

**SWOT ANALYSIS OF WOMEN FISH VENDORS IN KANNIYAKUMARI DISTRICT****G.PARVATHI****Research scholar ( Reg.No: 20123221012006)**

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**Abstract**

*The present study was conducted in Kanniyakumari District of Tamilnadu , to find out the strength, weakness, opportunities and threats of women fish vendors. For this, three hundred fish vendors were selected and information was collected with the help of structured interview schedule and data was analysed with the appropriate statistical tools as; mean score; ranking and result were drawn from it. Many fish vending women sell fish taking it on head load from door to door in the city and rural areas. They are the immediate connecting link for the households to get fish for their daily food. They are the last link in the net of middle players between the fishermen who catch fish and the consumers. Since majority of people are regular fish eaters, service of fish vending women is a necessary service to the society. More over, fish vending done by women in the market and in the households is an economic activity and indirectly contributes to strengthening the finances of the local bodies and Government through taxes and tariffs. Several families survive by this self- employment by fish vending women. Persistent poverty and deteriorating economic conditions have forced many women from poor rural households to work outside their homes who ventured into varied economic activities while at the same time continuing to perform their traditional household duties. The main objectives of this study to formulate a SWOT analysis of women in Kanniya Kumari District. They can provide personalized and attentive service to customers, building strong relationships and loyalty. Many women vendors are adept at adapting to changing market conditions and adjusting their offerings accordingly Women fish vendors can play a significant role in community engagement, acting as central points for social interaction and information exchange she was concluded that Their involvement not only bolsters local economies but also fosters social empowerment by challenging traditional gender roles. Recognizing and supporting the efforts of women fish vendors is crucial for sustainable fisheries, equitable economic development, and the overall advancement of gender equality. As such, policies and initiatives should be designed to*

*provide these women with better market access, training, and resources, allowing them to continue their essential role in the fisheries sector while fostering their socio-economic well-being. She was suggested that women fish vendors often demonstrate remarkable resilience and adaptability. They are adept at building personal relationships with customers, fostering trust and loyalty. Additionally, their intimate knowledge of local fish varieties and preparation methods contributes to their expertise, setting them apart in the market.*

Key words: fish vendors, swot analysis, empowerment and economic development

## INTRODUCTION

Fish is a major source of protein and a staple food for many communities. The fishing industry plays a crucial role in the state's economy, with thousands of people involved in various activities such as fishing, processing, and selling fish. Among these, women fish vendors are a significant group, who contribute to the economy by buying fish from fishermen and selling it in local markets. Despite their vital role in the fishing industry, women fish vendors in Tamil Nadu face numerous challenges, including discrimination, low wages, lack of social security, and poor working conditions. These challenges have a severe impact on their livelihoods and well-being, as well as that of their families.

Fisheries are an important sector of the Indian economy, providing livelihoods to millions of people across the country. Tamil Nadu is one of the leading states in the fishing industry, with a coastline of over 1,076 km and a large number of fishing communities. The fishing industry in Tamil Nadu is dominated by small-scale fishing, with around 70% of the catch coming from traditional boats and the remaining from mechanized boats. In this context, women fish vendors play a crucial role in the supply chain of fish, from the catch to the consumer. They operate in local markets, buying fish from fishermen and selling it to retailers or consumers. Women fish vendors are estimated to constitute around 20-30% of the total fish vendors in Tamil Nadu. Despite their importance in the fishing industry, women fish vendors face various challenges that threaten their livelihoods and well-being. These challenges include discrimination, low wages, lack of social security, poor working conditions, and inadequate infrastructure. Women fish vendors also face additional barriers such as limited mobility due to social norms and lack of access to credit and markets. While the government has implemented various schemes and policies for the development of the fishing industry, there has been little focus on the situation of women fish vendors. The lack of attention to their needs and concerns has resulted in their marginalization and exclusion from the benefits of development. Therefore, there is a need for research that sheds light on the situation of women fish vendors and identifies possible solutions to address their challenges.

