

**Women's Activity in Fish Processing in Tambol Pakklong, Pathew District,
Chumporn Province**

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ABSTRACT

Activity III (Encourage local business) is strategy to concretely contribute an increase of income and creation of alternative job opportunity. Members of women's group in savings is main target people. A value added fisheries product activity is set up and introduced to members of the group. The members attended training course on value added fisheries products and packaging product. Objectives of the training course were to transefer fish processing technique, knowledge and skill to the group's members and other women in community. Training course was arranged through study trip that took representatives of women's group members and women in community to observe successful women's group at Ban Pala, Chang District, Rayong Province. These representatives distributed information gained from study trip to other members and women in community after they had sceneric experiences. They tried to develop recipe of fish processing by their own knowledge and skill. The women's group received funds from Pakklong Sub-District Administrative Organization which source of funds was allocated by Ministry of Interior. The women's group fish products is elected to be representative of community product. This leads the group's product implemented and contributed by One-Tambol, One-Product project which is under national policy year 2001.

Key word: Encourage local business, creation of job opportunity, women's group processing of fisheries products, value added fisheries products

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I. Background

Locally Based Coastal Resource Management in Pathew District, Chumporn Province (LBCRM-PD) project has established on 9 November 2001 by collaborated between TD/SEAFDEC and the DOF, Thailand. The aims of this project are to achieve sustainable use of coastal resources and transfer experience and lessons learned through the implementation of the project to other ASEAN member countries.

LBCRM-PD project has six main activities, Base Line Survey (Activity I), Extend and encourage LBCRM (Activity II), Encourage Local Business (Activity III), Enhance human resource capability and participation (Activity IV), Develop extension methodologies and strengthening the extension system (Activity V), Rehabilitate and enhance coastal resource (Activity VI).

Encourage Local Business (Activity III) places an emphasis on an increase of income and creation of alternative job opportunities. The way of increasing income is not means of expanding numbers fishing effort and an investment; but it is by means of handling technology improvement, marketing and processing of fisheries products. The development of value added fisheries products is an effective tool to increase income. Women play a vital role in this fish processing activity. Many of them are members of women's group. They are participating in the active women group's activity, which mainly concerns community-based saving and financing groups. This active activity is main source of loan that members can access.

Activity III (Encourage local business) concretely contribute women' group to handle fish processing products. The women's group product is elected to be representative of community products. The women's group received funds from Pakklong Sub-District Administrative Organization (Ao.Bo.To) which source of funds was allocated by Ministry of Interior. The Ministry of Interior is a government agency implements national policy of One-Tambol, One-Products, which started in year 2001. Then, the group's product become product of One-Tambol, One-Product project.

II. Objectives of Fish processing activity

- 1) Develop low economic value of local fish products to be more value added products
- 2) Increase an additional source of income to fishers' households
- 3) Improve women's skill and knowledge on fish processing and product development

III. Outcomes of Fish processing activity

- 1) Improved role of women to be more active and skillful in technique of fish processing and product development.
- 2) Instituted systematically women's group to handle fish processing activity.
- 3) Created an alternative job opportunity to women in community.

IV. Procedure of implementing fish process activity

Women in community at the project site are target group to participate in Activity III (Encourage local business). Top priority of objective of this activity is an increase in income to fishing households. Project staff introduced and arranged activity of value added fisheries products to women in community. The value added fisheries product activity is effective tool to reach the objective of the Activity III. The project staff conducted two accumulative methods to design and implement value added fisheries product

activity. The methods are as follows:

- 1) Conducted base line survey through questionnaire. The questionnaire composed of two parts. Part 1 was general data survey and part 2 was placed an emphasis on characteristics, function and members of women's group.
- 2) Appriaisal assessment of collected data was used to formulate and arrange training course and activities for women. The activities arranged for women were as follow as:
- 3) Study trip on fish processing at active and successful women's group in other province
- 4) Seminar on local business adminstration and management
- 5) Training course bases on women's need
- 6) Providing of coordination between government agencies related
- 7) Arranging discussion and problem analysis including solution

V. Activities

5.1 Study Trip Activity

On 22 January 2002, SEAFDEC/TD and Chumporn Marine Fisheries Research and Development Center arranged study trip on fish processing for 6 representatives of women's group. They visited Ban Pala Fisheries Group that handled a value added product activity. All representatives practically learned techniques of fish processing products, marketing on fish product distribution and skill of group's activity management. After attended the study trip, all representatives disseminated all gained information to women's group member through demonstration of fish processing product. Many of group's member agreed to eagerly adopt new activity of value added product to be group's activity. The group requested the project staff to provide training course and practice on fish processing technologies. The course focused on squid and fish processing technologies and packaging methods.

