Results and Discussion

IV RESULTS AND DISCUSSION

The results of the study on **"Developing a Model on Public Private Partnership for Gender Mainstreaming in Agriculture"** are presented and discussed under the following heads:

A. Analysis of data related to selected PPP Projects

B. Performance of the Model Developed for the Research

A. Analysis of data related to selected PPP Projects

A.1. Profile of the Respondents of the Selected Projects

A.2. Views of the Respondents, Public and Private Partners of the Selected Projects

A.3. Gender Analysis in the Selected Projects

A.4. Benefits Gained, Problems Faced and Suggestions given by the Respondents

A.5. Analysis of Strength, Weakness, Opportunities and Challenges in the Partnership Efforts towards Gender Mainstreaming

A.1. Profile of the Respondents of the Selected Projects

A. 1.1. Socio-economic profile of the respondents

The socio-economic profile of the respondents of the selected five projects is presented in Table IV.

TABLE IV

SOCIO-ECONOMIC PROFILE

Aspects	Percentage of Respondents				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Gender					
Male	64	88	76	38	76
Female	36	12	24	62	24
Age in years					
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
Religion					
Hindu	72	72	22	76	92
Muslim	8	8	4	14	2
Christian	20	20	74	10	6
Community					
Schedule Caste (SC)	22	24	30	64	4
Most Backward Caste(MBC)	26	56	10	12	16
Backward Caste(BC)	52	20	60	24	80
Marital status					
Married	76	78	40	82	100
Unmarried	16	16	36	8	-
Widow	8	6	24	10	-
Family type					
Nuclear family	74	76	86	68	80
Joint family	26	24	14	32	20
Education qualification					
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	–	–	10
Monthly income of the family(in Rs.)					
2001-4000	-	-	92	26	-
4001-6000	-	4	8	44	-
6001-8000	32	14	-	16	36
8001-10000	56	22	-	14	46
Above 10000	12	60	-	-	18
Source of income					
Fishery	-	-	46	-	-
Agriculture	-	80	-	76	94
Marketing	52	-	-	-	-
Fishery and agriculture	-	-	40	-	-
Agriculture and marketing	48	20	-	24	6
Fishing and Marketing	-	-	14	-	-

Agriculture Land holding*					
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
Housing					
Own House	100	100	100	100	100
Rented House	-	-	-	-	-
Housing pattern					
Hut	-	-	74	32	-
Thatched roof	38	78	8	16	28
Tiled roof	56	20	6	12	52
Cement sheet roofing	6	2	12	40	20

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

In the selected projects, male respondents outnumbered females, except in the Jatropha Promotion Project. Since lack of resources and information, cultural values and discrimination against rural women were the most important factors contributing to the inactive participation of women in development projects.

Fifty two per cent of respondents in APPTA Market, 46 per cent of the respondents in the Cocoa Promotion Project, 64 per cent of the respondents in the Jatropha Promotion Project and 52 per cent 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.

In all the projects, majority of the respondents were Hindus except in the Fisheries Development Project, wherein a majority of them were Christians (74 per cent). Majority (60 per cent) in Fisheries Development Project, 52 per cent in APPTA Market and 80 per cent in Precision Farming Project belonged to the Backward Caste. Fifty six per cent of the respondents of Cocoa Promotion Project belonged to Most Backward Caste and 64 per cent in the Jatropha Promotion Project belonged to Schedule Caste.

More than 40 per cent of the respondents in all the projects were married. About 68 per cent of the respondents in all the projects hailed from nuclear families. It can be concluded that the advantages of joint family system is not made aware and is slowly declining, even in rural areas.

With regard to the educational qualification of the respondents, 38 per cent and 32 per cent of the respondents in APPTA Market had completed higher secondary level education and high school respectively; 40 per cent and 26 per cent of respondents in the Fisheries Development Project had high school and higher secondary school education, respectively. The respondents of Cocoa Promotion Project had completed high school (34 per cent) and diploma (23 per cent)and graduate level (16 per cent). 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.

