. ഡോ. ബാബുജി ഹരിമംഗലം
 ഡോ. ജോർജ്ജ് അലക്സാണ്ടർ
 ഡോ. കെ. ബുധിൻ മേനോൻ
 ഡോ. റ്റി. സുധാ
 ഡോ. പി. ജെ. സാഹു
 ഡോ. പി. വീരേന്ദ്രപ്രസാദ്
 ഡോ. ജി. ഹൈന്ദവ്വേലു
 ഡോ. പ്രമോദ് കോരത്ത്
 ഡോ. ഗുണേശ് നാഗ്
 ഡോ. ജി. റ്റി. സത്യജിത്ത്
 ഡോ. കെ. കെ. ബാബു

കവാടം നാടീകങ്ങൾ

: അജിതൻ്റെ പ്ലെയർ

ACCEPTED MANUSCRIPT

• അഭയാർത്ഥി പിറവ് ജീവനുള്ളതാണ്.

உணர்வு

1. ഞാൻ സൂര്യൻ തൃപ്രയാലകടൽത്ത്, വെളിയിൽ



ഭക്ഷണ, ശേഖരണം, സംവത്സാരം : ഫ്രാഗ്, വാഷിംഗ് ടോൺ, വാഷിംഗ്

၈၆၀၀၀၀၀၀၀၀

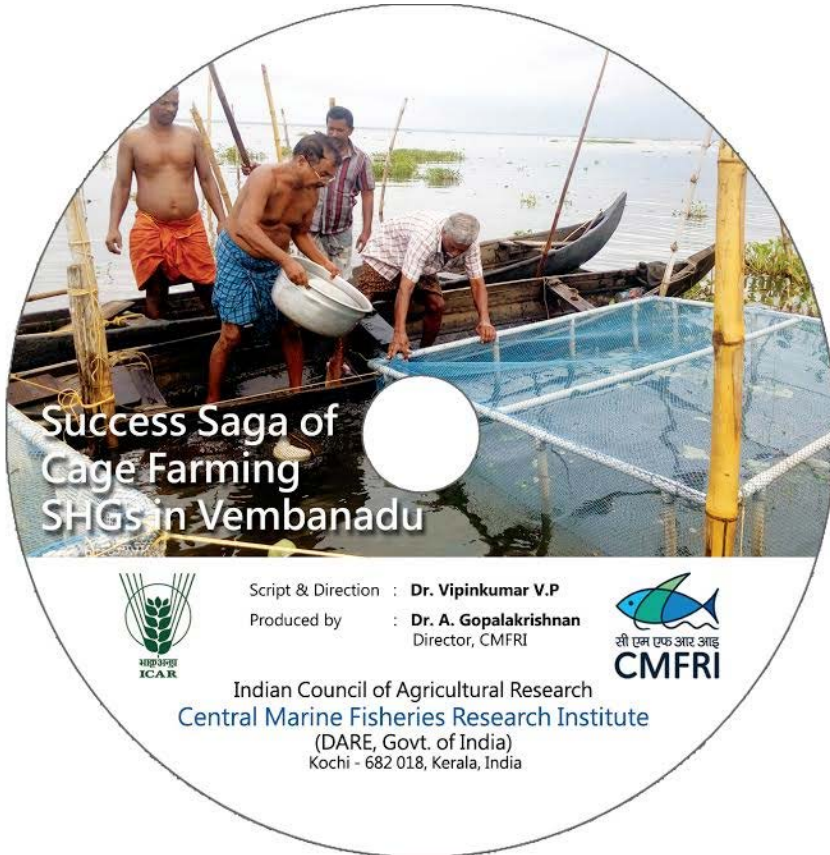
സംഗ. എ. ശോപാലകൃഷ്ണൻ
സഞ്ചാരികൾ. സി.എം.എസ്.ആർ.എസ്.

**വേമ്പനാട് തടാകത്തിൽ
കുടുംബസ്വകൃഷിയുടെ
വിജയഗാഥ**

ജനകീയ കാര്യകക്ഷി ഗവേഷണ സമിതി
കേന്ദ്ര സമര രാജ്യ ഗവേഷണ സമാഹരണം, കോട്ടി
(ഡി.എ.ആർ.ജെ. ജാത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം.1603, എറണാകുളം നോർത്ത് പി.ഒ.
കൊല്ലി 682 018, കേരളം, ഇന്ത്യ
ഫോൺ: 0484-2394867 ഫാക്സ്: 0484-2394909
ഇമെയിൽ: director@cmfri.org.in വെബ്: www.cmfri.org.in



ഭാരതീയ കാർഷിക മത്സ്യവകുപ്പ് സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി. ഒ., കൊച്ചി 682 018



Script & Direction : Dr. Vipinkumar.V.P
Produced by : Dr. A. Gopalakrishnan, Director, CMFRI
Voice : Dr.R.Vidya
Camera : N.K. Harshan & P.V. Sunil
Acknowledgements : Dr. R. Narayanakumar, Head, SEETD

Dr. K. Sunil Mohamed, Head, MFD
Dr. V. Kripa, Head, FEMD
Dr. P.U. Zachariah, Head, DFD
Dr. P.Vijayagopal, , Head, MBTD
Dr. G. Maheswarudu, Head, CFD
Dr. Imelda Joseph, Head, Mariculture
Dr. Prathibha Rohit, Head, PFD
Dr. T.V. Sathianandan, Head, FRAD
Dr. K.K. Joshi, Head, MBD

Cover Design : Abhilash P.R.
Background Assistance : Athira.P.V & Jeethumol.T.J.
Courtesy : Monsoon Productions

