

## A case study of economic empowerment fisher women in Nellore district of Andhra Pradesh

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### ABSTRACT

There will be another dimension in the economy to recognize the problems and constraints for economic empowerment of fisher women and to identify the capabilities of community based organization in the non-government organizations should be strengthened through societal reorientation and holistic approach should incorporated for women. Apart from educating the women for building self-confidence, constructive thinking and ability to make decisions and to secure the economic independence in this direction programmes, strategies, legislative and judicial reforms have been formulated to aggrandized women empowerment is the today's concern, more over to improve their education literacy, health and nutritions and income generation by means of marketing process of the fish in the Nellore district.

**KEY WORDS :** Fisher women, Strategies, Marketing, Motivation, Economic empowerment

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The contribution of fisher women in the post harvest sector has been analyzed by many researches (Kohli *et al.*, 1999). The processing sector is highly dependent on women (Ashalatha *et al.*, 2001; Srikanth, 2002). Predominantly women force is engaged in shrimp peeling while 90 per cent of women are engaged in shirking, peeling and 29.4 per cent to 66.4 per cent women's participation in other activities like curing.

Table 1 shows the percentage of contribution of fisher women towards marine sector in India.

As is evident from Table A, the proportion of women in marine sector is less than 30 per cent in the category of beach workers and small scale fish traders, about 59 per cent in processing plant, most 66 per cent in the category of fish curing much as 90 per cent of the peeling work. Total

contribution of women in marine sector is 50 per cent.

Generally fish is iced and sold in fresh condition through various outlets, Domestic fish markets is related to several aspects that includes, transactions in both whole sale and retail trading right from landing centers, auction and retail fish stalls, local fish markets, weekly markets, in small towns or rural areas, fish stalls near railway stations, besides transports facilities.

### Role of fisher women:

Generally fishing carried out by men folk, while washing processing and even marketing of fish is mostly done by the women folk. The involvement of fisher women starts as soon as the boats reach the fishing harbors landing points. After fish women mostly engaged the subsequent activities include in categorization, washing, icing and transporting to storage units to sale points. The act of preservation as salting, curing, drying and getting of fish are all also carried out by fisher women. To improve their income component, the fisher women are general involve directly in.

- Fresh fish marketing,
- Fish product and marketing,

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