The monthly income of the respondents varied from project to project, based on the variety of crops cultivated and marketing techniques followed. Fifty six per cent of the respondents in APPTA Market were earning ₹8000-10,000 per month. Sixty per cent of the respondents in the Cocoa Promotion project were earning above ₹10, 000 per month. Ninety two percent of the respondents in the Fisheries Development Project were earning ₹2000-4000 per month and the rest were earning ₹4000-6000 per month. Forty four per cent of the respondents in Jatropha Promotion Project were earning ₹4000-6000 per month. Forty six per cent of the respondent in the Precision Farming Project were earning ₹8000-10,000 per month.

Fifty two and 48 per cent of the respondents of APPTA Market were earning from agriculture and marketing their produce. Eighty per cent of the respondents in the Cocoa Promotion Project, agriculture was the main source of income. The main source of income of the respondents of the Fisheries Development Project was only from fishing (46 per cent) and 40 per cent were earning from 'fishing' as well as agriculture. Seventy six per cent of the respondents of the Jatropha Promotion Project were earning from agriculture. Ninety four per cent the respondents of the Precision Farming Project were earning from agriculture.

Size of Land holding

Among the total respondents (250), 30 per cent were marginal farmers, 19 per cent small farmers, 16 per cent medium farmers, 13 per cent large farmers and 22 per cent were landless.

Housing Pattern

All the respondents of the selected five projects had their own house. Fifty six per cent of the respondents of APPTA Market had houses with tiled roof, 78 per cent of the respondents of the Cocoa Promotion Project were living in houses with thatched roof; 74 per cent of respondents of Fisheries Development Project were living in huts and in Jatropha Promotion Project, 40 per cent of the respondents were living in house with tiled roof and the same was noticed among the respondents of the Precision Farming Project too.

A.1.2. Gender participation in agriculture and allied activities

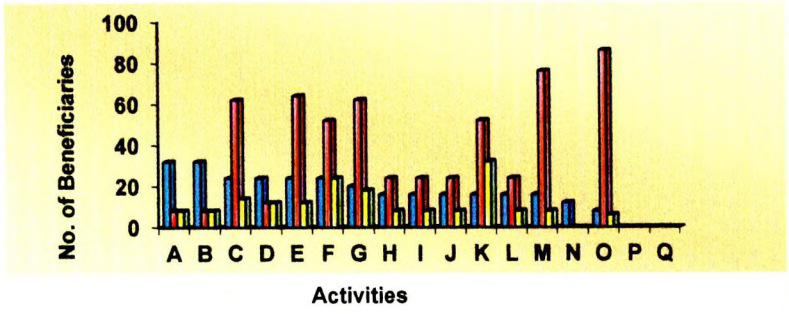
The details on gender participation in agriculture and allied activities are given in Table V and Figure 9.

