

Feasibility Report for the Implementation of MOVE in Tsunami affected areas, Tamil Nadu

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Executive Summary

Since the tsunami hit the eastern coast of India in January 2005, CARE has been working in tsunami-affected areas and their efforts have focused primarily on relief. One year later, they have decided to shift their focus to the promotion of sustainable livelihoods; to this end, they have called in the Best Practices Foundation to conduct a feasibility study to determine if Market Oriented Value Enhancement (MOVE) can be applied in tsunami affected areas.

MOVE is a methodology that teaches landless, illiterate, marginalized populations how to understand and enter the market through an innovative tool called a Participatory Market Appraisal. Using visual symbols, similar to a PRA, participants conduct market surveys to estimate the total scope and demand of various enterprises and choose to start a business based on the data they collect.

The feasibility study included six villages in three districts of Tamil Nadu: Kovalum in Kanyakumari; Subupalavadi and Pillumedu in Cuddalore; and Palayar, Kameshwaram, and Vanagirikuppam in Nagapattinam. Interviews with SHGs and local NGOs as well as surveys of local and nearby markets were conducted.

Among the six sites, it was found that the three sites that were most conducive to the application of MOVE were Kanyakumari, Subupalavadi, and Palayar. Kanyakumari has a large tourist market and several enterprises already functioning that have the potential to operate on a larger scale. Subupalavadi has a variety of livelihoods and a nearby urban market that can absorb a large number of products. Palayar has a large and untapped local market, and because it is a city being built from scratch, there are a number of new livelihood opportunities that will emerge.

To implement, one member of the BPF staff can demonstrate each module of MOVE in each district by training an SHG. The NGOs of that district will observe and replicate with their own SHGs in the following weeks. Every month, the NGOs and BPF will discuss challenges, questions, and concerns. Throughout the demonstration and replication process, a member of the BPF staff will be present to document. If two NGOs observe MOVE in each district, and then each replicate with 20 SHGs, and each SHG has 30 women, MOVE has the potential to improve the livelihoods of 3600 women.

Chapter I. Purpose of Study

After the tsunami of January 2005, CARE provided immediate relief and rehabilitation to tsunami-affected areas. A year later, CARE is exploring how to improve the livelihoods of those affected by the tsunami by teaching marketing principles. The Best Practices Foundation has developed a methodology called Market Oriented Value Enhancement (MOVE), which teaches the illiterate, landless, poor how to access the market. The purpose of this study was to conduct a participatory rapid appraisal with multiple stakeholders towards assessing the potential for applicability of the MOVE methodology in six selected Tsunami-affected villages with a total of almost 3,000 households.

Table 1: Sites Selected for Feasibility Study and Features					
Village	District	Panchayat	Total Number of Households	Present Occupation	NGO
Palayar	Nagapattanam	Puthupattinum	1250	Fishing	SEVAI
Kameshwaram	Nagapattanam	Keezhiyur	230	Fishing (no products)	BWDC
Vanagirikuppam	Nagapattanam	Vanagiri	72	Milk	ANNAI
Subupulavadi	Cuddalore	Nanamedu	163	Agriculture (vegetables)	MNTN
Pillemedu	Cuddalore	Killai	82	Dry fish	CREED
Kovalum	Kanyakumari	Kovalum	1192	Shell crafts	Stella Maris

The six sites would be looked at towards:

- Short-listing three sites for the application of MOVE
- Provide some initial thinking on the implementation of MOVE modules for these sites

Chapter II. What is MOVE?

2.1 The Need for Marketing Education

Basic marketing education is a fundamental need for anyone starting a new enterprise. Issues regarding government policies, accessing foreign markets and building the necessary infrastructure to produce on scale, need to be addressed as a business grows, but teaching marketing fundamentals precedes all of these concerns. Oftentimes micro-enterprise schemes ask the poor to invest time, capital, and hope in learning how to manufacture a specific product and then leave them to struggle to actually sell it. Instead, entrepreneurs should examine the scope of the market first and then activities should be decided upon based on demand. Although highly sophisticated methods of studying the market may be out of reach for most micro-enterprises, the very basics of marketing can be taught at a grassroots level. MOVE has been designed as a technology to help self help groups of illiterate and landless populations produce for the markets. It is in that sense “market oriented”. By providing the poor the tools to understand the customer they are able to add value to their products and retain their clients or even expand their businesses.

2.2 History of MOVE

As part of the DFID funded project, “Natural Resource Management and Livelihood Enhancement in the Peri-Urban: Hubli-Dharwad,” Dr. M.S. Subhas of Karnatak Institute of Management Studies (KIMS) adapted a set of modules called Market Oriented Value Enhancement (MOVE), designed to teach illiterate, landless, rural women how to understand the markets. MOVE was implemented in five villages surrounding Hubli-Dharwad, Mugad, Mandihal, Kotur, Gabbur, and Channapur. It was piloted over a period of two years with one group in Mugad and then replicated in five more groups across all the targeted villages over a period of four months from April – August 2005. Thus far, every group has seen an immediate return of profits to their businesses. MOVE was created for well-established SHGs to orient themselves to the market, research the market themselves, choose activities based on their research, and finally to enter the market as entrepreneurs.

2.3 Motivation and Market Orientation

The first module begins with basic team building exercises and motivational games. The next module asks participants to create an imaginary wedding card production company and also to attempt retailing by setting up a hypothetical grocery shop. These scenarios are designed to teach participants about the profit margins on sales and a customer-centric approach to business. Next, the participants are taken on free-format and formatted market visits to observe the dynamics of different types of shops and the sales of different products. Through informal interviews with business owners the participants find out details on profit margins, daily sales, seasonal sales, wholesale prices, and other strategies for selling different products. Armed with this information, the group decides on five products to focus on and then they discuss the needs and wants of each of the products and then analyze them in terms of product strategy, pricing strategy, selling strategy, promotion strategy, and distribution strategy.

2.4 Participatory Market Appraisal: A New Tool

After this analysis the group is ready to perform a Participatory Market Appraisal (PMA). Like a PRA, the PMA uses the same method of employing visual symbols so participants can conduct empirical market research themselves. Participants create symbols for each product, for the different needs and wants of each product, and any other information that may be relevant depending on the product. For example, if a group wants to research bangles, they will need to know the number of female members in each household, if a group is thinking of selling cattle feed, they will need to know the number of livestock in each household. Participants then use these symbols to create visual survey that allows them to enter in information through checks or tallymarks. A distributive sample of rich, middle-class, and poor households is chosen and each participant is asked to interview their share of the sample. When the participants complete their interviews, they consolidate the information from their surveys and are immediately able to get a clearer picture of the market for each product they have researched. The PMA allows the participants to estimate the total size of their market, the amount of potential profit, the key factors that influence a customer buying the product, and other relevant data that will point to a product with a high demand and a high profit. By doing the research through the PMA, participants enter business with their eyes wide open to the potential scope and profitability of selling certain products.

The key difference that the PMA provides is a grassroots approach to market research. At every point, the participants themselves are the ones who collect information from the market, then they themselves prioritize potential products to research, they themselves design, conduct, and analyze the results of the PMA. By using the process of PMA the participants capacities are built to research the market themselves whenever necessary without relying on the expertise of an outside source.

2.5 Starting the Business

After researching which product has the highest chance of success in their market, the participants begin retailing or small scale production, sample selling, and gradual upscaling. After a few sales cycles they conduct in-depth customer feedback sessions and adjust their products accordingly. As they develop a customer base, they continue to solicit feedback to find out potential avenues for value enhancement. Finally, the participants draw up a business plan that incorporates a vision for future expansion.