Chinese Dip Net in Kumbalangi: A Striking Success Story of Women SHGs



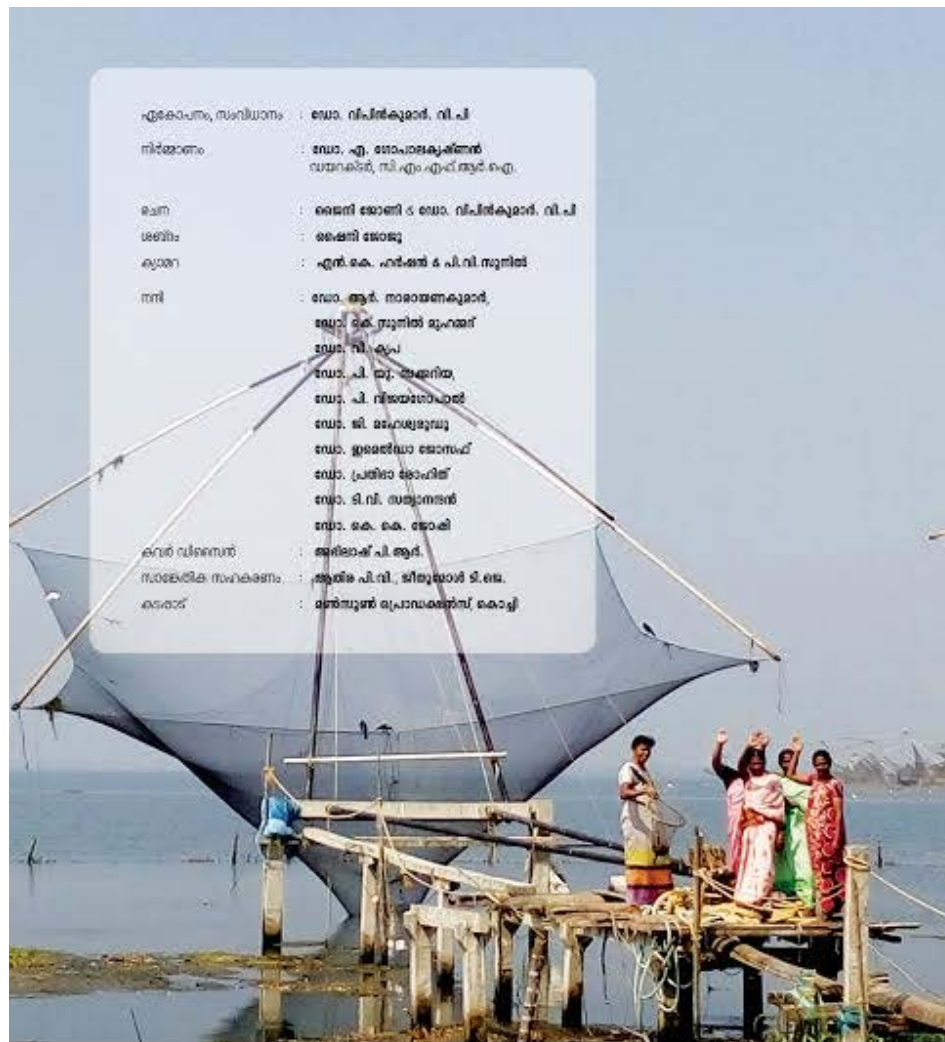
Script & Direction : **Dr. Vipinkumar V.P**
Produced by : **Dr. A. Gopalakrishnan**
Director, CMFRI



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
(Department of Agricultural Research and Education, Govt. of India)
Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India
Telephone: 0484-2394867 Fax: 0484-2394909
E-mail: director@cmfri.org.in Website: www.cmfri.org.in



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
(Department of Agricultural Research and Education, Govt. of India)
Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India



കുബളത്തിയിലെ പിനവല വനിതാ സ്വാശ്രയതൃത്തിന്റെ വിജയഗാഥ

ഏകോപനം, സംവിധാനം	ഡോ. വിപിൻകുമാർ, വി.പി
നിർമ്മാണം	ഡോ. എ. ബോപാലകൃഷ്ണൻ ഡയറക്ടർ, സി.എം.എഫ്.ആർ.ഐ.
ചേരി	രമേശ് ജോണി & ഡോ. വിപിൻകുമാർ, വി.പി
ശബരി	രമേശ് ജോണി
കുമാരി	എൻ.കെ. ഹർഷൻ & പി.വി. സുനിൽ
നന്ദി	ഡോ. ആർ. നാരായണകുമാർ, ഡോ. ഉക്. സുനിൽ മുഹമ്മദ് ഡോ. വി. കൃപ ഡോ. പി. യു. അരുൺ ഡോ. പി. വിജയശങ്കറാജ് ഡോ. ജി. രാജശങ്കരവു ഡോ. ഇരമേശ് ജോണി ഡോ. പ്രതിഷ്ഠാ ജോണി ഡോ. ടി.വി. സത്യനാഥൻ ഡോ. കെ. കെ. ജോളി
കുവർ വീഡിയോ	ജെ.ജെ.പി.ആർ.
സംരക്ഷണ സഹകരണം	ആർ.പി.വി., ജി.ജെ.ജി.ജി.
വാഹനം	മെർസസ് പ്രൊഡക്ഷൻസ്, കൊച്ചി



ഏകോപനം, സംവിധാനം : ഡോ. വിപിൻകുമാർ, വി.പി
നിർമ്മാണം : ഡോ. എ. ബോപാലകൃഷ്ണൻ
ഡയറക്ടർ,
സി.എം.എഫ്.ആർ.ഐ.



ഭാരതീയ കാർഷിക തവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ.,
കൊച്ചി 682 018, കേരളം, ഭാരതം
ഫോൺ : 0484-2394867 ഫാക്സ് : 0484-2394909
ഇമെയിൽ : director@cmfri.org.in വെബ് : www.cmfri.org.in

ഭാരതീയ കാർഷിക തവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ., കൊച്ചി 682 018

Chinese Dip Net in Kumbalangi: A Striking Success Story of Women SHGs



Script & Direction : **Dr. Vipinkumar V.P**
Produced by : **Dr. A. Gopalakrishnan**
Director, CMFRI

Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
(DARE, Govt. of India)
Kochi - 682 018, Kerala, India

