



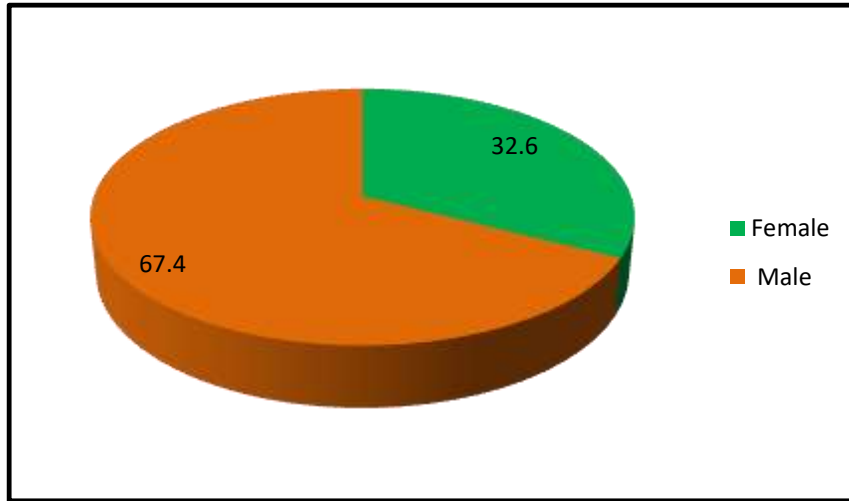
RURAL WOMEN ENTREPRENEURSHIP THROUGH VALUE ADDITION OF FISH

Dr Tanuja S

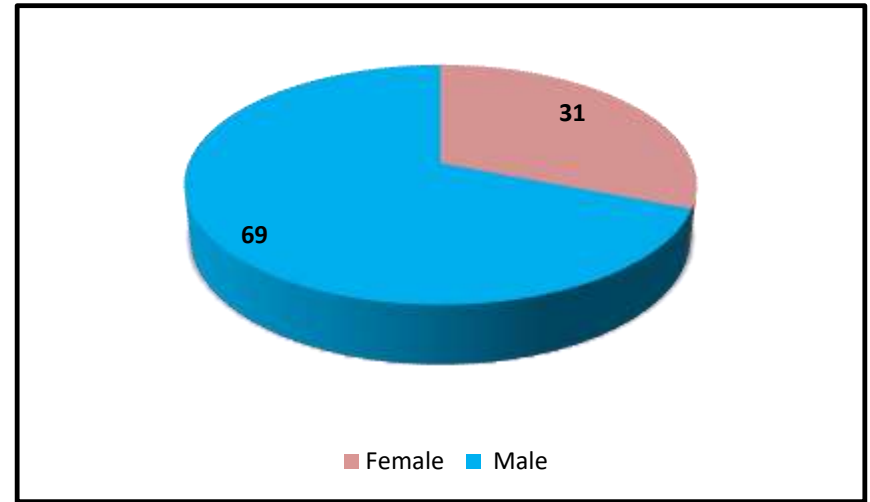
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Participation of women in fisheries



Participation of women in fulltime marine fisheries activities (N=1.1.million) (Source: DoF, GOI, 2020)



Participation of women in fulltime inland fisheries activities (N=1.6million) (Source: DoF, GOI, 2020)

Participation of coastal fisherwomen in fishing allied activities

Activity	% of total women	% of fisher(women) involved in the activity
Marketing	47%	86.4%
Curing/Processing	11%	90.3%
Peeling	11%	94.5%
Labourer	16%	53.6%

The major fish processing activity by coastal fisherwomen of Odisha



Beach drying of fish



Dry fish market

- ❖ Post harvest processing- major domain of women's participation- mostly unorganized
- ❖ Women entrepreneurs face a lot of constraints
- ❖ Social, institutional and technological support- to make women self reliant

Value additions mean any additional activity that in one way or another changes nature of the product thus adding to its value at the time of sale.