2.6 Building sustainability

Once participants are given the tools to understand the markets, they are able to recognize potential market niches and pursue them on their own. More importantly, when they are armed with knowledge, they have the confidence to undertake any business, so their success or failure isn't dependent on the success or failure of a specific product. MOVE builds the capacity to adapt with a changing market, so the participants can continue doing business, whatever form it may take. Therefore MOVE is a grassroots approach to marketing that ensures sustainability.

MOVE is still in its infancy and it can be applied in many other contexts. Veterinary services, health services, natural resource based products, and many other enterprises can be approached using these techniques for market education. In addition, specific strategies for rural participants to study and penetrate urban or even international markets can be developed. Working in the Tsunami areas allows the possibility of making MOVE more robust by testing its applicability to a disaster situation, to perishables and to a niche tourist market.

In a globalized marketplace, it is almost impossible for small-scale enterprises to match the prices and economies of scale that huge multi-national producers can offer. Therefore, MOVE can be used as a tool to identify ever-more specific market niches and provide value-added services that the big players simply cannot provide. The large scale industries may be able to produce more at a cheaper price, but the small-scale micro-enterprises can provide doorstep delivery, customized products, and meet other specific needs in ways that huge producers simply cannot. In this way MOVE can give participants the tools to understand their customers so they can compete not by producing more for cheaper prices, but by providing tailored products and services that only they can offer.

There is a huge scope for innovation in the field of teaching landless, illiterate women how to understand and adapt to the markets. MOVE is a bottom-up strategy for micro-enterprises to approach the markets that could potentially be complemented by top-down strategies that utilize sophisticated market expertise.

Chapter III. Appraisal by Location

Based on field visits to the six sites the following section presents a rapid appraisal of each site

3.1: Kanyakumari, Kanyakumari District

3.1.1: Background Information

a. Demographics

The total population is 15,65,629 of which 77.7 percent are rural (12,17,867) while the rest (3,47,762) is urban.

b. Range of Activities/Occupations

Table 2: Occupations
Agriculture
Fish
Vegetable vending
Fruit Vending
Shell craft
Handicraft
Groceries

Shell craft caters mainly to tourist and export markets while the other goods are sold for local consumption.

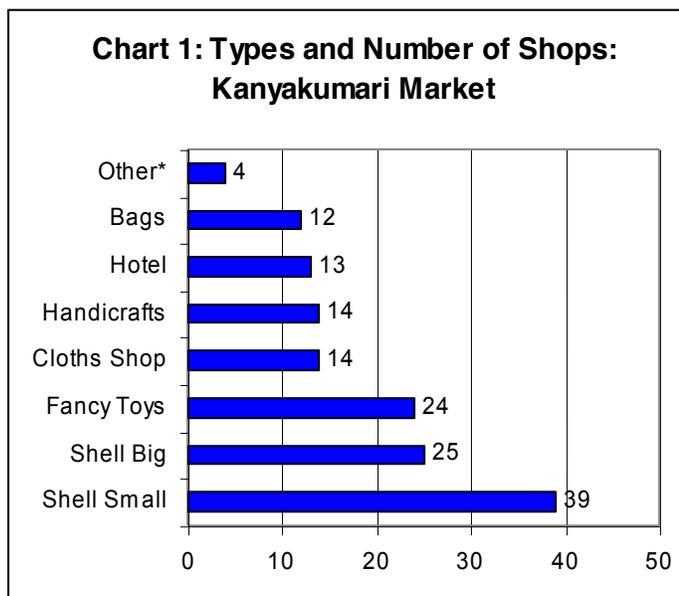
c. Markets: local and nearby

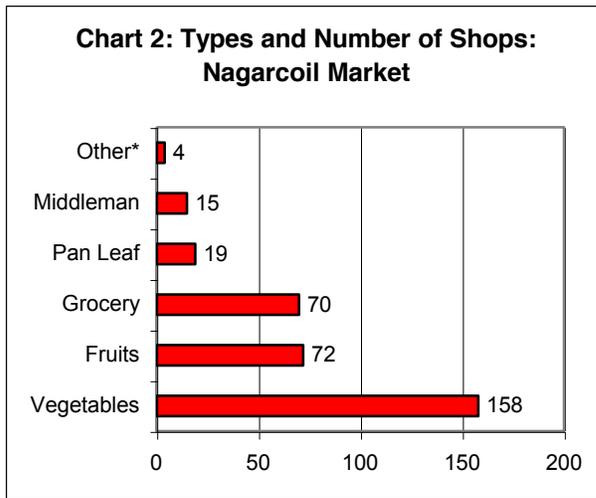
There are three major markets, Kanyakumari, Nagarcoil and Kottar (wholesale) and several smaller markets especially for fish.

Market	Predominant types of Shops
Kanyakumari	1. Shell craft 2. Handicrafts 3. Toys 4. Bags
Kottar	1. Groceries 2. Utensils 3. Vegetables 4. Fruits
Nagarcoil	1. Vegetables 2. Fruits 3. Groceries 4. Pan leaves

See Charts 1,2 and 3 for the number of shops in each category and in each market.

- The maximum number of shops are shell craft (above 60)
- Handicrafts (14) and small toy stores (14) and other possible businesses
- The highest sales are to tourists and mostly Indian tourists
- Whiles clothes and hotels are among the more dominant types of businesses it is difficult for the poor to compete in terms of production of clothes and there are very few jobs listed by hotels which can employ the poor. It is also difficult to compete in toys which are mass produced at very low rates and imported into the state.
- Besides this there were also 10 food stores selling murku, chips and other snacks.

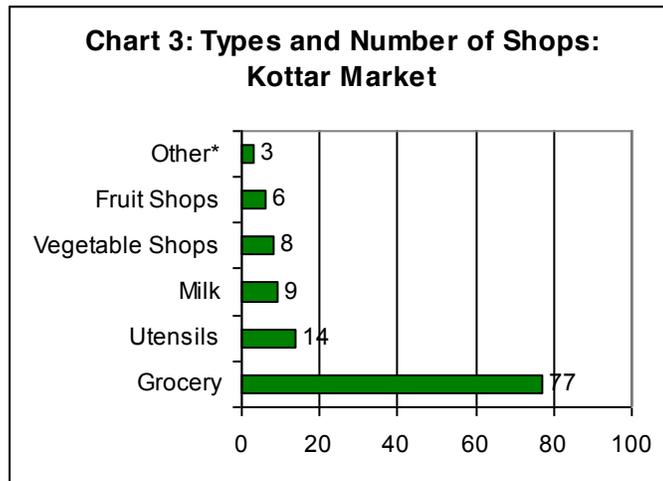




Note: Charts 1, 2 and 3 only depict the top few types of stores. The number of remaining types stores have been averaged and appear as Other (See appendices for complete data).

- Overall there is a greater variety of stores in Nagarcoil
 - The market caters to locals and nearby villages for household consumption
 - However vegetable stores dominated (158)
 - Fruits (72) and groceries (70) were also dominant
- Pan leaf stores were several (19) indicating preference for pan consumption locally.

