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ISSN: 2319-1899

**Journal of  
RESEARCH, EXTENSION AND  
DEVELOPMENT**

**A PEER REVIEWED JOURNAL**

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**An Interdisciplinary Monthly National Journal**

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**Vol. 1, No.1  
September 2012**

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**Journal of  
RESEARCH, EXTENSION AND  
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## STRENGTH, WEAKNESS, OPPORTUNITIES AND CHALLENGES IN GENDER MAINSTREAMING: AN ANALYSIS

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### ABSTRACT

*Public Private Partnerships in agricultural innovation in developing countries often include agricultural research institutes, extension agencies, universities, producer organizations, farmer associations, cooperatives, and local governments, as well as many other entities. Partnerships can focus on issues such as efficient production, improved harvesting, storage and processing technologies, adding value, and the ability of local producers to react to changing demands on local and international markets. This paper discusses the analysis of strength, weakness, opportunities and challenges in the partnership efforts towards gender mainstreaming through an empirical study.*

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### INTRODUCTION

The harmonious and balanced rural development not only gives due emphasis on agriculture and allied fields but also on gender mainstreaming. Strengthening the role of women in agriculture, by paying attention to the economic value of their time and labour is an important dimension of gender mainstreaming. The upliftment of the farm women economy, the development of agriculture depends on transfer of technologies. Unless and until the agricultural technologies developed by the scientists reach the actual users, the farmwomen, their development will not fall in line with the development of the country. Gender mainstreaming does not replace government policies on gender inequality. Gender equality and women's issues are complementary strategies and should be examined together, but this depends on the data available in determining what is needed (Rath, 2007).

The purpose of a SWOC analysis is to identify the main Strengths, Weaknesses, Opportunities and Challenges that characterize a particular situation or entity. SWOC analysis is often used as a management tool. Keeping the above said need for research in view, the present study on analysis of Strength, Weakness, Opportunities and Challenges in the Partnership Efforts towards Gender Mainstreaming was taken up, with the following objectives:

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- To study the PPP projects available in selected areas;
- To examine the status of gender sensitivity in selected PPP projects; and
- To assess the strength and weakness, opportunities and challenges of the partnership in gender mainstreaming in agriculture

### Methodology

The study was planned to study the existing PPP projects in agriculture and allied fields in the three states. In the selected nine districts of Tamil Nadu, one district in Andhra Pradesh and one in Puducherry (Union Territory), totally 75 PPP Projects were located. A score card was used to select five projects from the 75 projects, having scores of first five ranks. The subjects for the study were chosen from stratified groups given by the public and private partners of the projects. Fifty respondents from each project were selected, in consultation with the public and private partners of the project, thus making a total of 250 subjects. To add credibility, in addition to the stakeholders, one public and one private partner from each of the five projects, thus five public and five private partners in total, were included for the study, making the sample size as 260. For the present study score card was adopted to select five projects for the study. Three different interview schedules were constructed to collect data from the public and private partners and their target groups. All the respondents were personally interviewed by visiting the project area and meeting project officers. Public and private partners of selected projects were interviewed to obtain institutional details and services provided. Based on the data collected from the respondents, independent and dependent variables were identified. The data collected were consolidated, tabulated and analysed using appropriate statistical tests.

### RESULTS AND DISCUSSION

#### socio-economic profile of the respondents

In the selected projects, male respondents outnumbered females, except in the Jatropha Promotion Project. Fifty two per cent of respondents in APPTA Market, 46 per cent of the respondents in the Cocoa Promotion Project, 64% of the respondents in the Jatropha Promotion Project and 52% in the Precision Farming Project belonged to the age group of 31-40 years. Young and energetic group of 21-30 years dominated in the Fisheries Development Project (66 per cent), who were to go into the sea for fishing. With regard to the educational qualification of the respondents, 70% of the respondents in APPTA Market had completed high school education. Sixty six per cent of respondents in the Fisheries Development Project had completed high school education. The respondents of Cocoa Promotion Project had completed high school (34%) and diploma (23%) and graduate level (16%). Thirty two per cent of the respondents of Jatropha Promotion

Project were illiterate. Sixty two per cent of the respondents of Precision Farming Project had completed high school. Fifty six per cent of the respondents in APPTA Market were earning Rs 8000-10,000 per month. Sixty per cent of the respondents in the Cocoa Promotion Project were earning above Rs 10, 000 per month. Ninety two percent of the respondents in the Fisheries Development Project were earning Rs 2000-4000 per month and the rest were earning Rs 4000-6000 per month. Forty four per cent of the respondents in Jatropha Promotion Project were earning Rs 4000-6000 per month. Forty six per cent of the respondent in the Precision Farming Project were earning Rs 8000-10,000 per month. Among the total respondents (250), 30% were marginal farmers, 19% small farmers, 16 per cent medium farmers, 13% large farmers and 22% were landless. All the respondents of the selected five projects had their own house. The socio-economic profile of the respondents of the selected five projects is presented in Table 1.