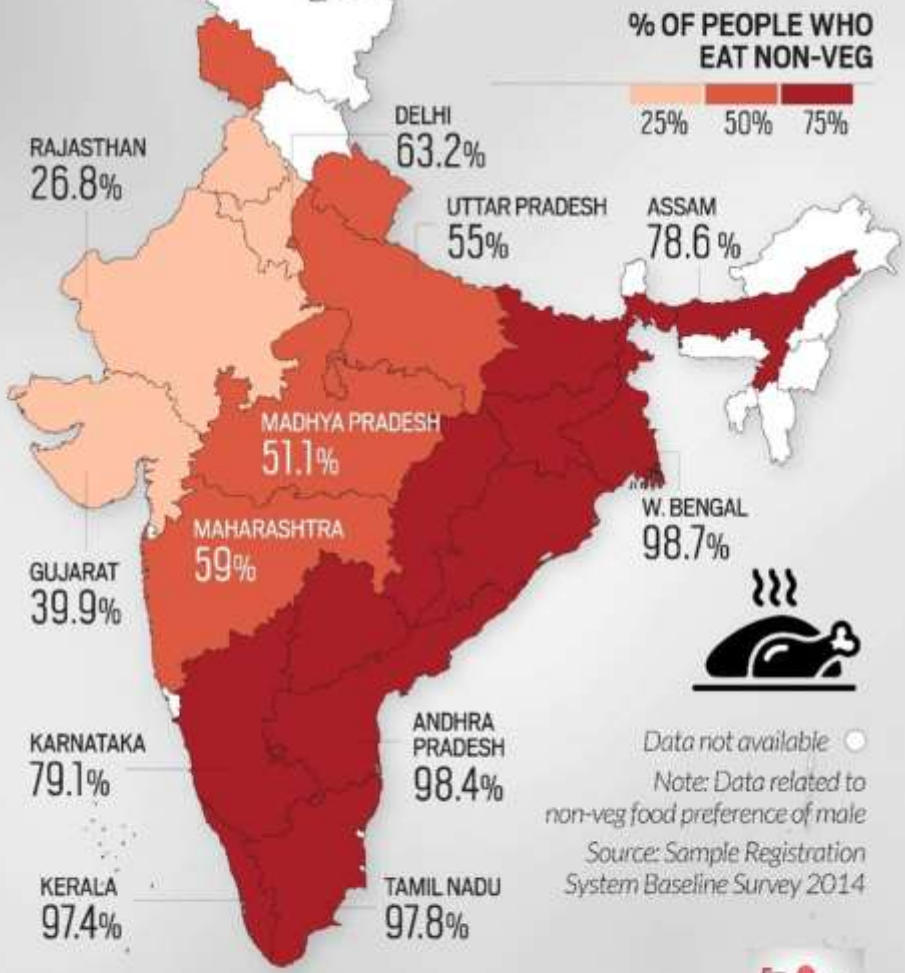
- Increasing demand for value added or convenience products from fish- because of the rise in purchasing power, increase in employment of women, westernisation, consciousness towards hygiene and health etc- **Great scope for rural women entrepreneurship**
- Value added meat and vegetable products – easily available in market