- Kottar is a whole sale market catering to retailers and a few households only
- Grocery stores were the main type of shop
- Vegetable and fruit stores were also high



d. NGOs present

Stella Maries, Good Vision among 6 other NGOs. Stella Maries seems to work with a large number of SHGs (737) with 13,223 members.

e. Household Expenditure

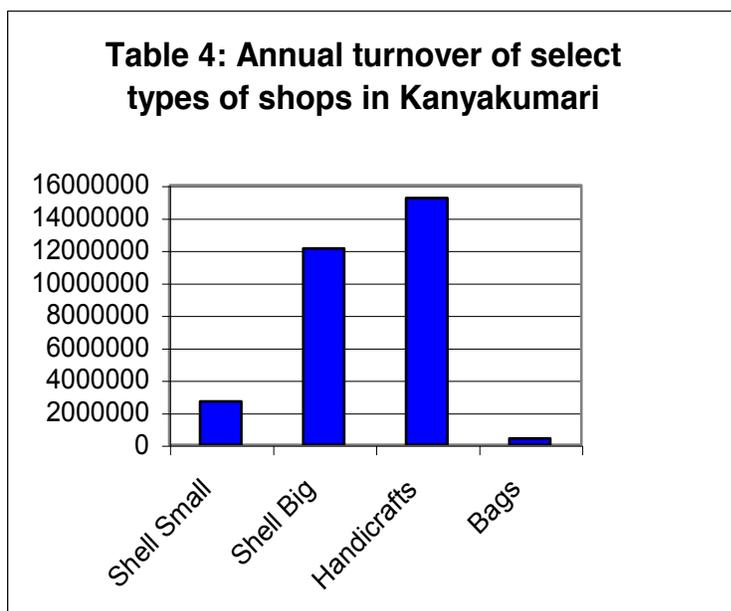
Household interviews provided the following estimates of expenditure by type of household:

	Monthly Expenditure Per HH	Annual Expenditure Per HH
Poor small	2206	26476
Poor big	3184	38203
Rich	3522	42264

f. Total Production

Based on a methodology that estimated sales, prices, profit margins to arrive at an estimate of profit made per shop per year and a mapping of the market to provide the total shops, an overall estimate of profit of select products was arrived at for each market.

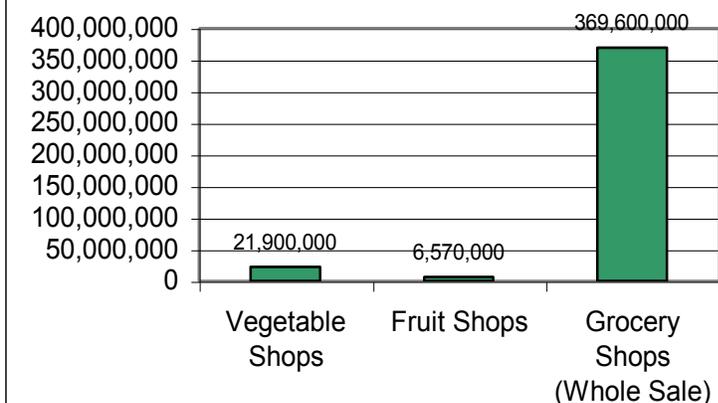
	Number of Shops	Turnover per year per shop (Rs)	Profit Per year per shop (Rs)	Total market turnover per year (Rs)	Total market profit per year(Rs)
Shell Small	39	68400	6840	2667600	266760
Shell Big	21	576000	57600	12096000	1209600
Handicrafts	14	1086000	108600	15204000	1520400
Bags	12	33000	3300	396000	39600



The highest number of shops were shell craft and based on interviews conducted with small and big shops a rough estimate of profits showed 6,840 rupees for small shell craft sellers per annum to 57,600 rupees for big shell craft sellers. The second category of shop is where the shell craft unit of Stella Maries needs to compete which will provide an income to about 4 women of about 1000 rupees a month.

	Number of Shops	Turnover per year per shop (Rs)	Profit Per year per shop (Rs)	Total market turnover per year (Rs)	Total market profit per year(Rs)
Vegetable Shops	8	2737500	273,750	21900000	2190000
Fruit Shops	6	1095000	109500	6570000	657000
Grocery Shops (Whole Sale)	77	4800000	480000	369600000	36960000

Chart 5: Annual Turnover of Select Shops in Kottar

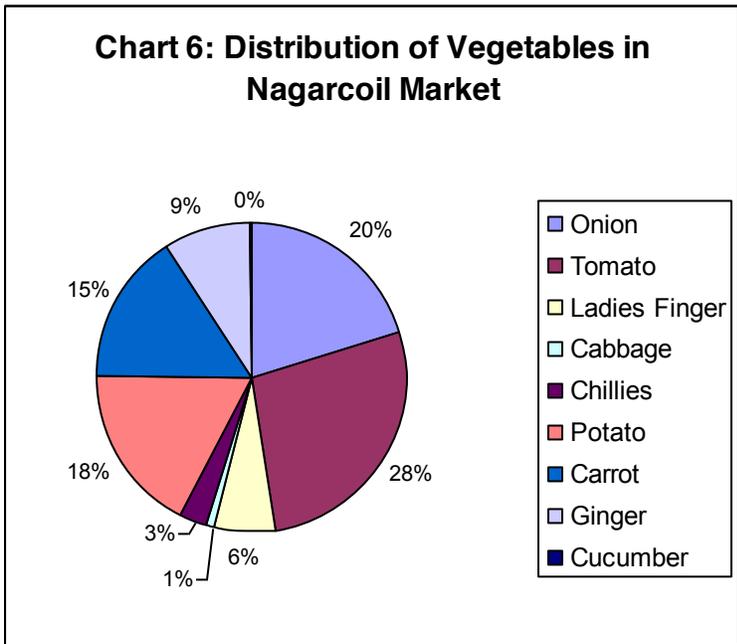


Grocery stores provided figures showing the largest profits. Given that most households reported buying groceries from the large urban markets there is potential to buy wholesale from Kottar and sell in villages for all three products listed above.

For Nagarcoil Market, given that the largest number of shops were selling vegetables, the total volume of vegetables sales at the auction was estimated at 2-4,00,000 rupees per day worth of sales.

Table 7: Nagarcoil Market Estimate of Profits for Vegetables

Product	Volume Per day (In kgs)	Price (In Rupees)	Sales Per Day (In Rupees)	Turnover per anum	Profit Per anum
1. Onion	15,000	4.5	67500	24637500	2,463,750
2. Tomato	20,000	4.5	90000	32850000	3,285,000
3. Ladies Finger	4,000	5.25	21000	7665000	766,500
4. Cabbage	500	5.25	2625	958130	95,813
5. Chillies	1000	9	9000	3285000	328,500
6. Potato	7,000	8.5	59500	21717500	2,171,750
7. Carrot	6000	8.5	51000	18615000	1,861,500
8. Ginger	3000	10	30000	10950000	1,095,000
9. Cucumber	500	1.5	750	273750	27,375
Total			331375	120951880	12,095,188



Profits being generated from this volume amount to 1.2 crores per year. There is plenty of room for SHGs to retail (buy wholesale in Nagarcoil or Kottar and sell retail in Nagarcoil or in their villages) vegetables or fruits. For example retailers buying at this auction make an additional margin of 20-30 percent over and above this potentially making 24-36 lakhs every year on the volume of vegetables currently being auctioned off in Nagarcoil. An SHG member could potentially buy vegetables and sell in their villages and make an income of 12,000 rupees a year.

Profits being generated by each small banana store amount to close to 1,09,500 rupees per year.