കുമ്പളങ്ങിയിലെ ചിനവല വനിതാ സ്വാശ്രയതന്ത്രിന്റെ വിജയഗാഥ



ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, കൊച്ചി 682 018



Script, Direction & Coordination : Dr. Vipinkumar.V.P
 Produced by : Dr. A. Gopalakrishnan, Director, CMFRI
 Social Mobilisation : Dr. Priyadarshan & team
 Ashoka Trust for Research in Ecology and the Environment (Atree)
 Technical consultancy : Dr. Ajith K. Thomas, Assoc. Professor, Saintgits Institute of Management, Kottayam
 Voice : Dr. R. Vidya
 Camera : N.K. Harshan & P.V. Sunil
 Acknowledgements : Dr. R. Narayanakumar, Head, SEETD
 Dr. K. Sunil Mohamed, Head, MFD
 Dr. V. Kripa, Head, FEMD
 Dr. P.U. Zachariah, Head, DFD
 Dr. P. Vijayagopal, Head, MBTD
 Dr. G. Maheswarudu, Head, CFD
 Dr. Imelda Joseph, Head, Mariculture
 Dr. Prathibha Rohit, Head, PFD
 Dr. T.V. Sathianandan, Head, FRAD
 Dr. K.K. Joshi, Head, MBD
 Cover Design : Abhilash P.R.
 Background Assistance : Athira P.V & Jeethumol T.J.
 Courtesy : Monsoon Productions



Saga on Social Entrepreneurship- A Pioneering SHG Venture through Fish Aggregating Devices

Script & Direction : Dr. Vipinkumar V.P
 Produced by : Dr. A. Gopalakrishnan
 Director, CMFRI



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
 (Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India
 Telephone: 0484-2394867 Fax: 0484-2394909
 E-mail: director@cmfri.org.in Website: www.cmfri.org.in



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
 (Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India



ഏകോപനം, ശബ്ദം, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി
നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
ഡയറക്ടർ, സി.എം.എഫ്.ആർ.ഐ.
രചന : ഡോ. വിപിൻകുമാർ. വി.പി, ആതിര പി.വി &
ജിതുമാൾ ടി.ജെ.
സാമൂഹ്യ സംഘാതം : ഡോ.പിതരത്നൻ & ടീം (ആശ്രി)
സാങ്കേതിക സഹായം : ഡോ. അജിത് കെ. തോമസ്,
അഡ്വൈസ് ഡയർ പ്രൊഫസർ,
സെന്റ് ഗിർജ ഇൻസ്റ്റിറ്റ്യൂട്ട് ഓഫ് മാനേജ്മെന്റ്,
ചെന്നൈ
കഥാ
നന്ദി : എൻ.കെ. ഹർഷൻ & പി.വി. സുനിൽ
ഡോ. ആർ. നാരായണകുമാർ
ഡോ. കെ. സുനിൽ മുഹമ്മദ്
ഡോ. വി. കൃപ
ഡോ. പി. യു. സക്കറിയ
ഡോ. പി. വിജയഗോപാൽ
ഡോ. ജി. മഹേശ്വരയ്യ
ഡോ. ഇമ്രൽഡാ ജോസഫ്
ഡോ. പ്രതിഭാ രാമിനി
ഡോ. ടി.വി. സത്യാനന്ദൻ
ഡോ. കെ. കെ. ജോഷി
കവർ ഡിസൈൻ : അർജുൻ പി. ആർ
റിവയർലൈംഗം : ആതിര പി.വി, ജിതുമാൾ ടി.ജെ.
ചിത്ര സംയോജനം : കൃഷ്ണകുമാർ എം.എ. (നീക്ക പ്രവർത്തനം)



കൃഷി മത്സ്യത്താണ് ഇന്നു സ്വാശ്രയത്വത്തിലൂടെ- സാമൂഹിക പുനരുദ്ധരണത്തിലേക്കുള്ള ഒരു ചുവടുവയ്പ്

ഏകോപനം, ശബ്ദം, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി
നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
ഡയറക്ടർ, സി.എം.എഫ്.ആർ.ഐ.



ഭാരതീയ കാർഷിക തവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം.1603, എറണാകുളം നോർത്ത് പി.ഒ.,
കൊച്ചി 682 018, കേരളം, ഭാരതം
ഫോൺ : 0484-2394867 ഫാക്സ് : 0484-2394909
ഇ മെയിൽ : director@cmfri.org.in വെബ് : www.cmfri.org.in



ഭാരതീയ കാർഷിക തവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം.1603, എറണാകുളം നോർത്ത് പി.ഒ., കൊച്ചി 682 018



Saga on



Social Entrepreneurship- A Pioneering SHG Venture through Fish Aggregating Devices



ICAR-Central Marine Fisheries Research Institute
(Department of Agricultural Research and Education, Government of India)
P.B. No. 1603, Ernakulam North P.O., Kochi - 682 018



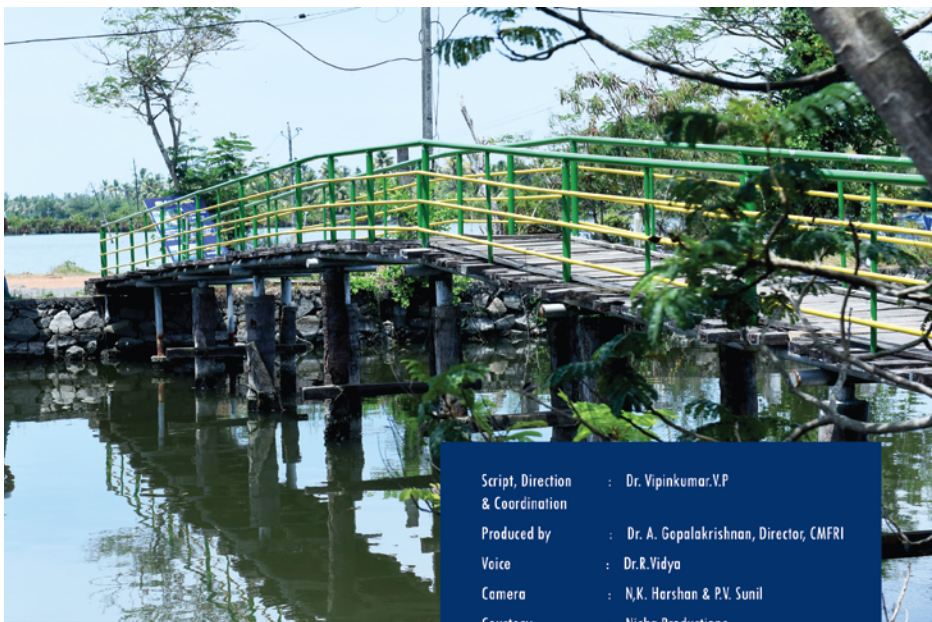
കൃത്രിമ മത്സ്യസമാവളകൾ സാമൂഹിക പൗരസ്വരംഭണത്തിലേക്കുള്ള ഒരു ചുമടുപയ്പ്



