

**SUSTAINABILITY OF WOMEN
ENTREPRENEURS IN ORNAMENTAL
FISH CULTURE AT KUMBALAM
PANCHAYAT, ERNAKULAM DISTRICT,
KERALA STATE, INDIA**

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Introduction

- The status of women and their access to resources have been adversely affected by the traditional developmental strategies of India.
- Part of the problems lies with the choice of strategies by the Government and institutions which often have failed to take into account gender differences in the Indian economy.
- The other part lies with the recipients themselves whose culture and system significantly limit their economic rights and thus, their ability to benefit from development as well.



- Women, of course, have potential capacity equivalent to men to manage successfully industrial units
- However, it is a fact that women are not free from difficulties in connection with opening and operating their own enterprises.

- Difficulties Faced by Women Entrepreneurs in India are
- 1)Lack of self confidence
- 2)Socio-cultural barriers
- 3)Lack of free mobility
- 4) Improper knowledge in business
- 5) Insufficient financial support
- 6)Family obligations
- 7) Limited Access to Networks

❑ In Kerala, aquarium- keeping has been growing at a steady pace in recent years, and hence there is a growing demand for ornamental fishes in the domestic market.



- ❑ Kumbalam Grama Panchayat, a rural area, in Ernakulam district (Cochin) of Kerala.
- ❑ A coastal village consisting of four islands viz., Panangad, Kumbalam, Cheppanam and Chathamma.
- ❑ Major occupation of the population is fishing.

❑ There are about fifty aquarium fish shops in and around Cochin city.

❑ The main supply of aquarium fish to these shops comes from outside the State.

❑ Procurement of material from the neighborhood areas will be an attractive option for the shops in Cochin City

❑ The Panangad Integrated Development Society (PIDS) and Rotary Community Corps (RCC), Panangad, Wing were planning to promote a project for ornamental fish production as these areas have plentiful availability of freshwater throughout the year, and to declare these areas as an “Ornamental Fish Village”.

❑ Therefore, it was thought appropriate to equip the rural people of the village with training in ornamental fish culture.

Role of Ornamental Fish Culture in Removing Poverty

Ornamental fish culture, is an activity easily affordable by the rural people.

Reasons :-

- Easily adoptable technology
- Requires only small amount of investments
- Increasing demand for aquarium fishes
- Attractive prices for different varieties
- Higher profitability
- Special schemes for its promotion
- Mental pleasure and release from tension

Dept. Biotechnology Project on Ornamental Fish Culture:

A Development Model

Project Period: 1.4.2007 to 31.3.2010



Project Objectives

- To train about 250 persons in freshwater ornamental fish breeding techniques.
- To establish a hatchery/training centre in the vicinity of beneficiaries for sustainability.
- To make marketing linkage for the socio- economic upliftment of the target group.
- To generate employment, enhance income and thus, eradication of poverty among the rural population of Kumbalam Panchayat in Ernakulam District of Kerala.





Facilities developed



Methods..

- ❑ Training was imparted through a series of lectures, field visits and practical demonstration
- ❑ The principle of learning by doing was the process of adoption of different breeding technologies.
- ❑ 293 beneficiaries from the village were selected. They were given training for the breeding and culture of ornamental fishes.
- ❑ Duration of each training – 5 days
- ❑ No. of participants of each training- 10-12



Methods.....

- ❑ Venue- Hands on training was imparted at College of Fisheries, Panangad.
- ❑ The advanced technological tool such as different audio visual aids were used for training and demonstration for providing up to date information regarding the advancement of ornamental fish culture in the country or elsewhere to broaden the out look of the beneficiaries.