3.1.2: Relevance for MOVE

- a. *Possible new occupations:* These include
 - Fish related occupations (boat repair, net repair)
 - Shell craft
 - Handicrafts
 - Fruits and vegetable vending
 - Milk
 - Soap and detergent
 - Groceries
 - Candle making
 - Dresses and tailoring
 - Education

- b. *Possible value additions for existing occupations*
 - Fish related products
 - Pan making
 - Milk products
 - Shell craft
 - Handicrafts
 - Candle making
 - Garments

c. Strength of SHGs

The SHGs are engaged in thrift and credit activities and have received some skills training. They have started production such as candle making, soap making, shell craft, handicrafts, and tailoring. One SHG making candles reported being not united in their work and too much dependence on single leadership. There is a strong mentality of dependence that could have been created due to the disaster relief operations.

d. Attitudes of NGOs towards markets and self reliance

A range of opinions were observed towards self helps groups marketing their products and towards using MOVE as a tool towards that goal. Some NGOs such as Stella Maries did not believe that SHGs should market and thought that would be the role of the NGO and that NGO should never withdraw. Therefore Stella Maries wanted the MOVE training directed at the NGO not the SHG. The belief was based on experience that a single SHG could not even afford a labelling unit which could be instead bought by the NGO and cost shared across SHGs.

Other NGOs such as Good Vision were interested in ensuring that after withdrawal, the SHGs should be self reliant even in marketing. They thought MOVE would be an important vehicle for SHGs to become self-reliant.

The NGOs of SOSOD and CHARDEP are also working in Kanyakumari District.

e. Recommendation for MOVE intervention

- There is strong possibility for applying MOVE to strengthen existing occupations such as shell craft, handicraft, candle making, soap making and tailoring. MOVE can help the SHGs and the NGO locate and understand the market, identify possible value additions and thus move up the value chain, identify more cost efficient ways for production, teach the women to get customer feedback and tailor the product to the market.
- MOVE can only be applied to SHGs if the members are willing to think of being self sufficient and self reliant. This will require a strong component built into the training from the beginning of capacity building based on withdrawal.
- Where the NGO has no plans to withdraw then this NGO will be included as part of the Training of Trainers for MOVE for them to apply to their own models.

3.2: Subupalawadi, Cuddalore District

3.2.1: Background Information

a. Demographics

There are 141 HH in Subupalavadi. The total population is 524 people.

b. Range of Activities/Occupations

In Subupalavadi, 55 HH are involved in fishing and 88 HH are involved in agriculture.

c. Markets: local and nearby

There are three petty shops and two idli shop in the village. The petty shops have a turnover of between Rs. 400 – Rs. 600 per day and a profit margin of about 10%. The idli shops have a turnover of about Rs. 100 and they make a profit of about Rs. 30 per day. The people of Subupalavadi only shop locally in emergency situations when they need small quantities. Most households shop regularly for their major consumption needs in Cuddalore. The total commerce of the shops combined is approximately Rs. 6,00,000 per year.

Cuddalore is a major urban center with over 1,00,000 people. It has several different locations for large markets, a thriving and organized farmer's markets, and more than one wholesale market, in addition to the footpaths being saturated with small vendors. The people of Subupalavadi have easy access to Cuddalore market, there are four daily buses, and it is only 7 km away.

d. NGOs present

There are many NGOs working in Subupalavadi, including MNTN, Christian Relief Services, and others.

e. Household Expenditure

The approximate total household expenditure is Rs. 61 per HH per day. In a year the village as a whole consumes over Rs. 32,00,000. More than 80% of this expenditure takes place in Cuddalore.

f. Total Production

Both farmers and fishermen emphasized the fickle nature of vegetable production and fishing. Farmers said that the amount they produce can vary dramatically and they are never sure of what the prices will be on a given day. However, they did say that the village as a whole produces approximately 1200 kgs of onions or brinjal everyday, which is approximately Rs. 26,00,000 every year.

Fishermen also said that the amount of fish they catch is almost impossible to estimate. In addition, they were not able to say the types of fish they typically catch or the prices they get for the different varieties. There was a great range in the amount of catch, the type of catch, and the prices for fish, but they estimated that each boat catches 50 kgs a day. In the village as a whole, this amounts to Rs. 11,00,000 from fishing.

In total, Subupalavadi generates approximately Rs. 37,00,000 per year from both vegetables and fishing.

3.2.2: Relevance for MOVE

a. Possible new occupations

The clearest possibilities for untapped markets in Subupalavadi is in providing for local consumption through starting a grocery store. Presently the local petty shops only cater to less than 20% of the village market.

The proximity to Cuddalore market also makes any occupation that caters to the urban market a possibility.

Table 8: Possibilities for interventions in Subupalavadi
Backyard poultry
Poultry feed
Tailoring
Fish drying
Dairy
Selling Groceries
Goat rearing
Tempo
Cooked fish stall in the city
Fish pickle

b. Possible value additions for existing occupations

Agriculture

Many farmers have entered into contract farming to have some money in hand, which results in exploitation. Others suffer from a lack of an adequate way to transport the vegetables to the Cuddalore market. Each small farmer must pay for transport, whether by two-wheeler, bus or other means, and the large farmers simply give off their crops to agents.

If the small farmers and large farmers contributed to the purchase and maintenance of a tempo that would take all the crops of the village to Cuddalore market, it would cut out the need for agents, middlemen, and contractors. An SHG could potentially buy the crops of the village from the farmers at a fairer price and they could sell directly to the customers in the farmer's market, thereby reaping the retail profit margins.

This type of arrangement has the potential to drastically change the profit margins for farmers, but even if they are able to get Rs. 1 more for each kg of vegetables, Rs. 4,00,000 could be added to the village economy in one year. In addition, an SHG could earn their livelihood from vegetable vending.

Fish

One group of women from several different sanghas, who call themselves the Dolphin Sangha, have already started selling fish pickle in boxes of 40 – 50 grams for Rs. 10 each. Although there are typically significant retail gains to selling small quantities, the group could explore the

needs and wants of a variety of customers. They could sell to some restaurants and hotels in different sized packets, other hotels might want a cheaper type of fish pickle for a lower price, and other hotels may want to buy in bulk. The group has met with moderate success so far without making significant contact with a wide customer base, but by researching several potential customers, both large and small, they may be able to diversify their business for larger profits.

c. Strength of SHGs

The SHGs did not report any activity other than savings and credit. The group of women who make fish pickle were culled from many different SHGs. Most SHGs were only formed after the tsunami.

d. Attitudes towards markets and self reliance of NGOs

Not available.

f. Recommendation for MOVE intervention

The local market in Subupalavadi has not been saturated, so there is more that can be done locally. Additionally, the proximity to Cuddalore provides a ready market that can absorb any activity that participants may take on. Value additions for both vegetables and fish are possible as well. Therefore, Subupalavadi is an ideal site to implement MOVE.

3.3: Pillemedu, Cuddalore District

3.3.1: Background Information

a. Demographics

There are 82 HH in Pillemedu Village with a total population of 354 people. The village was formerly an island, but the tsunami completely destroyed it and it is now underwater. The entire population of the village has been relocated and have recently moved from temporary shelters to permanent shelters.

b. Range of Activities/Occupations

The primary livelihood for all the families of Pillemedu is fishing.

c. Markets: local and nearby

The local market is completely saturated. There are 4 shops that sell a variety of products, primarily cold drinks and snacks, but also groceries and vegetables. Each shop has a turnover of approximately Rs. 500. Most people already go to the larger markets of Killai and Chidambaram, and buy their groceries and vegetables and other products there. However, the

local shops survive because of sangha loyalty. The local market already caters to 70% of the village's needs.

The fish that are caught in Pillemedu are sold in the larger urban markets of Killai and Chidambaram. Although they are relatively close, it takes approximately 45 minutes to travel to these markets.

d. NGOs present

The NGOs present are CREED and MNTN. CREED works in Mussilwadi, Pillemedu, Kullingarenagar, and Chiddamburam. It has worked in micro-enterprise development with the women's development corporation and has helped create about 2,000 SHGs which include 40,000 women.

e. Household Expenditure

Each household spends an average of Rs. 36 per day. The village as a whole spends approximately Rs. 10,00,000 per year.

f. Total Production

Although most HH said that the fish catch was variable in terms of size, type, and profits. However, they said that on an average they earned Rs. 1000 per month. The village as a whole generates Rs. 9,84,000 from fishing.

