

## GIZ Gender Competition

Country	GIZ In INDIA
Full Name of the program	Conservation and Sustainable Management of Coastal and Marine Protected Areas in India (CMPA)
PN (complete 12 digits)	11.9299.6.001.00
AV / Program Director	Dr. Konrad Uebelhoer
Name of Team Members	Dr. Michael Vakily, Dr. Neeraj Khera, Ms. Supriya Jhunjhunwala, Mr. Aaron Lobo, Ms. Neena Koshy
Project Reach (states / region)	India with project pilot sites in the coastal states of Gujarat, Maharashtra, Goa and Tamilnadu
Duration of program	5 years (2012-2017)

### Brief introduction

Indian coastline supports a huge human population, which is dependent on the rich coastal and marine resources. It is estimated that nearly 250 million people live within 50 km from the coastline of India. In the coastal areas, a major determinant of the wellbeing and livelihood security is the availability of marine and coastal biodiversity resources and access to these resources. Consequences of the biodiversity loss and resulting loss of ecosystem services, therefore, have far reaching impacts on livelihoods and the overall well-being of coastal communities, especially women. One of the most effective means of protecting marine and coastal biodiversity is through the establishment and management of coastal and marine protected areas (MPAs) and community involvement in managing the coastal and marine ecosystems.

The CMPA project was one of the flagship projects of the Indo-German technical cooperation supporting the CBD's Aichi targets (2012- November 2017). The Project was funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB). It is implemented by the Ministry of Environment, Forests and Climate Change (MoEFCC), Government of India, and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of BMUB. The overall goal of the CMPA Project was to contribute to conservation and sustainable use of biodiversity in selected areas along the coast of India, to ultimately benefit the local population depending on healthy marine and coastal ecosystems. The three key sectors that the project engaged were forest, fisheries and media. Further details on the project can be found here <http://www.indo-germanbiodiversity.com/projects-coastal+and+marine+protected+areas.html>



## Promoting gender equality within the program / sector –

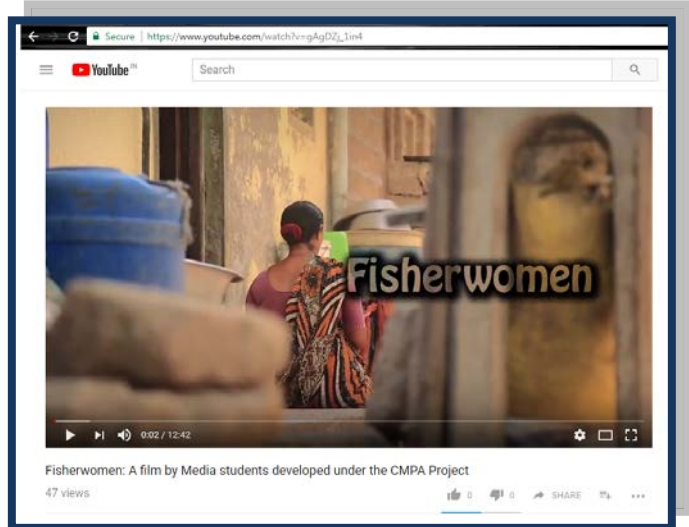
**One important aspect of the project was facilitating capacity development** of key stakeholders. The project supported capacity development measures for forest, fisheries and media sectors.

**Our studies found that in fisherwomen are of high importance but have little influence** in most parts of India. They have very little say in the planning, management and regulation of the coastal and marine ecosystems. Women play a crucial role in coastal and marine environment, and contribute significantly to the fisheries economy, though their contribution remains invisible and unacknowledged. They represent a majority of the total working population in the fishing industry. Women in small-scale fisheries in state like Gujarat play key roles in weaving and repairing nets, processing of fish, sales and local trade. However, this does not lead to decision-making power for women, as their contributions are generally ignored and undervalued.

At the same time, the **project was supporting media professionals and students in facilitating their capacity development on reporting on coastal and marine issues**. There was a group of 60 media students of Gujarat University, who were undergoing the training by the CMPA project on coastal and marine biodiversity for the media. The media students were required to develop media products as part of their training for assessment of the learning outcomes. In an effort to address the issue of gender mainstreaming in coastal and marine conservation and management, the **project encouraged the media students to take up the topic of “Role of fisherwomen in coastal and marine conservation and fishing activities”**. The intent behind engaging the media students in this task was to make a deeper impact and wider outreach. The media students gladly took up the challenge. Under the supervision of their Professor, Dr Sonal Pandya, they wrote the script of a film titled “Fisherwomen”.