During 22-25 January 2002, representatives of women's group in Tambol Pakklong joined a seminar on "Business Development of Fisheries Cooperatives in Thailand". This seminar was organized by the National Fisheries Cooperatives of Japan (Zengyoren) and Cooperative League of Thailand (CLT). The main topics of the seminar were on fisheries cooperatives development in Thailand, fish markets and useful experiences in other countries. The representatives were very interested in cooperative functions on how to organize and manage business activities.

On 6-7 February 2002, SEAFDEC/TD staffs were from socio-economic section and audiovisual section visited a women's group in Tambol Ban Pasae, Rayong Province. They shot a recording video on seasoning anchovy processing methods. The recording video was made many copies and sent to women's group in Tambol Pakklong. This media was cost-effective tool to encourage members of the women's group to learn fish processing and develop variety of fish products.

5.2 Coordination activity

On 1 March 2002, members of women's group of village No. 1 and No.6 arranged group's meeting to ask their agreement on the displacement of the group's name. The name of the group was renamed from women's savings group to be women's group for fisheries processing and products. Project staff subsidized the group by provided label-sticker, which outlined the group's name and contacting address in



the mid of May. This was to contribute group's product distribution.

On 27 June 2002, there were 20 women of village No. 7 submitted to establish women's group for fisheries processing. The project also arranged subsidies for the group. The project granted necessary equipment to the group to encourage members handle fish processing products.

5.3 Training Activity

On 27-29 May 2002, project staff arranged two training courses for women in community and member of women's group at village No. 1,3, 6 and 7. The topics were fish processing course and product packaging course. There were 60 women from 4 villages attended the courses. Women of village No. 3 established women's group after they attended the training courses. The project staff continually arranged training course for the women's group to enhance their expertise and practice.

VI. Result of Implementing fish processing activity

6.1 In Case of Women's group in Tambol Pakklong

There are six women's groups established in Tambol Pakklong after the project staff introductory implemented value added product activity. These groups have different group's structure and means of group's administration. However, they are standing on the same objective that would achieve an increase in income to their own households.

1) Women's group for Production, Tambol Pakklong

After the women's group renamed from savings group in 2001 to be fisheries processing and product in 2002. Direction of group's objective is focused on increasing and developing value added fisheries products by using raw material in local community. The second objective is to encourage member to accumulate tiny amounts of money as savings. They deposit a fixed amount of savings on a monthly basis. The third objective is to provide financing short-term credit to members. At recently, numbers of members are 79 members that they are housewives of fishing households of village No. 1 and No. 6. The group is funded by Ministry of Interior to raise group's product handled under One-Tambol, One-Product project. This project is to enhance local and small business.

2) Women's group of Village No.2

In 2001, this group has established by Community Development Department, and provided the pigs (amount 25,000 baht) for members for set up new group, the purpose has increasing pooled micro credit funds bring wide variety of opportunity whereby members invest in their present jobs and alternative livelihoods. There are 15 of memberships. The problem is lack of marketing system.

3) Women's group of Village No.3

In 2001, this group has set up by Community Development Department, and provided the rice mill (amount 25,000 baht) to member for micro credit funds. 9 of members are operating this fund, and people in this village can buy rice by credit and cheaper than other market. This group does not develop as much as it should be, because most of members are fishers' wives that they do not have much time to spend for the group's development and management.

4) Women's group for fish processing, Village No.3

In 2002, women's group for fish processing was established by Department of Fisheries and

SEAFDEC, and provided the necessary equipment (amount 3,000 baht) to group for processing activities. There are 25 memberships of housewives. The main activities are savings and fish processing.