MEAT ON THE MENU

MORE THAN 70% INDIANS EAT NON-VEGETARIAN FOOD



% OF PEOPLE WHO EAT NON-VEG



Data not available

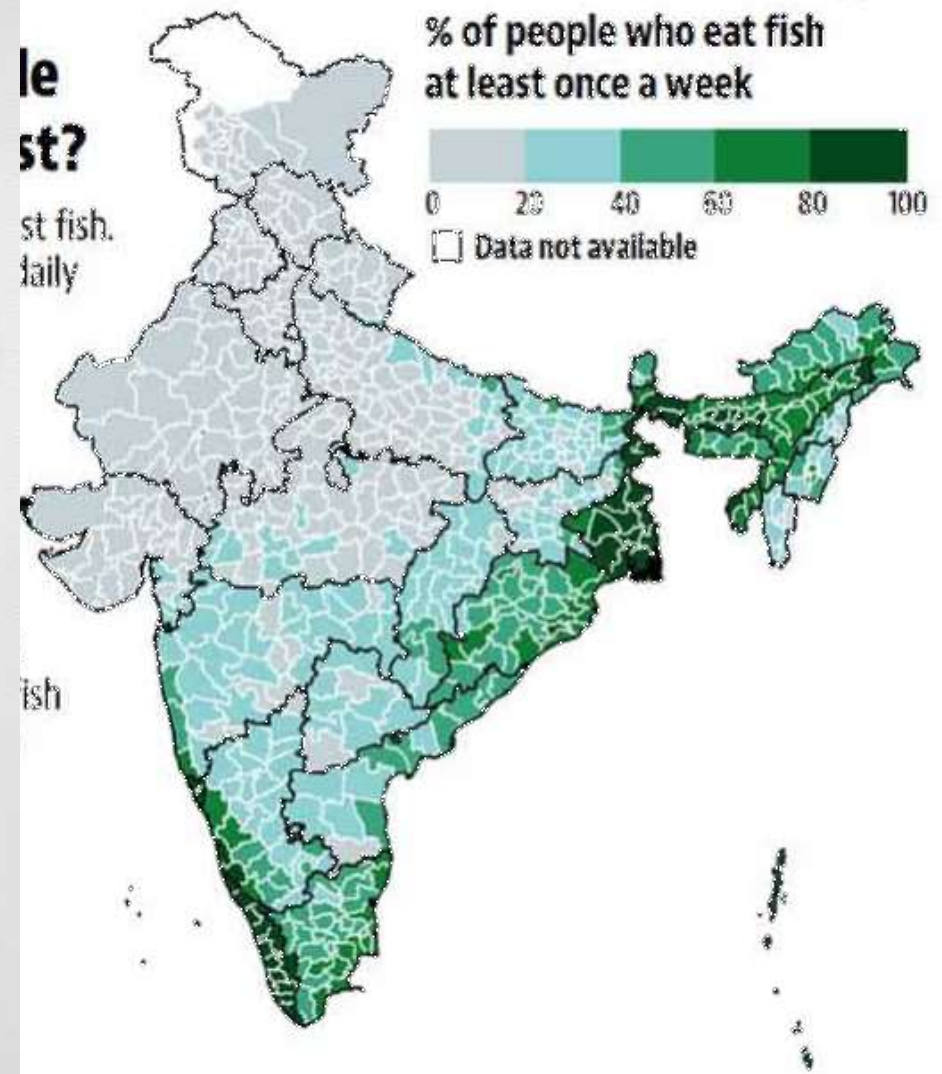
Note: Data related to non-veg food preference of male

Source: Sample Registration System Baseline Survey 2014



Map: Samrat Sharma, Sarfaraz

Where people eat fish most



% of people who eat fish at least once a week



Data not available

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Value added fish products available in markets outside Odisha



Rs 25-110/50g



Rs 91-465/200g



Rs 85-160/100g



Rs 13-39/piece



Rs 200/100g

Methodology

Need analysis in rural women entrepreneurship

- Survey using semistructured questionnaires
- Place – Puri (Puri Sadar Block and Astaranga Block)

Technological backstopping

- Standardization of preparation protocol of value added fish products
- Consumer survey to assess the market potential
- Popularisation of products

Setting the climate for enterprise development

- Skill and management trainings
- Identifying and developing pool of master trainers
- Formation of FIG's
- Input & licensing support
- Linkage with Govt Schemes
- Linkage with market