3.3.2: Relevance for MOVE

a. Possible new occupations

Although everyone in Pillemedu earns their primary livelihood from fishing, several different interviews revealed that they were enthusiastic to start new livelihoods. Poultry has already been recently introduced, but has yet to turnover a profit.

Table 9: Possible new occupations in Pillemedu
Tailoring
Fish drying
Motorboat repairs
Ice Plant
STD Booth
Tempo
Carrageenan seaweed cultivation

b. Possible value additions for existing occupations

Table 10: Possible value additions for fish
Poultry feed

Fish drying
Boat rides
Backwaters tourist fishing
Cooked fish stall in the city
Fish pickle
Educational items: Zoological samples for schools and colleges
Fish scale jewellery

There are many possible value additions related to post-harvest activities for fish, including fish drying, fish pickling, poultry feed, etc. The clearest opportunity to improve fresh fish delivery is to extend the time that the women spend in the market selling fish. Currently the women who vend fish operate under a strict timeline that is dictated by the perishability of the fish. The women only sell in the mornings, and as time wears on they are forced to enter distress selling and may incur severe losses. If an SHG takes on ice production, the village could cover a greater geographical scope, deliver door to door for much of the day, and stay in the market for a longer period of time, or even go to the market twice a day. If the women double the time they spend in the market, and they are not forced into distress selling, their profit margins will improve dramatically. If the women spend double the time in the market or are able to deliver door to door, they can expect to make approximately Rs. 10 more per day, which could add almost Rs. 3,00,000 to the village economy every year.

c. Strength of SHGs

There are six SHGs in Pillemedu. CREED has organized four SHGs: Kuttியandavar, Om Shakti, Pillemedu, and Mullai. MNTN has organized two SHGs: Shivan and Muneeshvaran. One SHG has taken on a solar fish drier and has begun producing and packaging dried fish. The other SHGs did not report any activities other than savings and credit. All of the SHGs were started after the tsunami in January 2005.

d. Attitudes towards markets and self reliance of NGOs

CREED SHGs have attempted to produce agar batti, start a petty shop, maintain a computer center, produce sanitary napkins, and produce sanitary pans. All of these enterprises have failed. Therefore CREED is extremely enthusiastic to apply MOVE to all of its SHGs.

g. Recommendation for MOVE intervention

The local market for Pillemedu is already saturated, so there are almost no local possibilities. Any activity that occurs in Pillemedu will have to cater to nearby markets. Although everyone in Pillemedu goes to urban markets, Killai and Chidamburam are still rather far away. Although the implementation of MOVE is possible, it is not an ideal site because of a saturated local market and less accessible surrounding markets.

3.4: Palayar, Nagapattinam District

3.4.1: Background Information

a. Demographics:

In Palayar village there are a total of about 1250 families with a total population of about 6,250. Of these total families there are 622 families living in Tsunami Nagar.

b. Range of Activities/Occupations:

Unlike other villages, such as Subupalavadi, with many different livelihoods, the major occupation in Palayar is fishing and there is very little.

c. Markets: local and nearby:

Within in the village (and now in the temporary shelter) there are only four petty shops which cater more to snacks, soft drinks, matchboxes, cigarettes, shampoos, soaps and a few groceries and vegetables. The few petty shops that are there in the village have an average turnover of about Rs 2,870 per week and assuming a profit of about 10 percent the profit would be about Rs 287 per week. The basic shopping is done in the nearby town (about 1.5 km away) of Puthupattinam. They go to Chidambaram to buy their clothes. The village is not located very close to any of the larger towns and markets.

d. NGOs present:

There are two main NGOs present in the village. They are SEVAI and Sneha. Between these NGOs there are 18 SHGs. Other NGOs present there include Dhan Foundation and ROUA.

e. Household Expenditure

Looking at the monthly expenditures of the average family in Palayar spends about Rs 1,800 per house hold per family per month. This would be about Rs 2,000,000 per month for a total of 1250 families.

f. Total Production

It has been made very clear that the income from fishing varies drastically from season. The minimum a family could make is about Rs 50 per day. For the entire village this would amount to about Rs 62,500 and for a month it would be about Rs 1,562,500 per month on the minimum.

3.4.2: Relevance for MOVE

a. Possible new occupations

The men in the village were not interested in doing anything other than fishing. Even the women were not especially interested in taking up new activities, but motivational exercises may turn their attitude around.

Table 11: Potential Occupations for Palayar
Backyard Poultry
Tailoring
Selling Groceries
Motorboat repairs
Ice Plant
Information kiosk
Goat rearing
STD Booth
Tempo
Cooked fish stall in the city
Carrageenan (seaweed cultivation)
Educational items. Zoological samples for schools and colleges
Coir Ropes
Satellite Cable Television
Paramedic*
Tailoring
Barber
Bangles and Cosmetic shop
STD Booth

b. Possible value additions for existing occupations

The men were interested in ways to earn more profits and penetrate new markets for fish. The value for marketing training for those in Palayar is to learn better ways to sell fish.

Table 12: Possible value additions for Fish
Poultry Feed
Fishing drying
Boat rides
Backwaters tourist fishing
Fish pickle
Fish scale jewellery

c. Strength of SHGs

Most of the SHGs have been formed only after the tsunami. They are all about a year old and have only been saving and doing internal lending. They have not begun income generation.

d. Attitudes of NGOs towards markets and self reliance

The NGOs who were present were very enthusiastic about MOVE. SEVAI was not present during the NGO meeting.

h. Recommendation for MOVE intervention

Palayar has a very large local market that has not been tapped at all. Given that the site is being built from the ground up, now there is a great opportunity to develop the local opportunities and make existing livelihoods more profitable. The natural beauty of Palayar could also provide for opportunities to create services for tourists. Therefore, Palayar would be a model village to start MOVE with opportunities for catering to the local market, value addition, and creating new livelihoods.

3.5: Kameshwaram, Nagapattinam District

3.5.1: Background Information

a. Demographics:

In Kameshwaram village there are a total of about 1625 families with a total population of about 5325.

b. Range of Activities/Occupations:

The major occupation is agriculture. There are also fishermen and fish vendors. Discussions were held with the women who do fish vending

c. Markets: local and nearby:

Within in the village there are only a few petty shops which cater more to snacks, soft drinks, matchboxes, cigarettes, shampoos, soaps and a few groceries and vegetables. The nearest market is in Thirupoondi which is 4 kms away and Velankkani which is 6km away. Most of the women who do fish vending buy their groceries from the villages that they sell fish in. the villages they sell in includes Kivalur, Tirathapundi, thirumanagudi, Malaipidagai, Karapidagai, Meenambur and Karankinni. All the villages are about 10-12 kms away. They buy their clothes from Nagapattinam or Thirupundi.

d. NGOs present:

The NGO working in the village is Sevalaya

e. Household Expenditure

On the average each family may spend about 1,800 per month on groceries alone. The other expenses could include cost of diesel and transportation costs for the women who sell the fish in other villages (Rs 20-30 per day).

f. Total Production

The women buy fish worth about Rs 500-600 per day and can sell for about Rs 800-1,000 per day making a profit of about Rs 100 to 400 per day. The women also sell dry fish when they cannot sell fresh fish. The dry fish is sold a lot cheaper.