TABLE V

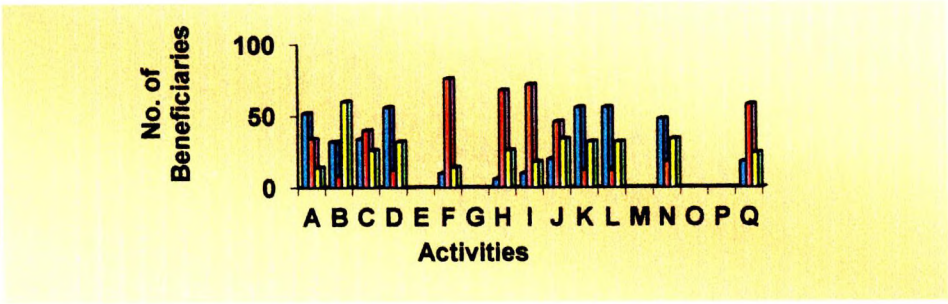
GENDER PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Activities	AM (N:50)*			CPP (N:50)*			FDP(N:50)*			JPP (N:50)*			PFP (N:50)*		
	Women	Men	Both	Women	Men	Both	Women	Men	Both	Women	Men	Both	Women	Men	Both
Field preparation	32	8	8	52	34	14	16	8	16	12	66	22	12	84	4
Transplanting	32	8	8	32	8	60	8	20	12	28	56	16	4	44	52
Handling funds	24	62	14	34	40	26	24	40	36	24	8	8	8	84	8
Post harvesting processes	24	12	12	56	12	32	67	6	18	58	18	24	20	8	72
Vegetable display in APPTA Market	24	64	12	-	-	-	-	-	-	-	-	-	-	-	-
Arranging for the marketing of produce	24	52	24	10	76	14	56	24	20	10	68	22	4	72	24
Working in sales counters Purchase	20	62	18	-	-	-	14	28	18	-	-	-	-	-	-
of inputs	16	24	8	6	68	26	60	32	8	12	76	12	-	88	12
Irrigating the fields	16	24	8	10	72	18	16	24	-	46	24	30	8	88	4
Pest, weed and disease management	16	24	8	20	46	34	26	4	10	20	24	52	-	96	4
Quality control	16	52	32	56	12	32	32	28	40	-	-	-	4	96	-
Harvesting	16	24	8	56	12	32	14	10	16	36	16	48	12	81	6
Management of shop	16	76	8	-	-	-	48	6	6	-	-	-	-	-	-
Inter cropping	12	-	-	48	18	34	20	10	10	16	12	8	6	82	12
Solid waste management	8	86	6	-	-	-	48	6	6	-	-	-	-	-	-
Fishing	-	-	-	-	-	-	24	76	-	-	-	-	-	-	-
Management of equipments	-	-	-	18	58	24	32	48	20	-	-	-	4	88	8

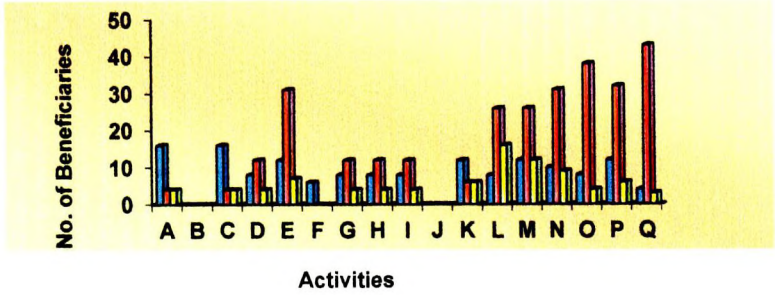
AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project.* Multiple responses