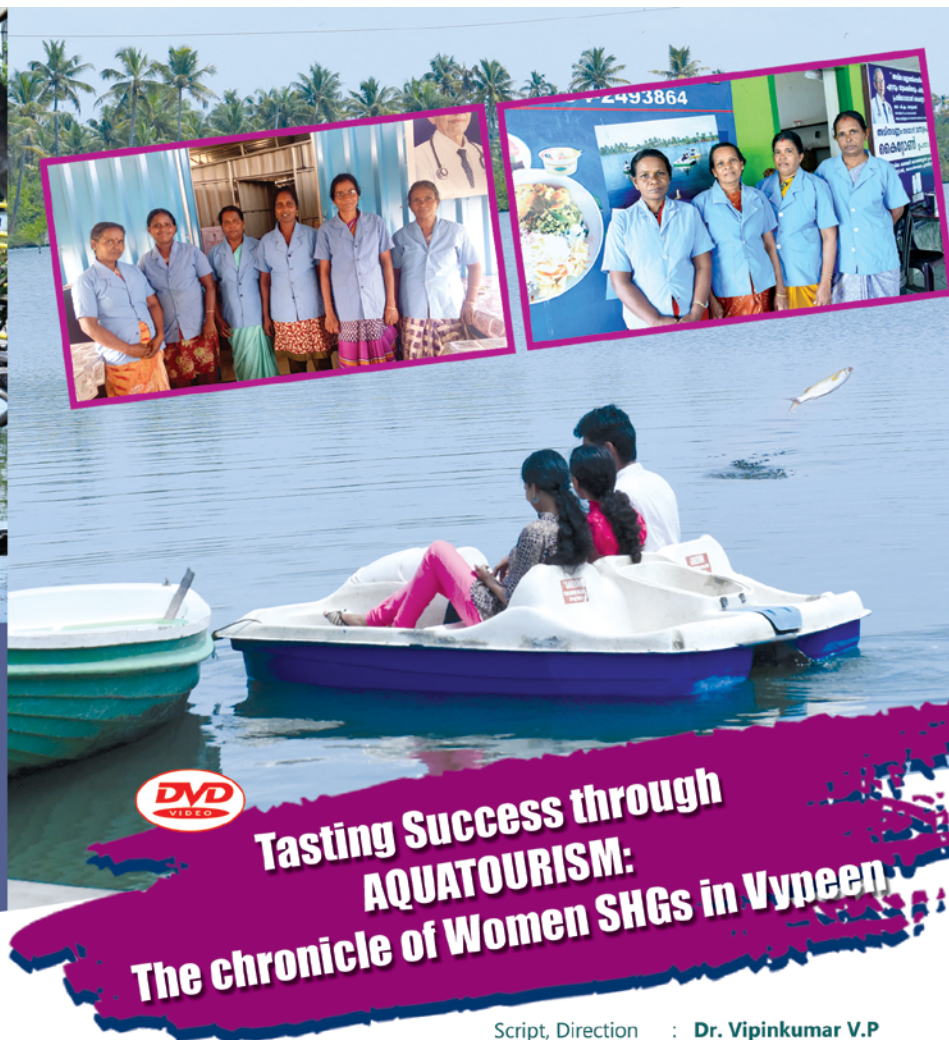
ആലോചന, തയ്യാറെടുപ്പ്, സാധനങ്ങൾ : നോർ വികസിറ്റുകൾ, വിവിധ
നിർമ്മാണം : ബോർഡ്, മോഡലുകൾ, സാധനങ്ങൾ, സി.എസ്.എസ്.എസ്.എസ്.എസ്.

ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ., കൊച്ചി 682 018





Script, Direction & Coordination : Dr. Vipinkumar.V.P
 Produced by : Dr. A. Gopalakrishnan, Director, CMFRI
 Voice : Dr.R.Vidya
 Camera : N.K. Harshan & P.V. Sunil
 Courtesy : Nisha Productions
 Acknowledgements : Dr. R. Narayanakumar, Head, SEETD
 Dr.Shinoj.P, Scientist, SEETD
 Ms.Camilla Wilson, CTS, Kochi
 Dr.K.Sunil Mohamed, Head, MFD
 Dr. V. Kripa, Head, FEMD
 Dr. P.U. Zachariah, Head, DFD
 Dr. P.Vijayagopal, , Head, MBTD
 Dr. G. Maheswarudu, Head, CFD
 Dr. Imelda Joseph, Head, Mariculture
 Dr. Prathibha Rohit, Head, PFD
 Dr. T.V. Sathianandan, Head, FRAD
 Dr. K.K. Joshi, Head, MBD
 Cover Design : Abhilash P.R.
 Technical Assistance : Athira.P.V & Jeethumol.T.J.



Tasting Success through AQUATOURISM: The chronicle of Women SHGs in Vypeen

Script, Direction & Coordination : **Dr. Vipinkumar V.P**

Produced by : **Dr. A. Gopalakrishnan**
Director, CMFRI



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
 (Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India
 Telephone: 0484-2394867 Fax: 0484-2394909
 E-mail: director@cmfri.org.in Website: www.cmfri.org.in



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
 (Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India





രചന, ഏകോപനം, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി
 നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
 ഡയറക്ടർ, സി.എം.എഫ്.ആർ.ഐ.
 ശബരം : ജിതുശാസ്ത്രി ടി.ജെ.
 ക്യാമറ : എൻ. കെ. ഹർഷൻ ടി.പി. വി. സുനിൽ
 നന്ദി : ഡോ. ആർ. നാരായണകുമാർ
 ഡോ. ഷിനോജ് പാറപ്പുറത്ത്
 ശ്രീമതി കാമല വിസൽ
 ഡോ. കെ. സുനിൽ ജി.പി.ജെ.
 ഡോ. വി. കൃപ
 ഡോ. പി. യു. സക്കറിയ
 ഡോ. പി. വിജയഗോപൽ
 ഡോ. ജി. മഹേഷ്വരപ്പു
 ഡോ. ഇമേഷ്യാ ജോസഫ്
 ഡോ. പ്രതിഭാ രാഹുൽ
 ഡോ. ടി.വി. സത്യനന്ദൻ
 ഡോ. കെ. കെ. മോഷി
 കവർ ഡിസൈൻ : അരിയാഷ് പി.ആർ.
 വിവരശേഖരണം : ആതിര പി.വി, ജിതുശാസ്ത്രി ടി.ജെ.
 ചിത്ര സംയോജനം : കൃഷ്ണകുമാർ എം.എ. ടി
 അരവിന്ദ്. പി. ആർ
 (നിഷ് പ്രൊഡക്ഷൻസ്)
 കടപ്പാട് : മത്സ്യഡെവ്, കൊച്ചി

ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
 (ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
 പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ.,
 കൊച്ചി 682 018, കേരളം, ഭാരതം
 ഫോൺ : 0484-2394867 ഫാക്സ് : 0484-2394909
 ഇമെയിൽ : director@cmfri.org.in വെബ് : www.cmfri.org.in

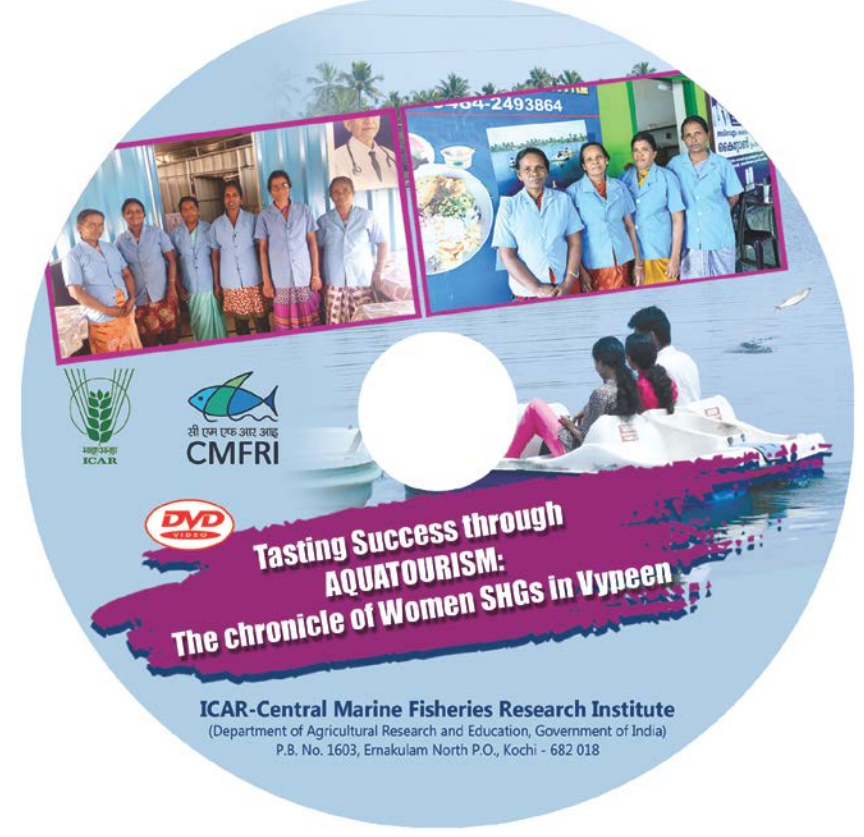


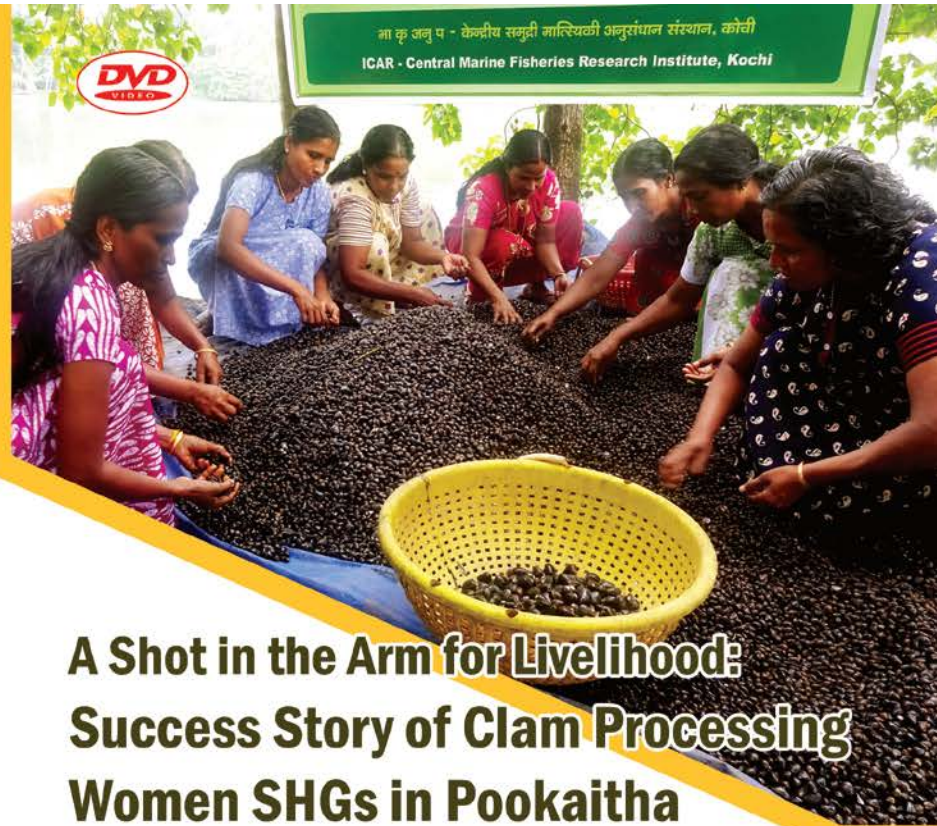
വിജയസാഹസ്യം
അക്വാട്ടറിസത്തിലൂടെ: മാതൃകയായി
വൈപ്പിനിലെ വനിതാ സ്വാശ്രയസംഘങ്ങൾ

രചന, ഏകോപനം, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി
 നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
 ഡയറക്ടർ, സി.എം.എഫ്.ആർ.ഐ.

ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
 (ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
 പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ., കൊച്ചി 682 018







Script, Direction & Coordination : Dr. Vipinkumar.V.P
 Produced by : Dr. A. Gopalakrishnan, Director, CMFRI
 Social Mobilisation : Society for Assistance to Fisherwomen, (SAF), Govt. of Kerala
 Technical Consultancy: Dr.P.Shinoj and Dr.R.Vidya
 Camera : N.K. Harshan & P.K.Prashanth
 Voice : Dr. R.Vidya
 Acknowledgements : Dr. R. Narayanakumar, Head, SEETD
 Dr.K.Sunil Mohamed, Head, MFD
 Dr. V. Kripa, Head, FEMD
 Dr. P.U. Zachariah, Head, DFD
 Dr. P. Vijayagopal, Head, MBTD
 Dr. G. Maheswarudu, Head, CFD
 Dr. Imelda Joseph, Head, Mariculture
 Dr. Prathibha Rohit, Head, PFD
 Dr. T.V. Sathianandan, Head, FRAD
 Dr. K.K. Joshi, Head, MBD
 Cover Design : Abhilash P.R.
 Background Assistance : Athira.P.V & Jeethumol.T.J.
 Courtesy : Nisha Productions
 Editing : M.A. Krishnakumar, P.R. Aravind

A Shot in the Arm for Livelihood: Success Story of Clam Processing Women SHGs in Pookaitha

Script, Direction & Coordination : Dr. Vipinkumar.V.P

Produced by : Dr. A. Gopalakrishnan
 Director, CMFRI



**Indian Council of Agricultural Research
 Central Marine Fisheries Research Institute**

(Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Emakulam North P.O., Kochi - 682 018, Kerala, India
 Telephone: 0484-2394867 Fax: 0484-2394909
 E-mail: director@cmfri.org.in Website: www.cmfri.org.in



**Indian Council of Agricultural Research
 Central Marine Fisheries Research Institute**

(Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Emakulam North P.O., Kochi - 682 018, Kerala, India





പി കെ എസ് - കേന്ദ്രീയ സമുദ്രി മാതൃകയിൽ അനുബന്ധ സംസ്ഥാന, കോഴി
ICAR - Central Marine Fisheries Research Institute, Kochi



രചന, ശബ്ദം, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി

നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
ഡയറക്ടർ, സി. എം. എഫ്. ആർ. ഐ.

സാമൂഹ്യ സംഘാതം : സോസൈറ്റി പോർ അസിസ്റ്റന്റ് സൂ
പിഷർ വിമൻ (സാഫ്)

സാങ്കേതിക സഹായം : ഡോ. പി. ഷിനോജ് & ഡോ. ആർ. വിദ്യ
കുമാർ : എൻ. കെ. ഹർഷൻ & പി. കെ. പ്രഭാത്

കടപ്പാട് : നിഷാ പ്രൊഡക്ഷൻസ്
നന്ദി : ഡോ. ആർ. നാരായണകുമാർ
ഡോ. കെ. സുനിൽ മുഹമ്മദ്
ഡോ. വി. കൃപ
ഡോ. പി. യു. സരണിയ
ഡോ. പി. വിജയഗോപാൽ
ഡോ. ജി. മഹേഷ്വരയ്യ
ഡോ. ഇമേൽഡാ ജോസഫ്
ഡോ. പ്രതിഭാ ജോഷി
ഡോ. കി.വി. സത്യാനന്ദൻ
ഡോ. കെ. കെ. ജോഷി

കവർ ഡിസൈൻ : അരിലാഷ് പി. ആർ.
വിവരശേഖരണം : ആനിമ പി.വി. ടിനുജോൾ ടി.ജെ.
ചിത്ര സംഘാതനം : കൃഷ്ണകുമാർ എം. എ. &
അരവിന്ദൻ. പി. ആർ
(നിഷാ പ്രൊഡക്ഷൻസ്)

പുക്കൈതയിൽ വനിതാ സ്വാശ്രയത്വം കക്ക സംസ്കരണത്തിലൂടെ : ഉപജീവനത്തിനൊരു കൈത്താങ്ങ്

രചന, ശബ്ദം, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി

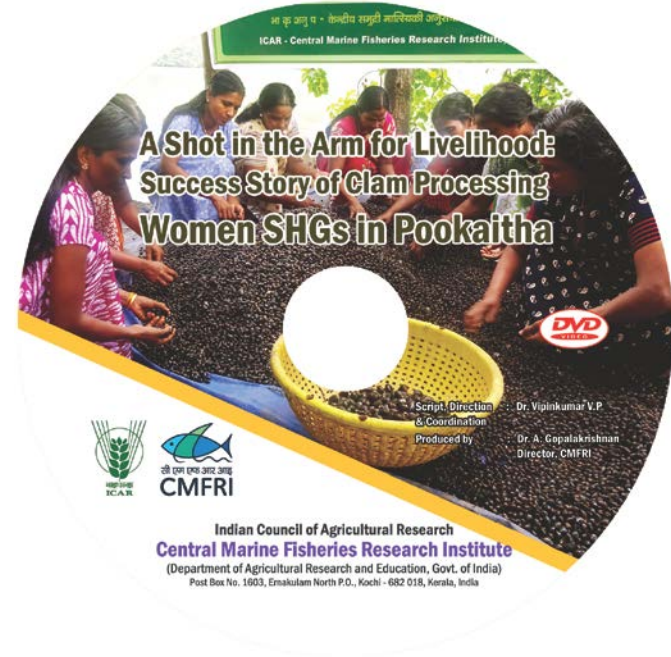
നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
ഡയറക്ടർ, സി. എം. എഫ്. ആർ. ഐ.



ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി. ഒ., കൊച്ചി 682 018, കേരളം, ഭാരതം
ഫോൺ : 0484-2394867 ഫാക്സ് : 0484-2394909
ഇ മെയിൽ : director@cmfri.org.in വെബ് : www.cmfri.org.in



ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം, കൊച്ചി
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)
പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി. ഒ., കൊച്ചി 682 018, കേരളം, ഭാരതം



Script, Direction & Coordination : Dr. Vipinkumar.V.P
 Produced by : Dr. A. Gopalakrishnan, Director, CMFRI
 Social Mobilisation : Society for Assistance to Fisherwomen, (SAF), Govt. of Kerala
 Camera : N.K. Harshan & Sunil P.V.
 Voice : Dr. Miriam Paul Sreeram
 Acknowledgements : Dr. R. Narayanakumar, Head, SEETD
 Dr. K. Sunil Mohamed, Head, MFD
 Dr. V. Kripa, Head, FEMD
 Dr. P.U. Zachariah, Head, DFD
 Dr. P. Vijayagopal, Head, MBTD
 Dr. G. Maheswarudu, Head, CFD
 Dr. Imelda Joseph, Head, Mariculture
 Dr. Prathibha Rohit, Head, PFD
 Dr. T.V. Sathianandan, Head, FRAD
 Dr. K.K. Joshi, Head, MBD

Cover Design : Abhilaash P.R.
 Background Assistance : Athira.P.V & Jeethumol.T.J.
 Editing : M.A. Krishnakumar, P.R. Aravind
 Nisha Productions



Fertifish: A diversified Livelihood Avenue for Women Entrepreneurs in Engandiyoor

Script, Direction & Coordination : Dr. Vipinkumar V.P

Produced by : Dr. A. Gopalakrishnan
 Director, CMFRI



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute

(Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Emakulam North P.O., Kochi - 682 018, Kerala, India
 Telephone: 0484-2394867 Fax: 0484-2394909
 E-mail: director@cmfri.org.in Website: www.cmfri.org.in



Indian Council of Agricultural Research
Central Marine Fisheries Research Institute
 (Department of Agricultural Research and Education, Govt. of India)
 Post Box No. 1603, Emakulam North P.O., Kochi - 682 018, Kerala, India

രചന, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി

നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
ഡയറക്ടർ, സി. എം. എഫ്. ആർ. ഐ.

സാമൂഹ്യ സംഘാടനം : സൊസൈറ്റി ഫോർ അസിസ്റ്റൻസ് ടു ഫിഷർ വിമൻ (സഫി)

അവർഗ്ഗം : ഡോ. ആർ. വിദ്യ

കുറ്റാരം : എൻ.കെ. ഹർഷൻ & സുനിൽ പി. വി

കടപ്പാട് : നിഷാ പ്രൊഡക്ഷൻസ്

നന്ദി : ഡോ. ആർ. നാരായണകുമാർ
ഡോ. കെ. സുനിൽ ജഗമ്മദ്
ഡോ. വി. കൃപ
ഡോ. പി. യു. സരോജ
ഡോ. പി. വിജയശോഭാൽ
ഡോ. ജി. മഹേഷ്വരപ്പയ്യ
ഡോ. ഇമേൽസാ ജോസഫ്
ഡോ. പ്രതിഭാ മോഹിത്
ഡോ. ടി.വി. സത്യാനന്ദൻ
ഡോ. കെ. കെ. ജോഷി

കവർ ഡിസൈൻ : അജിതാഷ് പി. ആർ.

വിവരശേഖരണം : ആതിര പി.വി, ജിതുമോൾ ടി. ജെ.

ചിത്ര സഹായനം : കൃഷ്ണകുമാർ എം.എ. & അഭിനവ്. പി. ആർ (നീഷ പ്രൊഡക്ഷൻസ്)



ഫെർട്ടി ഫിഷ്: ഏങ്ങണ്ടിയൂരിലെ വനിതാ സംരംഭകർക്ക് ഉപജീവനം വൈവിധ്യവത്കരണത്തിലൂടെ

രചന, സംവിധാനം : ഡോ. വിപിൻകുമാർ. വി.പി

നിർമ്മാണം : ഡോ. എ. ഗോപാലകൃഷ്ണൻ
ഡയറക്ടർ, സി. എം. എഫ്. ആർ. ഐ.



ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)

പി. ബി. നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ., കൊച്ചി 682 018, കേരളം, ഭാരതം
ഫോൺ : 0484-2394867 ഫാക്സ് : 0484-2394909
ഇമെയിൽ : director@cmfri.org.in വെബ് : www.cmfri.org.in

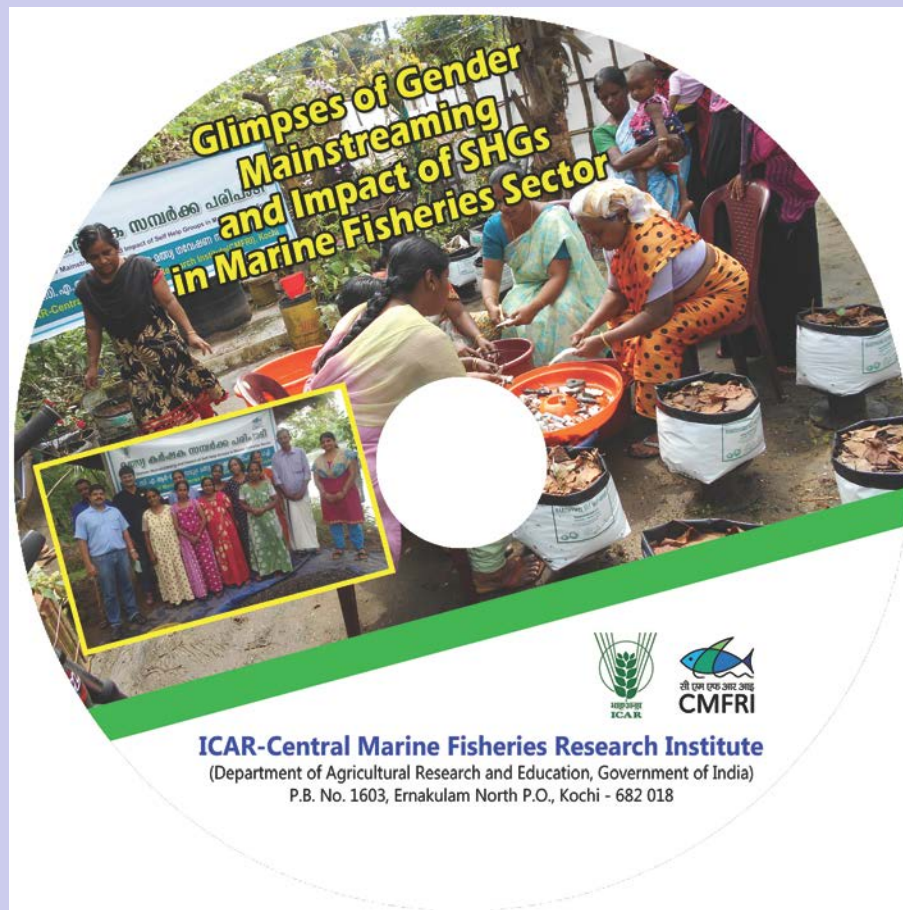


ഭാരതീയ കാർഷിക ഗവേഷണ സമിതി
കേന്ദ്ര സമുദ്ര മത്സ്യ ഗവേഷണ സ്ഥാപനം
(ഡി.എ.ആർ.ഇ. ഭാരത സർക്കാർ)

പോസ്റ്റ് ബോക്സ് നം. 1603, എറണാകുളം നോർത്ത് പി.ഒ., കൊച്ചി 682 018, കേരളം, ഭാരതം



To be released.....