3.5.2: Relevance for MOVE

a. Possible new occupations

Table 13: New Occupations for Kameshwaram
Setting up of an ice factory
Backyard poultry
STD booth
Goat rearing
Information Kiosk

b. Possible value additions for existing occupations

The women of Kameshwaram only sell fish in the afternoon. They buy the fish in the morning, put it on ice, and then go sell the fish from 3 pm – 9 pm. Currently the women who vend fish operate under a strict timeline that is dictated by the perishability of the fish. The fish that they cannot sell is also dried. If an SHG takes on ice production, the village could cover a greater geographical scope, deliver door to door for much of the day, and stay in the market for a longer period of time, or even go to the market twice a day. If the women double the time they spend in the market, and they are not forced into distress selling, their profit margins will improve dramatically.

c. Strength of SHGs

The SHGs are about 3-6 months old. They are meeting and saving. They save Rs 50 per month. They are lending for boat repairs (1,000) or to buy nets (500). Their loans are about Rs 1,000. The interest rate is 2 percent.

d. Attitudes towards markets and self reliance of NGOs

The NGO working in this village did not attend the meeting.

i. Recommendation for MOVE intervention

The group of 25 women who vend fish are motivated and enthusiastic. They already have some markets which they serve, so they could explore value additions that would increase profits with current customers while exploring new markets. Therefore, Kameshwaram is a potential site to implement MOVE.

3.6: Vanagirikuppam, Nagapattinam District

3.6.1: Background Information

a. Demographics:

Vanagirikuppam is a small hamlet next to Vanagiri where the dalits live. There are 72 families with a population of about 748. Vanagiri has about 800 families.

b. Range of Activities/Occupations:

The major occupation is agriculture. They also have cows and goats

c. Markets: local and nearby:

Within in the village (Rehabilitation shelters) there are no shops. All shopping is done from other markets. The closest market is Vanagiri and Tharmakulam which is 5 kms away. The dalits are socially excluded and not allowed in the main village of Vanagiri.

d. NGOs present:

There are many NGOs present in this village. Each of the five NGOs have taken up different kinds of activities.

e. Household Expenditure

Assuming a monthly expenditure of about Rs 800 per family, in the month the village spends about Rs 57,600 on groceries and almost Rs. 7,00,000 in a year. The women who have milk animals spend about Rs 600 on the cows themselves. So the women who have cows spend about 1,400 per month.

f. Total Production

The total production for the women who have cows is about 900 per month from selling milk only. Some of the women are also involved in coolie work but there are some widows who only depend on the cows.

3.6.2: Relevance for MOVE

a. Possible new occupations

Discussions were held with two SHGs who were involved in the dairy activity. All of them wanted a second cow which they were going to be given by CARE. The cooperative society who was taking milk from them said that he was not willing to take more milk from them. The groups were also paying one man to milk their cows at the rate of Rs 70 per cow. It was found that they

were not making much money of the activity. It was also felt that there was not much avenues to apply MOVE because no one was willing to buy directly from the group because of their caste.

b. Possible value additions for existing occupations

See above

c. Strength of SHGs

Most of the SHGs have been formed only after the tsunami. They are all about a year old and have only been saving and doing internal lending.

d. Attitudes towards markets and self reliance of NGOs

The NGO working in this village Annai was in general enthusiastic about MOVE.

j. Recommendation for MOVE intervention

The group in Vanagirikuppam have very little scope to apply MOVE effectively. The local markets are completely closed to them because they are dalits and the dairy cooperative representative feels he cannot take any more milk. Before MOVE could be applied effectively in Vanagirikuppam, a significant amount of societal change would need to take place. Therefore, at this point, it is not recommended that MOVE is applied in Vanagirikuppam.

IV. Application of MOVE

Table 14: Criteria for application of MOVE in tsunami affected villages						
Criteria	Kanya-kumari	Suba-upalwadi	Pillemedu	Kamesh-waram	Vanagiri-kuppam	Palayar
Self Help Groups						
Existence of SHGs	Yes	Yes	Yes	Yes	Yes	Yes
Savings and Credit	Yes	Yes	Yes	Yes	Yes	Yes
Training on SHG	Yes	Medium	Medium	Medium	Medium	Medium
Training on EDP	Medium	Low	Low	Low	Low	Low
Training on marketing	Low	None	None	None	None	None
Skills training	Yes	Some groups	Yes	No	No	No
Income Generation Initiated	Yes	Some groups	One group	No	Yes	No
Bank linkages possible	Yes	Yes	Yes	Yes	Yes	Yes
Government Programme linkages	Yes	Yes	Yes	Yes	Yes	Yes
Markets						
Local village markets exist	Small	Small	Small	Yes	Small	Yes
Potential for sale in local market	Yes	No	No	Low	No	Yes
Village Markets nearby exist	Yes	Yes	Yes	Yes	Yes	Yes
Potential for sale in neighbouring market	Yes	Yes	Yes	Yes	Yes	Yes
Urban markets exist nearby	Close	Very Close	Close	Close	Close	Close
Products						
Potential for new production	Yes	Yes	Yes	No	No	Yes
Potential for value addition	Yes	Yes	Yes	No	No	Yes
Potential for retailing	Yes	Yes	Yes	Yes	No	Yes
Environment to Initiate MOVE						
Open to MOVE						
NGOs	Yes	Yes	Yes	Yes	Yes	Yes
CARE local staff	Yes	Yes	Yes	Yes	Yes	Yes
Open to SHGs marketing	No (2 NGO) Yes (1 NGO)	Yes	Yes	Yes	Yes	Yes
Other Criteria						
Social Constraints	NA	NA	NA	NA	High	NA
Dependence mentality	High	High	High	High	High	High
Livelihood center	NA	Yes	Yes	NA	NA	NA
Potential for scaling up	Yes	Yes	Yes	No	No	No

Codes for Table

Existence of SHGs: Yes = SHGs exist, No = SHGs do not exist

Savings and Credit: Yes = started, No = not started

Training on SHG: Yes = All basic human resource development training completed

Medium: HRD training is partial and only to some groups

Low = HRD training is very minimal

Training on EDP: Yes = EDP training has taken place,

Medium: EDP training is partial and not uniform

Low = EDP training is minimal

Training on marketing

Low = Some market training like market surveys have been done

None = No market training at all

Income Generation Initiated

Yes = possible, No = not possible

Bank linkages possible

Yes = possible, No = not possible

Urban Markets Very Close = less than 10 kms, Close = more than 10 kms

4.1: Self Help Groups

Number of Groups and Extent of Mobilization: There is a high likelihood of duplication of membership across several SHGs formed by different NGOs. A typical problem seen in other SHGs as well of one strong leader and the rest of the women following the actions and decisions of that leader was seen.

Training: There are Self Help Groups and there is apparently some training that has taken place but the groups themselves did not report a high level of training. The SHGs are still young and it is anticipated that more training will take place in coming year. All groups are saving and the savings are in circulation. Training on marketing is not strong.

Occupations of SHG members: Some of the SHGs despite being young have begun new income generating activities such as candle making, tailoring, fish pickle making, fish drying, poultry and shell craft. Members are also continuing with their old occupations like fish vending, milch cattle rearing and coolie work.

Access to Credit and Financial Information: The financing of these activities has not been through traditional means as in other economic development programmes, namely through bank linkages and bank loans based on submission of income generation proposals or to government programme linkages. Instead it is part of a relief package which included shelter, building assets, and help for restoration of livelihoods and existing occupations (for example through provision of new boats, nets, and milch cattle) which forms the basis of the relief phase which will end in December 2006. Because of the special circumstances surrounding a disaster situation with the existence of a number of INGOs and different capacities of local NGOs to mobilize people, different groups have got different types of relief and other support, however this is not consistent nor sustainable.