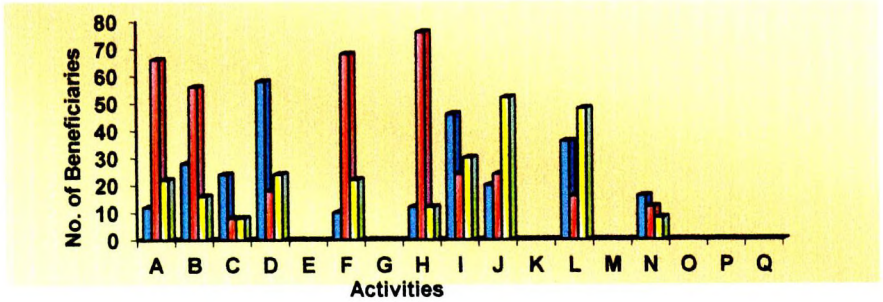
APPTA Market



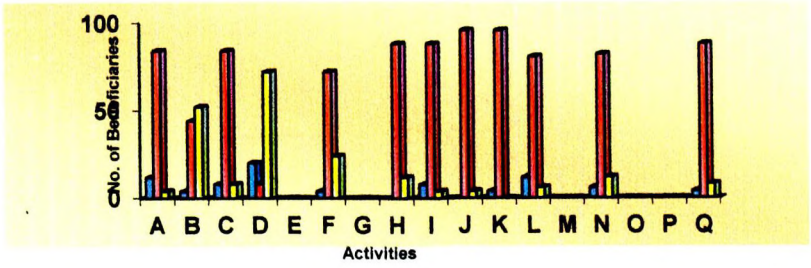
Cocoa Promotion Project



Fisheries Development Project



Jatropha Promotion Project



Precision Farming Project

Women
Men
Both

A. Field preparation
B. Transplanting
C. Handling funds
D. Post harvesting processes
E. Vegetable display in APPTA Market
F. Arranging for the marketing of produce
G. Working in sales counters
H. Purchase of inputs
I. Irrigating the fields
J. Pest,weed and disease management
K. Quality control
L. Harvesting
M. Management of shop
N. Inter cropping
O. Solid waste management
P. Fishing
Q. Management of equipments

GENDER PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Figure 9

Thirty two per cent of the respondents of the APPTA Market, 50 per cent of the respondents of the Cocoa Promotion Project and Fisheries Development Project expressed that women participated in field preparation work. Sixty two per cent in Jatropha Promotion Project and 84 per cent of the respondents of the Precision Farming Project revealed that only men were involved in field preparation.

Fifty eight per cent from Cocoa Promotion Project, 48 per cent from Fisheries Development Project and 88 per cent of the respondents from Precision Farming Project revealed that only men were involved in managing the equipment related to their project.

Sixty per cent of the respondents of the Cocoa Promotion Project and 52 per cent of respondents of the Precision Farming Project articulated that both men and women had participated in transplanting.

Sixty per cent of respondents of the APPTA Market expressed that more women were involved in transplanting than men. Twenty per cent of respondents in the Fisheries Development Project and 52per cent of the respondents in the Jatropha Promotion Project expressed that men were involved in transplanting.

Greater part of the respondents of all the projects except Fisheries Development Project expressed that men were involved in the purchase of inputs such as manure and pesticides. Sixty per cent of respondents in the Fisheries Development Project revealed that women were extensively involved in purchasing of inputs.

The respondents of all the five selected projects expressed that activities such as handling funds, inter cropping, irrigation operations, pest, weed and disease management, harvesting, post harvesting processes, quality control and marketing are the fields where women participated only to some extent.

A.1.3. Relationship between selected independent variables and participation of respondents in agriculture and allied activities

In order to assess the relationship between the independent variables such as community, marital status, family type, educational level and monthly income of the family and their influence on the field level participation in agriculture and allied activities, chi – square test was applied and the results obtained are presented as follows:

A.1.3. a. Relationship between age of the respondents and participation in agriculture and allied activities

Relationship between the age and their participation in agriculture and allied activities are shown in Table VI.

TABLE VI

RELATIONSHIP BETWEEN AGE AND PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Extent of Participation	p value (Age Vs Field level participation)				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Field preparation	0.747	0.109	0.971	0.063	0.638
Transplanting	0.747	0.219	0.809	0.282	0.141
Handling funds	0.003	0.270	0.600	**0.004****	0.674
Post harvesting processes	0.968	0.657	0.401	0.504	0.083
Vegetable display in APPTA Market	**0.016****	-	-	-	-
Arranging for the marketing of produce	0.084	**0.054***	0.168	**0.016****	0.376
Working in sales counters	**0.051***	-	0.334	-	-
Purchase of inputs	0.672	**0.013****	0.547	0.103	0.637
Irrigating the fields	0.672	**0.039***	0.918	0.118	0.630
Pest, weed and disease management	0.672	0.104	0.902	**0.016****	0.896
Quality control	**0.020***	0.657	0.281	-	0.210
Harvesting	0.672	0.657	0.944	0.847	0.619
Management of shop	**0.007****	-	0.334	-	-
Inter cropping	0.150	0.318	0.400	**0.045***	0.746
Solid waste management	**0.000****	-	0.334	-	-
Fishing	-	-	**0.022***	-	-
Management of equipments	-	0.071	0.961	-	0.269

****Significant at 1% level** ***Significant at 5% level**

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project;

JPP- Jatropha Promotion Project; PFP - Precision Farming Project

In the APPTA Market, age level of the respondents has considerable association at 1% level with vegetable display, management of shop and solid waste management and 5% level with working in sales counters and quality control.