5) Women's group for development of Village No.4

In 2001, this group was formed by Community Development Department, but got fund from Sub-District Administrative Organization was amount 100,000 baht, the group's activities are savings, loan and making paper flowers. The numbers of members are 88 members, the most of members engage in agriculture. At present, some of member joins as member of women's group for fish processing.

6) Women's group for fish processing of Village No.7

In 2002, this group was established by Department of Fisheries and SEAFDEC, and provided the necessary equipment (amount 3,000 baht) to processing activities. The group has 22 members, most of members engage in fisheries. The leader of this group is still lack of experience on market and the process of group work.

6.2 Women's group on means of business management

Members of women's group have learnt and practiced in fish processing after they attended training courses. They gained self-experience on fish processing product development and group's task administration. This leads to variety of means of group's business management.

Enhance entrepreneurship

The women's group activities of village No. 1 and 6 successfully enhance entrepreneurship and awareness about a new business chance among members. In Moobaan No.1, some members of women's group recognized possibility of fish processing development and its profitability immediately after the TD and the DOF took leaders of Tambol Pakklong to observe a successful women's group in Rayong Province, which undertook fish processing and market products at lucrative prices. A women fish trader (Pae Pla) takes as chairman of women's group, has a decisive role in extending entrepreneurship. The chairman and her colleagues started with several experiments on small-scale basis at the outset, and then they have gradually expanded the scale of production and explored new market channels. In this process, she invested a large amount of capital by herself, to buy necessary equipments and materials. Her knowledge concerned marketing channels and business administration is by no means the same as others, because she has involved in large-scale fish dealing for long time. She realizes that fish processing product used local raw materials are lucrative enough to investment. The project activities have succeeded to give incentives to her and her colleagues. At a next stage, we anticipate that her and her colleague's entrepreneurship will be disseminated to other members of the groups, and people at the project site.

In Moobaan No. 7, several women have just begun to try fish processing led by a women who has had some experiences. Young married women are actively joining a cooperative work for processing. Although their means is different from the group in Moobaan No.1, they and their leader inspire to achieve the success of earlier trials. However, the activities of the Local Business group just started in January 2002. It takes several steps and time-consuming to disseminate the means of entrepreneurship to sustain growth of fish processing.

6.3 Seek for Proper Approaches to Encourage Fish Processing



Implementation of training programs has given a strong impetus to the women. The programs are becoming a supportive factor to develop their ability of creating alternative income sources. Through the planning and implementation of the training programs, the project staff came to realize the following two points. Firstly, many people's organization and activity of a processing group with in whole area in Tambol Pakklong is not practical, and cost-effective. Secondly, there should be defined proper approaches, which consider based on problems and needs of community for promoting fish processing in Moobaans.

Three women groups were established in Moobaan No.1, 3 and 7. The women were joining training program forced to establish women's group in their own village. We assess that the training program often seems inflexible and much stereotyped. The establishment of group at the end of training program is a typical example. The DOF brings a small amount of subsidy, which needs solely one group establishment per training course. The women joined the training program from Moobaan No. 7 wanted to establish their own group. They eventually did so. Their group is now actively involved in exploiting new products.

6.4 A Variety of Fisheries Processing Products

Women's group arranged self-experiment on recipe of fish processing product in long period of seven months. This results to variety of fish products. In Moobaan No.1, the women's group produces 2 kinds of fish products at present. One type is very traditional taste; other type is just introduced through the DOF and TD training programs. The total numbers of products are five products.

In Moobaan No.7, women seek raw materials by themselves and develop processing techniques on their own view. They have produced 3 kinds of products. However, all types of fish products are not favorite taste at urban market, but some of fish products is very tasty and reach consumer's required taste.

VII. Recommendation

Outcomes of women's group establishment and administration leads to alternative and proper approaches to strengthen women's group on fisheries processing and products. Group-based or individual-based processing is one selection. Some of target women and people would much prefer to begin a processing activity on individual basis than group one. We diversify our own approach toward promotion of fish processing.

However, experiences gained during these days indicate that encouraging and sustaining group works are very difficult, and often need enormous amount of energy. Of course, it does not deny the necessity of people's cooperation in general.