Many fish vending women sell fish taking it on head load from door to door in the city and rural areas. They are the immediate connecting link for the households to get fish for their daily food. They are the last link in the net of middle players between the fishermen who catch fish and the consumers. Since majority of people are regular fish eaters, service of fish vending women is a necessary service to the society. More over, fish vending done by women in the market and in the households is an economic activity and indirectly contributes to strengthening the finances of the local bodies and Government through taxes and tariffs. Several families survive by this self-employment by fish vending women. Persistent poverty and deteriorating economic conditions have forced many women from poor rural households to work outside their homes who ventured into varied economic activities while at the same time continuing to perform their traditional household duties (Swaminathan,2011). Women play significant role in fisheries sector, yet their roles remain unarticulated and unrecognised.(Dehadrai,2002) The major constraints faced by women in fisheries include limited control over resources, knowledge, training, finance, tools, little or no influence on the decision-making process especially in the public sphere, lack of proper infrastructure and support facilities for marketing and processing etc. (Shyam.S,Geetha.R & Ganesh Kumar.B,2011) Though various problems are faced by fisherwomen, still they expressed interest to learn new skills and attend trainings to improve their status in the fishing sector to empower themselves. Investing in women capabilities and empowering them to exercise their choice is not only valuable itself but also the surest way to contribute to the economic growth and development. Various extension programmes for the fisherwomen may constitute an appropriate educational tool for the transfer of technology and raising the socio-economic status of this section of the society.(Bala.B Sharma.SD & Sharma.RK,2006)

### Objectives of the study

1. To formulate a SWOT analysis of women in Kanniya Kumari District.
2. To offer suitable suggestions on the basis of finding of the study.

### Methodology

The sample for the purpose of the study has been collected from the 300 respondents of women fish vendors in kanniyakuamri District. Data collected through structured questionnaire and collected data has been presented through different tables. Primary data are collected for this study. A Proportionate Multistage Random Sampling technique has been adopted for selecting the samples.

### SWOT Analysis of Women Fish Vendors

women fish vendors possess strengths in local knowledge and customer relationships, yet they grapple with challenges in terms of resources and biases. By capitalizing on emerging opportunities and

addressing threats through strategic collaborations and support networks, women fish vendors can enhance their businesses' resilience and contribute to their communities' economic development.

### Strength of women fish vendors

Women fish vendors often have an intimate understanding of the local fishing industry, including fish varieties, seasons, and customer preferences. They can provide personalized and attentive service to customers, building strong relationships and loyalty. Many women vendors are adept at adapting to changing market conditions and adjusting their offerings accordingly. Women fish vendors can play a significant role in community engagement, acting as central points for social interaction and information exchange. Operating on a smaller scale can allow them to effectively manage costs and maintain competitive pricing.

**TABLE1**  
**STRENGTH OF WOMEN FISH VENDORS**

SL.No	Strength	Mean Score	Rank
1	Local knowledge	2.90	VIII
2	Personalised service	3.67	II
3	Flexibility	3.50	III
4	Intrinsic brave	3.17	IV
5	Physical strength	3.15	V
6	Hard work	4.03	I
7	Community engagement	3.02	VII
8	Communication	2.66	IX
9	Easy contact	2.54	X
10	Cost management	3.10	VI

Source: primary data

'Hard work' is ranked as the major strength by the women fish vendors with overall mean score of 4.03. 'personalised service' has been ranked second with a mean score of 3.67, 'flexibility' has been third ranked with a mean score of 3.50. 'intrinsic brave' has been fourth ranked with a mean score of 3.17. 'communication' and 'easy contact' has been ranked ninth and tenth with a mean scores of 2.66 and 2.54 respectively.

### Weakness of women fish vendors

Women fish vendors may have limited access to financial resources, making it challenging to invest in infrastructure, equipment, and market expansion. Societal gender biases might limit their opportunities and growth potential within the industry. Working in fish markets can expose vendors to health and safety risks, and women might face additional challenges related to these issues. Their small-scale operations may limit their ability to reach larger markets beyond their local communities. Lack of formal business training and education could hinder their ability to implement efficient business practices.

**TABLE 2**  
**WEAKNESS OF WOMEN FISH VENDORS**

SL .No	Weakness	Mean Score	Rank
1	Limited Resources	4.18	VII
2	Gender in equality	4.21	VI
3	Health and safety concerns	4.24	V
4	Poverty	4.25	IV
5	Lack of literacy	4.30	I
6	Poor infrastructure in market place	4.26	III
7	Lack of mobility	4.29	II
8	Lack of support from Government	4.03	X
9	Limited market Research	4.13	VIII
10	Skills and education gap	4.06	IX

Source: primary data

'lack of literacy' is ranked as the major weakness of women fish vendors with an overall mean score of 4.30. 'lack of mobility' has been ranked second with a mean score of 4.29. 'poor infrastructure in market place' has been ranked third with a mean score of 4.26. 'skills and education gap' and 'lack of support from government' has been ranked ninth and tenth with a mean score of 4.06 and 4.03 respectively.