There is a strong mentality of dependence and expectation among SHG members as a result of all this aid and charity.

Recommendations for MOVE to be Implemented:

Group Building: The training of SHGs in terms of building the group unity, trust and strength needs to precede any type of group business.

- Leadership development: Capacities of all women members for building leadership instead of select women being chosen for leadership training is necessary for more motivated women to contribute to an economic activity. Other strategies for creating multiple leadership (such as the strategy used by Mahila Samakhya) of creating sub committees (health, EDP, governance, legal literacy, self reliance and education) within sanghas can be used. Such a strategy assigns every woman to at least one committee and training them over a long period on that subject to build expertise, facilitate the formation and execution of action plans are all ways of spreading responsibility and building confidence.
- Introduction of Concepts of Self reliance and Sustainability: To do this, one strategy that could be used is first preparing the women for NGO and CARE withdrawal over the next 2-3 years or in accordance with the vision and time span of the livelihood center. For this the NGO staff needs to conduct village meetings preparing men and women for the

4.2 Choice of Site for MOVE

Kanyakumari, Palayar and Subaupalawadi lend most to the first round of application of MOVE for the following reasons:

- Kanyakumari has large wholesale and retail markets, with strong NGOs, large numbers of SHGs, many of whom have started IGAs and there is scope especially for shell craft products to occupy a niche market. There is a supportive environment for MOVE from the NGO and CARE staff.
- Palayar being a large village with 1250 households has a large internal market. The village is being built from scratch where there is room to even plan for markets. There is a range of services that can cater to the internal market such as boat repairs, child care, cable TV and TV repairs, and so on. Fishermen are interested in collectively negotiations for bigger better markets and prices. A further reason to locate MOVE here because there is a potential to develop MOVE using information technology by setting up a information kiosk.
- Subaupalawadi is a periurban village with a large potential to penetrate urban markets. Despite this being a small village there is some potential for SHGs to capture local markets. Local shops have only captured 20 percent of the local market and therefore the SHGs can target the remaining 80 percent. There is a variety of livelihoods such as milk production, vegetable production, fishing, and so on which can cater to nearby urban markets. These occupations and products lends mote easily to value addition. One more reason to locate MOVE in this site is because the CARE Livelihood enhancement center will be located in Cuddalore.

4.3 Strategy for Implementation of MOVE (Table 15)

The strategy for implementing MOVE would be based on the same modules used in the past with some additional modules to tailor MOVE to a disaster situation and to the area where the Tsunami affected families live. This is included in Table 15. The time needed for implementing MOVE is 14 months including a preparatory phase of 2 months and building in sufficient time for the NGOs to replicate on scale with BPF staff coming in once a month to demonstrate MOVE. A follow up phase of ten months has been planned to hand hold, to federate groups conducting similar IGAs and for advocacy.

Table 15: Activities and Time Plan (24 months)					
	Activity	24 months			
		2	12	6	4
1	Planning Meeting with CARE and NGOs	1 day			
	Capacity building needs assessment of the community based on long term sustainability	6 days			
	Orientation towards MOVE	3-5 days			
	Translation of Manual into Tamil				
2	Training of Trainers on MOVE with Dr. Subhas overseeing a team of trainers from NGOs and BPF		1 day per month x 12 = 12		
	Replication of this training through live demonstration by BPF staff in two sites each in Palayar, Cuddalore and Kanyakumari		6 days per month x 12 = 96		
	Replication of this training by NGOs accompanied by technical training in all three districts for 20 SHGs				
	Documentation of replication by NGOs in all districts with BPF overseeing the documentation		6 days per month x 12 = 96		
3	Business plan finalization and Initiation of IGAs and completion of at least one business cycle by all groups		12 th month		
	Setting up Monitoring & Evaluation Systems		10 days		

	Review of MOVE and Impact assessment			20 days	
4	Building market resilience through hand holding and training on value addition			3 days x 6 months = 18 days	1 day x 4 months = 4 days
5	Collectivisation into cooperatives or any other form			4 days x 6 months = 24 days	2 days x 4 months = 8 days
6	Institutionalisation of MOVE through policy and advocacy				
	Creation of Policy briefs				15 days
	Revision of MOVE manual				25 days

Appendix 1: Varieties of Fish Catch

According to the fishermen, one boat will bring in minimum of 50 kgs, and a maximum of 200 kgs. The following table shows the varieties of fish catch, the minimum prices and the maximum prices, and the minimum and maximum catch. Where there was no data for minimum and maximum catch for specific fish, the minimum was taken at 50 kgs and the maximum was taken at 200 kgs.

Variety	Min. catch	Max catch	Min Price	Max Price	Average turnover per day (in season)	Annual (season 200 days)	Total village turnover in one year (200)
Sardine	200 fish	400 fish/per boat/per day	Rs. 10/per hundred fish	Rs. 40/per hundred fish	Rs. 1050	Rs. 210,000	Rs. 42,000,000
Sear fish	50 kg	200 kg	Rs. 16/kg	Rs. 40/kg	Rs. 3500	Rs. 700,000	Rs. 140,000,000
Aaila	50 kg	200 kg	Rs. 30/100 fish	Rs. 50/100 fish	Rs. 5000	Rs. 1,000,000	Rs. 200,000,000
Ribbon fish	50 kg	200 kg	Rs. 10/ph	Rs. 10/ph	Rs. 1250	Rs. 250,000	Rs. 50,000,000
Prawn			Rs. 270/30 fish	Rs. 300/30 fish			
Catfish	50 kg	200 kg	Rs. 20/kg	Rs. 50/kg	Rs. 4375	Rs. 875,000	Rs. 87,500,000
Kavale	200 fish	500 fish	Rs. 30/100 fish	Rs. 50/100 fish	Rs. 140	Rs. 28,000	Rs. 2,800,000
Mathi*	50 kg	200 kg					
Savale	50 kg	200 kg	Rs. 10/per fish	Rs. 40/per fish	Rs. 3125	Rs. 625,000	Rs. 62,500,000
Crab	50 kg	200 kg	250/box off 40 kg	350/box of 40 kg	Rs. 900	Rs. 180,000	Rs. 18,000,000
Kaane	50 kg	200 kg	50/kg	200/kg	Rs. 15625	Rs. 3125000	Rs. 312,500,000
Ihel	50 kg	200 kg	20/kg	50/kg	Rs. 4375	Rs.	
Lobster			900/fish	1500/fish			

*Only companies buy Mathi

Conclusions on the fish catch in Palayar

Assuming an average of 20,000,000 rupees fish is being sold in the market per year, and assuming a 10% increase in price due to better handling and customer contact, that is an added value of 2,000,000 for the village.

In Palayar they are not buying fish from outside, so they are doing limited sales. The fish vendors of Palayar need to psychologically separate themselves from the idea that they need to only sell what they catch. Like the women of Subupalavadi, they should buy additional fish to sell at Nagapattinam Harbor to increase the volume of what they retail, even when the fish catch is not large.

Many assumptions are being made, and a proper profiling of the catch needs to be done. Once the women are involved they can give us a better picture of the total catch, the variety of the prices, etc.

Appendix 2: Possible Interventions Through MOVE

The following table shows only a few of the possible interventions that can be undertaken through MOVE, in addition to the traditional livelihoods. The participants will explore the markets themselves and will find even more potential products and services that they will want to explore.