Table 1: Socio-Economic Profile

Aspects	Percentage of Respondents				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
<b>Gender</b>					
Male	64	88	76	38	76
Female	36	12	24	62	24
<b>Age in years</b>					
21-30	24	16	66	12	-
31-40	52	46	20	64	52
41-50	12	18	14	14	40
Above 50	12	20	-	10	8
<b>Education qualification</b>					
Illiterate	10	-	8	32	-
Primary level	16	16	26	22	-
High school level	32	34	40	26	62
Higher secondary level	38	10	22	4	24
Diploma	-	24	4	16	4
Graduate	4	16	-	0	10
<b>Monthly income</b>					
2001-4000	-	-	92	26	-
4001-6000	-	4	8	44	-
8001-10000	56	22	-	14	46
Above 10000	12	60	-	-	18
<b>Source of income</b>					
Fishery	-	-	46	-	-
Agriculture	-	80	-	76	94
Marketing	52	-	-	-	-
Fishery and agriculture	-	-	40	-	-

Agriculture and marketing	48	20	-	24	6
Fishing and Marketing	-	-	14	-	-
<b>Agriculture Land holding*</b>					
Landless (no land)	52	-	60	-	-
Marginal farmers (up to 2.5 acres)	32	32	24	54	6
Small farmers (2.6 to 5 acres)	16	-	10	20	48
Medium farmers (5.1 to 10 acres)	-	40	6	14	20
Large farmers (above 10 acres)	-	28	-	12	26
<b>Housing</b>					
Own House	100	100	100	100	100
Rented House	-	-	-	-	-

AM - APPTA Market, CPP- Cocoa Promotion Project; FDP - Fisheries Development Project, JPP- Jatropha Promotion Project; PFP - Precision Farming Project; \* Scale developed by Ministry of Statistics and Programme Implementation, 2006

#### Gender Sensitization

More than 64% of the respondents expressed that the household activities like management of home, child care and diet management, acknowledged the unstained commitment and dedication of women towards the human. In the farm activities, the attitude of the respondents of the APPTA Market and the Precision Farming projects, towards gender mainstreaming ranked "below average". Except APPTA, all others showed 'Excellent' response in providing equal opportunity to both men and women in the social participation. More than 60% of the respondents of Fisheries Development Project expressed that, women folk were suitable for "management of finance". Higher proportion of the respondents in the Cocoa Promotion Project expressed that, both men and women could manage the finance. More or less, same trend was noticed in APPTA and the Jatropha Projects also.

An irregular and inconsistent committee meeting with the respondents was the major problem realized by the public partners. Though the partners were satisfied with the methodology adopted to implement the activities such as financial and technical support, they were not comfortable regarding the monitoring, evaluation and feedback mechanisms.

Table 2: Extent of Satisfaction of Public and Private Partners

Aspects	Average percentage scores obtained	
	Public Partners (N:5) *	Private Partners (N:5) *
<b>Establishment of monitoring committees</b>		
Management committee	25	65
Farmers' committee	25	55
Commodity groups	15	15
<b>Conduct of committee meetings</b>		
Documentation of minutes and reports	60	80
Monitoring committee meeting	50	60
Review committee meeting	30	40
<b>Implementation of activities</b>		
Monitoring the implementation of activities	80	60
Repayment of loans	75	50
Follow up activities	70	60
Supply of raw materials	60	60
Linking with funding agencies	60	70
Staff recruitment/pay	50	70
Rapport creation	35	85
Meeting arrangements	35	60
<b>Supports extended</b>		
Financial support	85	65
Technical support	70	65
<b>Feedback mechanisms followed</b>		
Case studies	75	60
Community survey	35	25

\* Multiple responses

#### Strength, Weakness, Opportunities and Challenges in the Partnership Efforts towards Gender Mainstreaming: An Analysis

The SWOC analysis was done to enable the investigator to understand the extent of gender mainstreaming in the selected projects.

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Farm women received a loan with 95% of subsidy in Cocoa Promotion Project.</li> <li>2. Fisherwomen were exposed to various training programmes</li> <li>3. Waste land was utilized for promoting Jatropha by the women Self Help Groups.</li> <li>4. Coconut growers were interested to establish Cocoa as an intercrop</li> <li>5. APPTA Project facilitated hi-tech marketing infrastructure</li> <li>6. Fishery Development Project beneficiaries had access to weather reports</li> <li>7. Precision farming was practiced with cent per cent subsidy</li> </ol>	<ol style="list-style-type: none"> <li>1. Implementation of the Cocoa Promotion Project revealed that only 12 per cent of farm women owned land on their name.</li> <li>2. Cocoa and Jatropha Promotion Projects were restricted only to the farmers owning Coconut and arecnaact plantation and waste land respectively. So that it cannot be adopted by all the farmers. Hence it restricted the involvement of other farmers.</li> <li>3. Except APPTA Market, there were no associations for farmers to take care of their interest.</li> <li>4. Women had very little role in the marketing of their agricultural produce except in APPTA Market</li> <li>5. Only in Cocoa and Jatropha Promotion Projects tie-up arrangement were provided for marketing.</li> </ol>
Opportunities	Challenges
<ol style="list-style-type: none"> <li>1. There was opportunity for large scale implementation of Cocoa growers.</li> <li>2. APPTA type of market could be established wherever possible</li> <li>3. The positive result of precision farming had scope for scaling up.</li> </ol>	<ol style="list-style-type: none"> <li>1. Jatropha Promotion Project aimed at waste land cultivation. But even those plantations need minimum water facilities in the beginning stages. Even that minimum requirement was not available in certain geographical locations.</li> <li>2. In the entire project, there was subsidy component.</li> <li>3. Sustainability of the project, even without subsidy, needed to be maintained.</li> </ol>

**Suggestions and Recommendations**

- Arrange the specific meetings matching the type of farm and the needs of the farmers.
- Introduce public understanding of food safety and quality.
- Provide trainings to encourage proactive farm management.

## CONCLUSION

Public Private Partnership projects, which are working for sustainable development of agriculture, have not been popularized. The efforts taken by the PPP for agricultural development has not been explored enough to the rural mass for extensive coverage of the project. So they have to be disseminated in any way to reach the grassroot level for substantial development of our nation. Farm women received ample opportunities for agriculture and allied activities through PPP Projects. Each PPP projects as its own strength, weakness, opportunities and challenges. To overcome the problems faced by the project by means of various promotion activities.

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