This documentary film 'Fisherwomen' depicts the life of fisherwomen and their work. They perform most of the post-fishing activities after fishermen bring fish from sea. Their work and contribution is ignored most of the time in fishing industry. They face many problems in day to day life, they too are ignored. If they were not in these activities fishing industry may fail in providing any products related to fish and other marine species. They are involved in peeling squids, trimming shrimps and carrying out more yield from



unfinished products to finished products. They do retail business in local markets with special entrepreneur skills and earn livelihood. Their Net weaving skills are famous in Gujarat and they also sew flags for boats and ships. This film is shot in Veraval, Somnath, Sutrapada, Dhamlej, Mangrol and Chorvad. Which is the fishing hub of Gujarat. Fisherfolk community is mentioned as Fishermen community where term 'Fisherwomen' gets remains unnoticed. When men go for the marine catch. Women are busy in earning livelihood in their absence. Fisherwomen are more in favour of conservation of marine animals and they are also equally concerned about the declining populations of marine animals. Their fishery skills are their strength. They need to be brought on participatory platform of decision making and given their right of equal opportunity.

The film is available at the YouTube channel of Indo-German Biodiversity Programme and can be viewed here [https://www.youtube.com/watch?v=gAgDZi\\_1in4](https://www.youtube.com/watch?v=gAgDZi_1in4)

### **The Impact of the Film:**

Films are a very effective medium to communicate issues that need to be shared with a wider audience. In this process, the audiences who are viewing the film are benefited greatly, because the film is more of an 'Infotainment'. Moreover, engaging media students in developing such films on women empowerment and conservation issues brings a larger and deeper impact, and that is- **the emergence of true champions of coastal and marine conservation and women empowerment in the Media sector in India.** These media professionals would be creating a far reaching impact through communicating the conservation issues and women empowerment issues with wider public and influencing policies.



**How the perception of Media students changed after working on this film** is reflected in their post-training feedback. Feedback from two such students, who worked on the 'fisherwomen' film is reproduced below:

This short course that was introduced to us during our college days had made a huge impact on us, or I can say forever! ..When this training was introduced to us with 7 modules, I thought it was just another workshop for us .. But I was wrong...it changed my thoughts... it was not just an informative long sessions it was indeed an infotainment! As media students, it was a great opportunity for us to make this documentary and help in picturing the beauty and harsh realities of coastal and marine life and livelihoods-  
**Vidya Pillai, Student- Department of Communication & Journalism, Gujarat University**

'Communicating coastal and marine biodiversity conservation and Management through media' - it was a totally new subject for me, because it is more related to the base of science.....Before taking part in this project I have never thought of coast, coastal life and biodiversity, especially marine biodiversity. Never thought that our routine life and thoughtless usage rather wastage of natural resources can ultimately lead us to the dead end.....and the lives of the fisherwomen...Learning from all the sessions played a vital role in documentary shooting, when we actually went for shooting it. In the end I can say that now I have totally new perspective to see the marine areas and environment. I've become more thoughtful and sensitive towards environment and marine biodiversity and role of women after being a part of this project- **Shivani Joshi, Student- Department of Communication & Journalism, Gujarat University**

**This film is being used as training material** for the trainings of media professionals in five media institutes in India, for the trainings of field-level Managers of coastal and marine biodiversity in Gujarat, and during the fisheries expeditions in India by the Wildlife Institute of India. **The film was recently screened and awarded** at the 'Video SEWA Film Festival' held on August 22, 2017 at the National Institute of Design.

**Video SEWA Co-operative is India's first video Cooperative totally managed by women.**



*Winning the award will further encourage the Biodiversity Programme to take up similar initiatives for gender mainstreaming in other sectors in India where the Biodiversity Programme is engaged in; such as the role of women in the wildlife sector in India, especially the contributions of women front-line staff of the forest departments in mitigating the negative impacts of human wildlife conflicts and conserving wildlife.*