### **Opportunities of women fish vendors**

Access to training programs and workshops can help women fish vendors develop essential business and financial management skills. Utilizing e-commerce and social media platforms can expand their customer base beyond the local market. Joining or forming cooperatives or associations can provide them with collective bargaining power and shared

resources. Expanding into related products like seafood snacks, ready-to-cook meals, or processed fish products can tap into new markets. Capitalizing on local tourism and culinary trends can create new opportunities for specialty fish products.

**TABLE 3**  
**OPPORTUNITIES OF WOMEN FISH VENDOR**

SL .No	Opportunities	Mean Score	Rank
1	Risk tolerance	4.26	II
2	Training and education	4.29	I
3	Low rate of interest	4.25	III
4	Collateral free loans	3.56	X
5	Flexible repayment system	4.23	IV
6	Online platforms	3.60	VIII
7	Collective initiatives	3.85	VI
8	Handling legal barriers	4.22	V
9	Diversification	3.59	IX
10	Tourism and culinary trends	3.62	VII

Source: primary data

‘training and education’ and ‘risk tolerance’ as the best opportunities available to them since they have the highest mean scores of 4.29 and 4.26 respectively. ‘low rate of interest’ has been ranked third with a mean score of 4.25. ‘diversification’ and ‘collateral free loan’ has been ranked ninth and tenth with a mean score of 3.59 and 3.56 respectively.

### Threats of women fish vendors

Facing competition from larger fish vendors or supermarkets that might have more resources and marketing power. Adhering to health and safety regulations might be challenging and costly for small-scale vendors. Variability in fish availability and pricing due to factors like climate change or overfishing can affect their business. Shifts in consumer preferences towards healthier or more sustainable options might require vendors to adapt their offerings. Ignoring technological advancements could result in falling behind competitors who leverage these tools for efficiency and reach.

**TABLE 4**

**THREATS OF WOMEN FISH VENDORS**

SL .No	Threats	Mean Score	Rank
1	Competitions	4.10	II

2	Regulations and compliance	2.88	IX
3	Market fluctuations	3.58	V
4	Changing consumer preferences	3.77	III
5	Technological shifts	3.43	VII
6	Lack of social contact	3.29	VIII
7	Shortage of capital	3.47	VI
8	Economic crisis	4.17	I
9	Gender bias	3.68	IV
10	Giving up to family obligation	2.75	X

Source: primary data

‘Economic crisis’ is a main draw back of women fish vendors life since it is ranked first with a mean score of 4.17. ‘competitions’ is ranked second with a mean score of 4.10, ‘changing consumer preference ’was ranked third with a mean score of 3.77, ‘regulation and compliance’ has been ranked ninth and tenth with a mean score of 2.88 and 2.75 respectively.

## SUGGESTIONS

1. women fish vendors often demonstrate remarkable resilience and adaptability. They are adept at building personal relationships with customers, fostering trust and loyalty. Additionally, their intimate knowledge of local fish varieties and preparation methods contributes to their expertise, setting them apart in the market.
2. here are also inherent weaknesses that women fish vendors face. Limited access to formal education and training might hinder their business growth potential. Moreover, traditional gender roles and societal norms could restrict their mobility and decision-making power within the industry. Overcoming these challenges requires targeted support and capacity-building initiatives.
3. Moving on to opportunities, there is a growing trend towards healthier eating habits and sustainable sourcing, which align well with the offerings of women fish vendors. By embracing these trends, they can carve out a niche for themselves and attract a more health-conscious customer base. Additionally, advancements in digital platforms and e-commerce open up avenues for expanding their reach beyond local markets.

## CONCLUSION

women fish vendors play a vital and often underappreciated role in the global fishing industry. Their contributions extend beyond the simple act of selling fish; they are key economic actors in their communities, often acting as primary income earners for their families. Despite facing numerous challenges, including gender biases and limited access to resources, these women demonstrate resilience



and innovation as they navigate the complexities of the market. Their involvement not only bolsters local economies but also fosters social empowerment by challenging traditional gender roles. Recognizing and supporting the efforts of women fish vendors is crucial for sustainable fisheries, equitable economic development, and the overall advancement of gender equality. As such, policies and initiatives should be designed to provide these women with better market access, training, and resources, allowing them to continue their essential role in the fisheries sector while fostering their socio-economic well-being.

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