Contents of the Training

- Scope of Ornamental Fish Culture
- Species Identification
- Breeding Habits
- Feeding Habits
- Feed Preparation

Contents of the Training

- Construction of Aquarium Tanks
- Aquatic Plants
- Disease identification
- Entrepreneurship and Schemes for the Promotion of Ornamental Fish Culture

Activities Involved

- Breed fishes at your home
- Construct aquarium tanks
- Grow plants and sell it
- Procure aquarium accessories
- Prepare feed and sell
- Servicing of aquariums

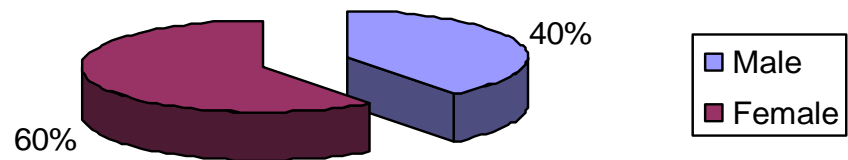
Results...

- ❑ The project provided an opportunity for 293 beneficiaries to earn a substantial income.
- ❑ The annual sales from each unit was Rs. 60,000. The working capital is Rs. 5000/year. Net profit per year is average Rs. 55,000. (1US\$=RS.58)
- ❑ The four villages of Panangad, Kumbalam, Cheppanam and Chathamma benefitted a great deal when the project is extended over to more households.
- ❑ Further, fish feed production, fabrication of all glass aquaria and production of aquarium plants were also undertaken.

Results...

- 293 people from the Kumbalam Panchayat were trained on ornamental fish culture (Target 250)

Total	Male	Female
293	117	176



Contribution to Rural Development

- ❑ After 18 months from the date of completion of the project-
- ❑ As per this survey, a total number of 211 (72 per cent of total farmers trained) persons are engaged in the above field (First survey- 194).

Activity- wise classification of entrepreneurs in the ornamental Fish sector in Kumbalam Panchayat (after 18 months)

Activity	Full time (Nos.)			Part time (Nos.)			Total (Nos.)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Ornamental fish Culture	24	88	112	31	47	78	55	135	190
<i>Construction of aquarium tanks</i>									
Plasma aquarium				2		2	2		2
Designer aquarium				1		1	1		1
Ordinary aquarium	3		3				3		3
Showrooms	5	3	8				5	3	8
Aquatic plants				3	3	6	3	3	6
Feed Mfg.		1	1					1	1
Total	32	92	124	37	50	87	69	142	211

- After training 68% men actively engaged in the business on a full time basis whereas 61% women entrepreneurs were engaged on full time.
- More men were engaged in full time business than women because of women's inadequate finance, lack of free mobility and family obligations.
- But entrepreneurship initiative was more among women because women are more confident in their abilities in this field. They also formed self help groups.

- Recent survey conducted among the entrepreneurs to understand the sustainability of entrepreneurship showed that **more women sustained in the entrepreneurship after four years than men.**
- Out of the 100 women who originally started the entrepreneurship, after four years 20 women entrepreneurs are still continuing with ornamental fish culture on a full time basis.
- Others have either discontinued or converted the the programme to part time due to several reasons.
- Most of the men discontinued the programme due to several reasons

Reasons for men discontinuing

- Availability of alternate jobs for youngsters
- Lack of regular marketing chain.
- More men availed the subsidy schemes of KAVIL (Kerala Aquaventures international Limited) and the agency failed to promote the programme.
- It was for the purpose of motivating the entrepreneurs, the College of Fisheries envisaged to start a sales counter in its premises, but it could not be materialised since the college was converted to Fisheries University by the Government
- Though a Marketing cooperative society was formed to ensure the sale of the products, it is not working properly.

Reasons

Ornamental fish culture requires regular monitoring not only from the part of the entrepreneurs, but also from the part of the promotional agencies,

- Recent survey also showed that more women sustained in the entrepreneurship after four years than men.

Reasons for women continuing

- Entrepreneurship initiative was more among women because women are more confident in their abilities in this field.
- They also formed self help groups. The number of successful women entrepreneurs indicated that they are determinative and optimistic.
- Now they are able to earn a moderate income from ornamental fish business.
- The earning from ornamental fish culture is likely to reduce the level of dependence of women on men.
- Engagement in ornamental fish culture has helped to bring down the level of mental tension and Blood Pressure.

- Women entrepreneurs are now aware of the schemes for the promotion of ornamental fish culture in India (KAVIL, MPEDA, NFBD, etc.).