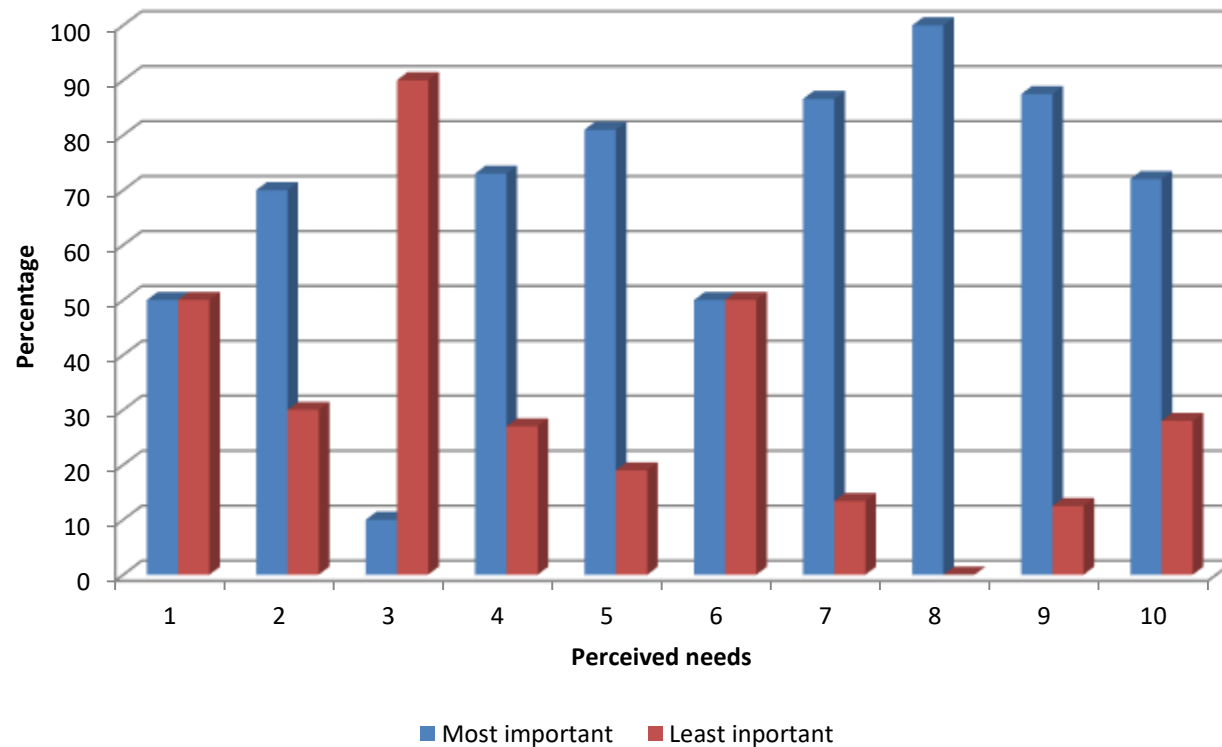
Furthering the establishment of women led enterprises

- Common Facility Centre
- Value added Fish products enterprises

Impact analysis

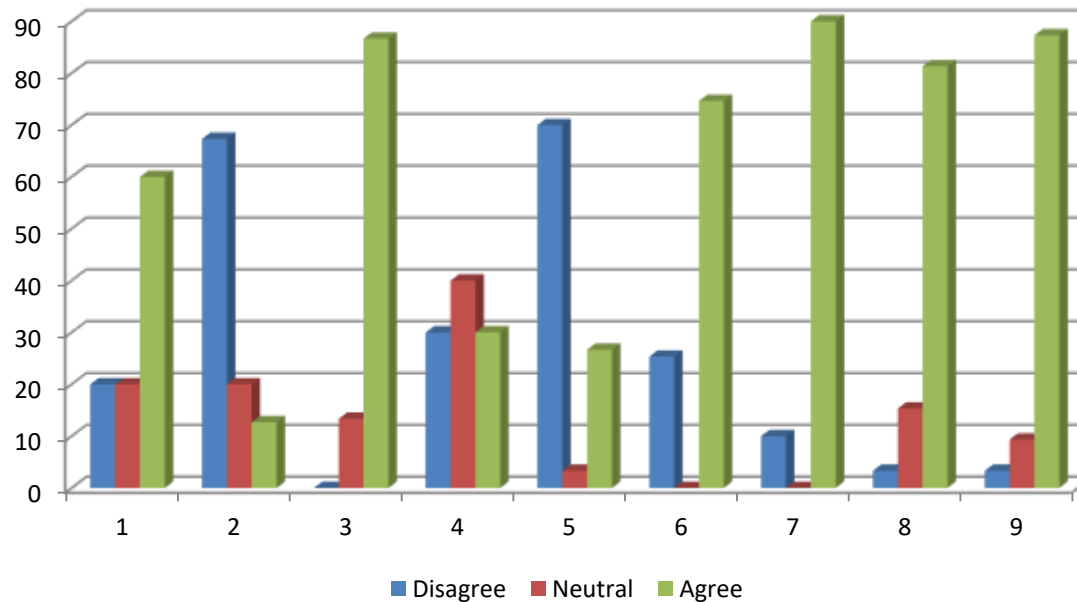
- Income
- Employment
- Skill and knowledge

Perceived occupational needs of fisherwomen (N=200)



1. Social support, 2. Support from counterpart, 3. Property right, 4. Timely availability of good quality fish, 5. Skill development in hygienic fish processing and value addition, 6. Access to extension services, 7. Exposure visits. 8. Credit/subsidies. 9. marketing of hygienic produce. 10. Safeguard against unfair transactions.