Possible Interventions Through MOVE	
Sl. No.	Intervention
1	Backyard poultry
2	Satellite Cable Television Provider
3	Paramedic
4	Tailoring
5	Barber
6	Bangles and Cosmetic shop
7	STD Booth
8	Dairy
9	Selling Groceries
10	Information kiosk
11	Goat rearing
12	Motorboat repairs
13	Ice Plant
14	STD Booth
15	Tempo
16	Cooked fish stall in the city
17	Dried Fish
18	Carrageenan (seaweed cultivation)
19	Fish pickle
20	Educational items. Zoological samples for schools and colleges
21	Fish scale jewelry
22	Coir Ropes
24	Fruit drink

Appendix 3: Kanyakumari Market Transect Results

Number of Shops in Kanyakumari Market	
Shops	Number of Shops
Shell Small	39
Fancy Toys	24
Shell Big	21
Cloths Shop	14
Handicrafts	14
Hotel	13
Bags	12
Food	11
CD & Electric	9
Slipper Shop	5
Photo Studio	4
Shell Medium	4
Spiece	4
Soft Drinks	3
STD Bhoot	2
Petty Shop	1
Belts/Caps	1
Pots (Plastic)	1

Kanyakumari Handicraft Store							
Product	Volume (season 5 mos) (Per day)	Volume (off season 7) (Per day)	Price	Type of Customer	Profit per piece	Stock Moves (*1)	Total profit per anum
Wall Hanging	50	1	15	Indian Tourist	5	Daily in Season, off season 2-3 month	38550
Petromax	10	1	45	Indian Tourist	5	Daily in Season, off season 2-3 month	8550
Mandappa	10	1	45	Indian Tourist	5	Daily in Season, off season 2-3 month	8550
Sitar & Drum Set	10	1	45	Indian Tourist	5	Daily in Season, off season 2-3 month	8550
Sitar	10	1	45	Indian Tourist	5	Daily in Season, off season 2-3 month	8550
Mirror	10	1	35	Indian Tourist	10	Twice a month	17100
Toys (wooden)	13	5	30	Indian Tourist	5	Twice a month	15000
Vase	5	0	25	Indian Tourist	5	Twice a month	3750
Total							108600

Kanyakumari Bag Sales					
Product	Volume (season 5 mos) (Per month)	Price	Type of Customer	Profit per piece	Total profit per anum
Bag 1	12	30	North Indian	5	720
Bag 2	12	35	North Indian	5	720
Bag 3	12	40	North Indian	5	720
Bag 4	12	45	North Indian	5	720
Small Bags	7	15	North Indian	5	420
					3300

**Number of Shops in Nagarccoil
Market**

Shops	Number of Shops
Vegetables Shops	158
Fruit Shops	72
Grocery Shops	70
Pan Leaf	19
Middleman	15
Hotel	11
Paint Hardware	10
Tea Shops	10
Coconut	9
Rice	7
Garments	6
bags	6
Banana Leaf	6
Sweet Shops	5
Petty Shop	4
Food	4
Utensils	4
STD Bhoot	4
Slipper Shops	3
Fish	3
Fancy	3
Medical Store	3
Electrical Shop	3
Bed Weaver	3
Basket Shops	3
Flower	2
Mobile Shops	2
Chicken Shops	1
Hair Saloon	1
Cooking Material	1
Chunna	1
Combs	1
Chemical	1
Plastics	1
Match	1
Butter/Ghee	1
Ply Wood	1
Others	1

Nagarcoil Wholesale Market					
Product	Volume Per day (In kgs)	Price (In Rupees)	Profit Per anum	Stock moves	Type of Customer
Onion	15,000	4.5	2,463,750	Daily	Shops
Tomato	20,000	4.5	3,285,000	Daily	Shops
Ladies Finger	4,000	5.25	766,500	Daily	Shops
Cabbage	500	5.25	95,813	Daily	Shops
Chillies	1000	9	328,500	Daily	Shops
Potato	7,000	8.5	2,171,750	Daily	Shops
Carrot	6000	8.5	1,861,500	Daily	Shops
Ginger	3000	10	1,095,000	Daily	Shops
Cucumber	500	1.5	27,375	Daily	Shops
Total			12,095,188		

Number of Shops in Kottar Market	
Shops	Number of Shops
Grocery Shops (Whole Sale)	77
Utensils	14
Milk	9
Vegetable Shops	8
Fruit Shops	6
Agarbathi	5
Flowers	4
Oil Shops	4
Rice Shops	4
Coconut Shops	4
Leaf	4
Small	3
STD Bhoot	3
Tea Shops	3
Petty Shops	2
Spiece	2
Plastic Shops	1
Sweet Shops	1
Wire Shops	1
Egg	1

Profits of Wholesale Vegetable Store in Kottar			
	Volume	Price	Profit
	(In kgs)	(In Rupees)	Per anum
Onion	100	5	54,750
Tomato	120	5	65,700
Ladies Finger	25	6	16,425
Cabbage	25	8	21,900
Chillies	30	10	32,850
Potato	50	9	49,275
Carrot	15	10	16,425
Ginger	10	12	13,140
Cucumber	10	3	3,285
Total			273,750

Appendix 4: Cuddalore Vegetable Market

V. Venkatachalam of Cuddalore Market Committee

V. Venkatachalam the record clerk of Cuddalore Market Committee, part of a government body that fixes the price rates based on supply coming in from other states and the supply that is locally available. Much of the information is acquired from MS & Sons, an agency that buys vegetables from Bangalore. Farmers typically sell directly to shops and do not go to wholesalers. Some farmers even sell directly to the customers in government provided stalls in the market where no rent is charged. They are also provided with scales, and other necessary equipment. These stalls were allotted on a first come first serve basis and are mostly occupied by farmers from Nanumedu.

Woman's Collective

There is also a women's collective composed of 7-10 women each from three villages (totaling 25-30) that has set up shop among these stalls. The government has provided the site, the electricity, and the scales for free. The collective buys vegetables from the farmers or the wholesaler from Bangalore and sells them at a fixed rate. The collective is 10 years old and they have set up shop in the market for the last six years.

Ramalingam is the husband of the president of the collective and he unloads, loads, and generally coordinates the shop, and he earns 10 paise on each kg. Individuals invest Rs. 1,000 each, and from this money vegetables are bought. Their profit is typically totally Rs. 100 per day, which is about Rs. 5 per member, but on average the members each receive Rs. 300/month. The six women working at the shop get daily wages of Rs. 20 as well

Appendix 5: Carrageenan, Seaweed cultivation

There are 250 different products that can be made from seaweed. The acid Carrageenan can be extracted from seaweed and has applications in food preservation and pharmaceuticals, among other things. The Philippines currently produces 100 tons per year. India has the resources, but they have not explored the potential of seaweed.

Pepsi has borrowed the technology and has given it to cultivators because they want to set up a factory. Women can potentially get an income of Rs. 10,000 per month, the current problem is that production is on a small scale.

The seaweed takes two days to dry and the dried seaweed is sold for Rs. 8.5/kg. Currently 150-200 kgs/month is being sold, but Pepsi wants 2,000-3,000. Pepsi has guaranteed all cultivators assured buyback. Today Pepsi is the only buyer. 28 ppt salinity is required, so cultivation is possible in the backwaters. Unfortunately no woman can do it by herself because they need a man to take the rafts out to sea. Tests have even been done to make fertilizer from the seaweed and preliminary results are positive. Therefore, although there is an assured market, there are many other potential avenues for marketing, other than Pepsi, that can be explored. Additionally, there is plenty of technical support locally available in Cuddalore through Annamalai University.