Successful Women could also manage both the household activities and the entrepreneurship together.

Women can succeed in business, provided they are properly educated and motivated.









Commercial ventures initiated by the Women



Varieties of Ornamental Fishes grown

Ornamental fish varieties	No. of entrepreneurs	
	After 11 months	After 18 months
<i>Live bearers</i>		
Guppy	72	93
Sword tail	38	46
Platy	27	26
Mollies	24	30

Varieties of Ornamental Fishes grown

Ornamental fish varieties	No. of entrepreneurs	
	After 11 months	After 18 months
<i>Egg layers</i>		
Gold fish	41	49
Angel fish	22	32
Gouramies	12	20
Jewel cichlid	8	8
Koi carp	5	8

Contribution to Rural Development

- Most of the entrepreneurs prefer to grow live bearers like guppy, sword tail, platy and mollies.
- It is mainly due to the reasons such as; easier to grow, heavy demand in the market, fetch more prices, etc.

Conclusion

- Ornamental fish culture is a most dependable activity for the rural population for enhancing their earnings.
- There is ready demand for aquarium Fishes from India.
- The farmers need be vigilant always in maintaining quality and also should be in a position to supply the required quantity as and when required.

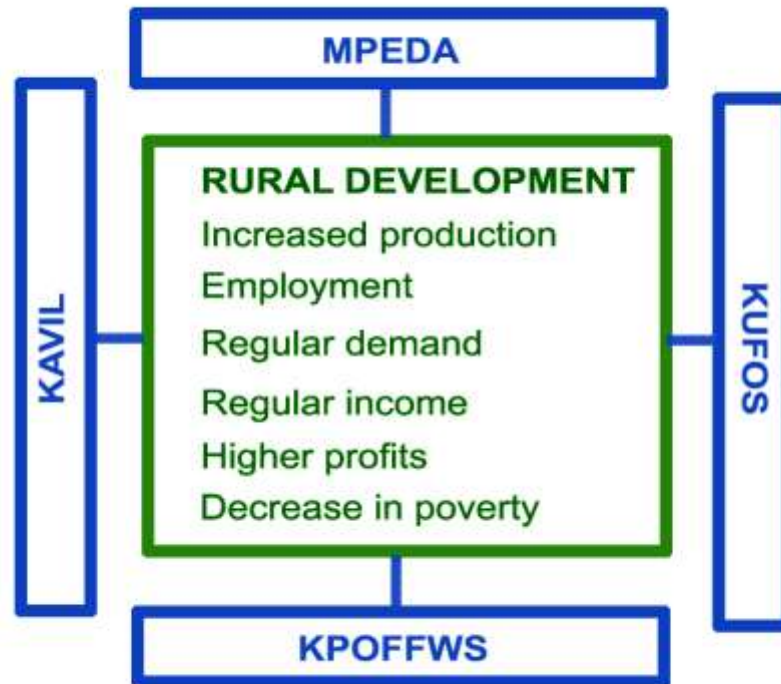
Conclusion

- The people from a rural area of the country are able to become active entrepreneurs mainly through building self confidence in them.
- Women can play a predominant role in ornamental fish culture.

Conclusion

- Engagement in ornamental fish culture has helped the rural poor to earn a regular income and thus to remove the evils of poverty.

A Network for Development



Success stories.....



Ornamental fish culture initiated in ponds



Justin



Justin



Innocent



T.K Govindan



Shibu & Liji



Martin

Success stories.....Low cost tanks



Success stories.....



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Tank

Success stories.....Cement tanks



Success stories.....

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Success stories



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Ornamental fish culture requires regular monitoring not only from the part of the entrepreneurs, but also from the part of the promotional agencies



Conclusion

Thus, Kumbalam model can be adapted anywhere in India as an attempt for poverty eradication





International Award
One among the 11
laureates of 2010 by
Women's World
Summit Foundation
(WWSF) Switzerland

Rotary Awards: Vocational
Excellence Award 2009
SWABHIMAN AWARD
2012



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