Consumer perceptions towards value added fish products



1. Value added fish products are good alternative for similar meat and chicken products, 2. The types of fish used to produce value added fish products are of low quality, 3. **The types of value added fish products are limited compared to similar meat and chicken products.** 4. The value added fish products are easy to cook, 5. I prefer to consume only imported/branded value added fish products, 6. I never knew or even consumed those products, 7. **I am willing to buy value added fish products if prices are comparable to similar products of meat and chicken,** 8. **I am willing to buy value added fish products if assurance is made that they are safe,** 9. **I am willing to buy value added fish products if available locally**

Consumers suggestions for improving the popularity and consumption of fish and VAP's from fish

- Awareness creation on the health benefits of eating fish to children and adults should be done through government programmes or mass media programmes
- The products should be available locally and in an affordable price
- Special focus should be given on the hygienic preparation of the same
- Although there is faith in the products prepared by women SHG's, they have to be given sufficient capacity building for hygienic production of these VAP's.

Products finalized upon for promoting women led enterprises	Criteria for selection of products
Prawn pickle, Fish pickle Solar dried fish/prawn Prawn chutney powder Prawn sev Prawn papad Fish silage manure	Shelf life Nutritional value Marketability Ease of preparation



Popularisation of products through exhibitions



Steps in enterprise development



Skill trainings



Training on Fish pappad preparation



Training on prawn pickle preparation



Master trainers preparing prawn chutney powder



Training on hygienic fish drying

Management Trainings and Scientist Farmer Interfaces



Facilitation with machineries and other inputs for establishment of common facility centre (SCSP scheme)



Formation of Women FIG



Functions of FIG and Common Facility Centre

- Centre for skill trainings and capacity building
- Common infrastructure for keeping tools and equipments related to their livelihood activities
- Processing, value addition, Storage/warehousing
- Will also act as a custom hiring centre
- Linking with the government departments & financial institutions for credit & subsidies
- Strive towards their economic development through entrepreneurship in fisheries and livestock with the technical support of research organisations

Initiation of the enterprise



Preparing the products



Participation in exhibition with the products



Packaging and labelling of the products

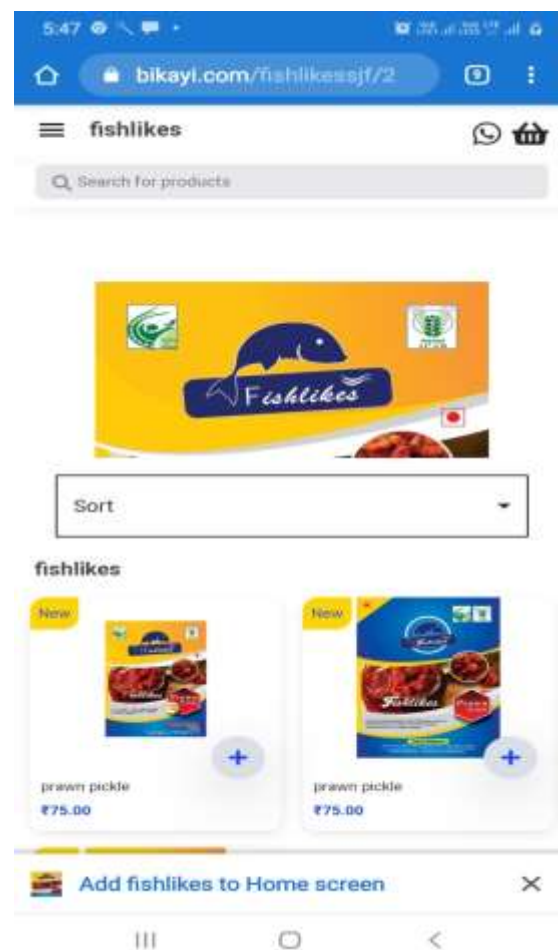


Appreciation by the Hon'ble VC, OUAT, Bhubaneswar

Marketing strategies to cope up with the hurdles created by COVID-19 pandemic



Facebook page



Enlisting the product in bikayi.com

Linking of Value added Fish products “Fishlikes” prepared by rural women SHG’s through the retail fish supply chain Falcon Chilka Fresh