General movie on Gender Mainstreaming

A Glimpse of the Women SHGs in Fish Marketing in Andhra Pradesh



ICAR-Central Marine Fisheries Research Institute

(Department of Agricultural Research and Education, Government of India)

P.B. No. 1603, Ernakulam North P.O., Kochi - 682 018



Fish Amino Enterprise in Elamkunnappuzha: Success story of Women SHGs



ICAR-Central Marine Fisheries Research Institute
(Department of Agricultural Research and Education, Government of India)
P.B. No. 1603, Ernakulam North P.O., Kochi - 682 018



Women SHGs in 'Seafood Kitchen': A Striking success story in Poyya & Pookode



ICAR-Central Marine Fisheries Research Institute

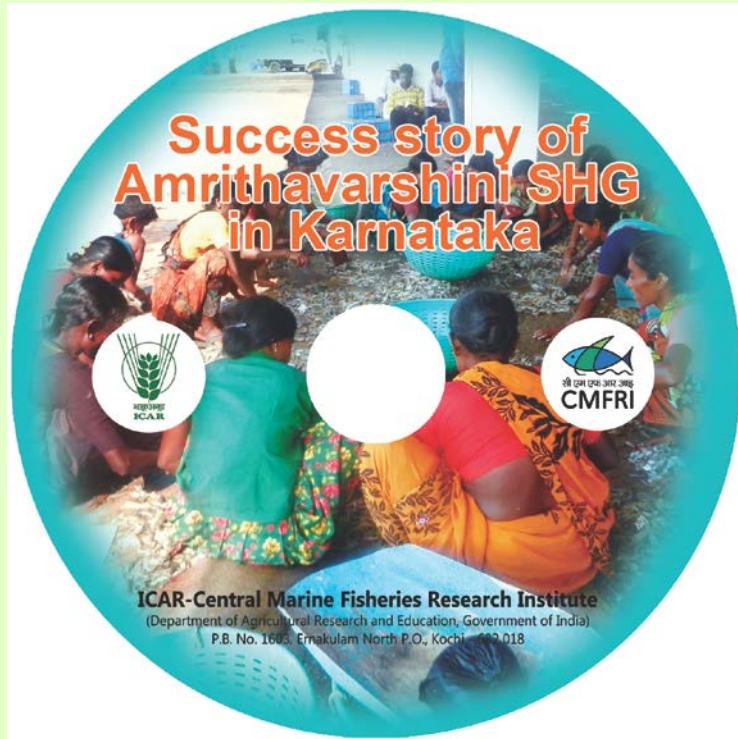
(Department of Agricultural Research and Education, Government of India)

P.B. No. 1603, Ernakulam North P.O., Kochi - 682 018

Failure Cases: ? ? ?



Handpicking Unit in Cheriyakadavu



**Fish Farming in Quarry
An SHG Venture**

**പറമടയിലെ മത്സ്യകൃഷി
ഒരു സ്വാശ്രയ സംരംഭം**

Book



Gender Mainstreaming and Impact of Self Help Groups in Marine Fisheries Sector



Vipinkumar V.P.
Narayanakumar R.
Johnson B.
Swathilekshmi P.S.
Ramachandran C.
Shyam S. Salim
Reeta Jayasankar
Shinoj Subrammannian
Aswathy N.

ICAR-Central Marine Fisheries Research Institute

(Department of Agricultural Research and Education, Government of India)
P.B. No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India

Cyber Extension Multimedia on Gender : ***An ICT Module***

Gender Mainstreaming and Impact of Self Help Groups in Marine Fisheries Sector

ICT Module


**Vipinkumar V.P.
Narayankumar R.
Swathilekshmi P.S.
Shinoj Subrammannian
Ramachandran C.
Shyam S. Salim
Reeta Jayasankar
Johnson B.
Aswathy N.**



ICAR-Central Marine Fisheries Research Institute
(Department of Agricultural Research and Education, Government of India)
P.B. No. 1603, Ernakulam North P.O., Kochi - 682 018, Kerala, India



Activity Milestones.....

2014-15	2015-16	2016-17
<p><i>Situational analysis in selected coastal zones & identifying SHGs</i></p> <p><i>Developing appropriate indices & data collection tools for assessing level of performance and the extent of empowerment of selected SHGs</i></p> <p><i>Initiation of primary and secondary data collection & Drawing case studies.</i></p>	<p><i>Continuing the data collection on gender mainstreaming</i></p> <p><i>Assessment of Level of performance of SHGs & Empowerment Index</i></p> <p><i>Documenting the success cases of ECB (Entrepreneurial Capacity Building) of SHGs & Imparting ECB training for the weak SHGs.</i></p>	<p><i>Imparting ECB training for the weak SHGs</i></p> <p><i>Documentation of success stories and marine fisheries sector for gender mainstreaming &</i></p> <p><i>(Developing ICT based cyber extension multimedia modules)</i></p> <p></p> <p><i>Business Plans</i></p>



*Technology for a micro-
enterprise is a
'game'
for the rich,
a 'dream' for the poor..
and a 'key' for the
wise.....*

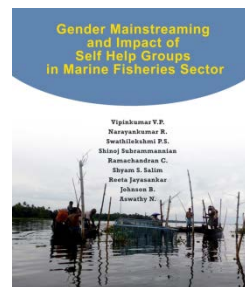


*Equity & Equality =
Gender Mainstreaming*

Thank You



**ICT
Module**



ICAR-Central Marine Fisheries Research Institute
Government of India, Ministry of Agriculture and Fisheries
P.O. No. 1002, Cochin Port, Cochin-682 002, Kerala, India
CMFRI

& Mobile App