

Fusion of Freshwater Aquaculture and Product Value Addition Skill for Mainstreaming Women in Livelihood Generation

P. Jayasankar, B.B. Sahu, U.L. Mohanty, S. Behera, N. Panda, D.P. Rath,
P. Ananth, A.K. Dash and P.R. Sahoo

**ICAR- Central Institute of Freshwater Aquaculture
(An ISO 9001:2001 Certified Institute)**

Kausalyaganga, Bhubaneswar- 751002, Odisha



1. Women have always predominated in fish processing sector, at small scale, private, co-operative or individual level.
2. Gender equity and equality in fisheries resource management at all levels from “FARM TO FORK” value chain in which both men and women have important role to play.
3. Tailoring fisheries, aquaculture and value addition training to women’s need, the project has adopted a participatory community oriented fisheries resource management.



All the way for mainstreaming them.....

We, from ICAR – CIFA try to enable women to unlock their potential and sustainably manage their resources and overcome lack of access to financing, increased exposure to risks at every sphere of life, ensuring secure livelihoods. In doing so they will have greater participation in development of more resilient communities.















INCREASING VISIBILITY

1. Women involvement in fish processing and marketing is wide spread and regarded as appropriate activity for women given them domestic tasks and responsibility.
2. Women traditionally have played a main role in handling, processing and marketing of aquaculture products.
3. Organized retailing of freshwater aquaculture products has a great prospect for gender mainstreaming.







PANIKI / BOTI as a traditional tool for fish cutting





CONVENIENCE FISH PRODUCTS

1. With the rapid strides of urbanization increase in the demand for ready to use and primary processed fish products have come to force.
2. Fisheries and aquaculture are the fastest growing sector in the world. It is expected to contribute more than 50% of the total fish consumption by 2020.
3. With increased production of fish through aquaculture, it has become necessary to prepare ready to use fish products in order to protect the interest of the primary producer as well as to cater the needs of the urban consumers.



Trainees displaying value added freshwater aquaculture products



Solar Polytent Dryer for making Dry Fish



1. Suitable profession for women in fisheries sector will be fish picking, grading, cleaning, cutting, processing, drying, product development and marketing.
2. SWOT Analysis has analyzed the challenges and constraints encountered while participating in various fisheries activities.



Hygienic Fish Vending Unit developed by ICAR - CIFA











1. Boneless and whole deboned carps.
2. Ready to cook (Chilled and frozen products) like Fillets, Nuggets, Chunks.
3. Ready to eat like Tilapia drumsticks, breaded, battered and fried products.
4. Pickles and chutneys of Carps, Murrel, Pangas, Prawn.
5. Dry Fish



BONELESS & WHOLE DEBONED



1. Processing product development and marketing will definitely help in boosting the carp industry.
2. The average cost of production of the products was estimated to be INR 100 per kg with a sale price of INR 150 per kg and a sale of 50 kg per day of value added products (26 days a month) the average monthly income of carp processing unit came to be INR 65,000 approx.
3. The method of deboning carps and value added carp products were transferred to some women self-help groups for empowerment and employment generation.



PRODUCTS	BENEFIT COST RATIO
Primary processed ready to cook fish products	1.1 – 1.3
Ready-to-eat fish products	1.4-1.8



READY-TO-COOK



PANGAS PRODUCTS



TILAPIA PROCESSING



TILAPIA DRUMSTICKS



MURREL PRODUCTS



NOODLES AND PAPAD USING FISH GEL



FISH PICKLES



Products	Cost of Production / Kg	Selling Price / Kg
Fish Pickle	350 INR	500 INR
Fish Noodles	120 INR	180 INR
Fish Papad	90 INR	150 INR



1. Fish whole selling and retailing.
2. Marketing of frozen and chilled processed products.
3. Fast food products marketing.
4. Pickled products.
5. By-products from fish waste- Fish hydrolysate and Fish bio-fert.

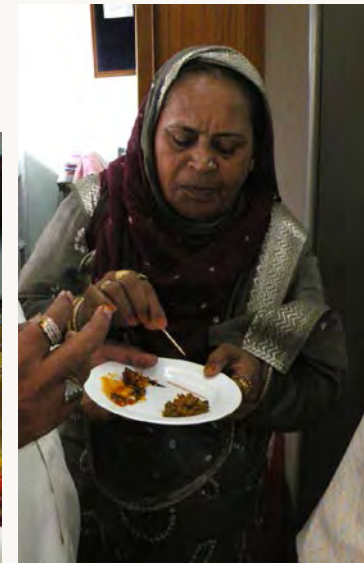


There is increasing evidence that those countries that have performed well towards achieving gender equity have also reached higher levels of economic growth and/or social well-being in general (World Economic Forum, 2006; 2007)





For a hunger free world let sustainable livelihood be supported with advanced aquaculture technologies; 'post harvest value addition being a component of it'!!





Empowerment indicates a shift from the position of enforced powerlessness to greater self reliance- Involving women in Freshwater Aquaculture for 25 years, ICAR- CIFA





THANK YOU!!