- The sales of prawn pickle under the trade name “Fishlikes” through stores of Falcon Chilka Fresh (a PPP initiative of Govt of Odisha). The sales spreading to nearby state of West Bengal

- Linkage with Mission Shakti Odisha for marketing of products through exhibitions and village outlets

- First of its kind in Odisha

- Prawn pickle profit/kg – Rs 150
- Fish Pickle profit/kg- Rs 170
- Dry fish profit /kg- Rs 70
- Per month sale of 30kg Dry Fish and 20 kg pickle
- Confidence to apply for Government schemes promoting Women entrepreneurship
- Income source to 10 rural women

Linking with Government schemes

PMFME- ODOP

- For individual micro enterprises a Credit-linked capital subsidy @35% of the eligible project cost is given with maximum ceiling Rs.10 lakhs per unit.
- For FPOs/ SHGs/ Producer Cooperatives a Credit linked Grant @35% can be given to support clusters and groups such as FPOs/ SHGs/ Producer Cooperatives along their entire value chain for sorting, grading, storage, common processing, packaging, marketing, testing etc.
- For individual SHG members a seed capital @ Rs. 40,000/- for working capital and purchase of small tools will be given as grant to the SHG Federations for loan to the members of SHGs.
- Support for common infrastructure and marketing & branding
- SHG's or FPO's could also opt for starting a common infrastructure in the village which could also be used as a custom hiring centre.

26. ODISHA		
Sl. No.	District	ODOP
1	Angul	Mango Based Products
2	Balasore	Fish Based Products
3	Bargarh	Oil seed Based Products (Groundnut)
4	Bhadrak	Fish based Products
5	Bolangir	Milk Based Products
6	Boudh	Dal based Products
7	Cuttack	Milk Based Products
8	Deogarh	Tamarind Based Products
9	Dhenkanal	Milk Based Products
10	Gajapati	Pineapple Based Products
11	Ganjam	Fish Based Products
12	Jagatsinghapur	Milk Based Products
13	Jajpur	Oil seed Based Products (Groundnut)
14	Jharsuguda	Spices Based Product (Chilli)
15	Kalahandi	Fish Based Product
16	Kandhamal	Spices Based Products (Turmeric)
17	Kendrapara	Milk Based Products
18	Keonjhar	Urad Based Products
19	Khordha	Fish Based Products
20	Koraput	Spices Based Products (Ginger)
21	Malkangiri	Millet Based Products
22	Mayurbhanj	Honey Based Products
23	Nabarangapur	Maize Based Products
24	Nayagarh	Sugarcane Based products
25	Nuapada	Millet Based Products
26	Puri	Milk Based Products
27	Rayagada	Tamarind Based Products
28	Sambalpur	Spices Based product (Chilli)
29	Subarnapur	Mango Based Products
30	Sundargarh	Mushroom based Products
TOTAL		30



“Pickles are generally made with fruits and vegetables. But its a unique idea of making prawn pickle. Its taste is also very nice. We got training from ICAR-CIWA on the preparation and packaging of these products. We don’t use any preservatives and the products are made hygienically”

Smt. KausalyaKandi, Secretary, MaaMangala SHG group, Kanamana, Astaranga, Puri



“The training given by ICAR-CIWA increased our skill and confidence. We want to progress with this enterprise. Although we couldn’t start large scale marketing due to Covid-19, we have started selling locally and also in online mode. The positive feedback that we are getting are encouraging us to work harder”

Ms. PinakiParimita, Member, BiswaBhartMaa SHG Kanamana, Astaranga, Puri

Rural women entrepreneurship development in post harvest value addition

Scope

- Good consumer demand and hence good marketability potential of the product
- Source of employment and income for rural women
- Availability of raw materials
- Schemes and programmes targeting women entrepreneurs

To be done.....

- Skill upgradation of women on hygienic value addition techniques
- Capacity development on management techniques
- Awareness creation of women on the government schemes and programmes
- Handholding of rural women to go through the process of entrepreneurship- licensing, market linkage, credit linkage, incubation
- Federating women into cluster groups, FIG's, FPO's, Co-operatives
- Documenting the success stories and dissemination of the same
- Recognizing rural women achievers.

 Thank You
For Your Attention