Activities like arranging for the marketing of produce have considerable association at 1% level and other activities such as purchase of inputs and irrigating the fields have considerable association at 5% level with age of the respondents of the Cocoa Promotion Project.

In the Fishery Development Project, age of the respondents has considerable association at 5% level with fishing.

Activities such as handling funds, arranging for the marketing of produce, and 'pest, weed and disease management' have significant association at 1% level and other activity like inter cropping has considerable association at 5% level with age of the respondents of the Jatropha Promotion Project

Among the respondents of the Precision Farming Project, there is no significant relationship between the age and field level participation.

A.1.3. b. Relationship between community and participation in agriculture and allied activities

Relationship between the community of the respondents and participation in agriculture and allied activities are shown in Table VII.

TABLE VII

RELATIONSHIP BETWEEN COMMUNITY AND PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Extent of Participation	p value (Community Vs Field level participation)				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Field preparation	0.894	0.108	0.649	0.186	0.710
Transplanting	0.894	0.155	0.232	0.845	0.345
Handling funds	0.118	**0.041***	0.205	0.585	0.232
Post harvesting processes	0.573	0.139	0.409	0.549	0.686
Vegetable display in APPTA Market	0.176	-	-	-	-
Arranging for the marketing of produce	0.399	0.065	0.068	0.521	0.366
Working in sales counters	0.429	-	0.529	-	-
Purchase of inputs	0.759	0.473	0.859	0.459	**0.051***
Irrigating the fields	0.759	0.573	0.406	0.252	0.128
Pest, weed and disease management	0.759	0.301	0.447	0.603	0.402
Quality control	0.342	0.139	0.382	-	0.771
Harvesting	0.759	0.139	0.507	0.903	0.667
Management of shop	0.254	-	0.529	-	-
Inter cropping	0.211	0.065	0.570	0.123	0.667
Solid waste management	0.564	-	0.529	-	-
Fishing	-	-	0.139	-	-
Management of equipments	-	0.155	0.429	-	0.352

*** Significant at 5% level**

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project

Among the respondents of the APPTA Market, there is no significant relationship between the community and field level participation. The same trend is noticed in Fisheries Development and Jatropha Promotion Project.

In the Cocoa Promotion Project and Precision Farming Project, community of the respondents has considerable relationship at 5% level with handling funds and purchase of inputs respectively.

A.1.3. c. Relationship between marital status and participation in agriculture and allied activities

Relationship between the marital status and participation in agriculture and allied activities are shown in Table VIII.

TABLE VIII

RELATIONSHIP BETWEEN MARITAL STATUS AND PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Extent of Participation	p value (Marital status Vs Field level participation)			
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)
Field preparation	0.443	0.438	**0.049***	**0.000****
Transplanting	0.443	0.136	0.061	**0.004****
Handling funds	**0.001****	0.089	**0.000****	**0.000****
Post harvesting processes	0.694	0.574	0.121	0.207
Vegetable display in APPTA Market	**0.001****	-	-	-
Arranging for the marketing of produce	**0.006****	**0.000****	**0.003****	**0.000****
Working in sales counters	**0.001****	-	**0.000****	-
Purchase of inputs	0.227	**0.000****	0.061	**0.000****
Irrigating the fields	0.227	**0.000****	**0.031***	0.107
Pest, weed and disease management	0.227	**0.004****	**0.030***	**0.000****
Quality control	**0.000****	0.574	**0.000****	-
Harvesting	0.227	0.574	0.085	**0.040***
Management of shop	**0.000****	-	**0.000***	-
Inter cropping	**0.036***	0.221	**0.025***	**0.000****
Solid waste management	**0.000****	-	**0.000****	-
Fishing	-	-	**0.000****	-
Management of equipments	-	**0.004***	**0.000****	-

*** Significant at 5% level** **** Significant at 1% level**

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project.

In APPTA Market, the marital status of the respondents has significant relationship at 1% level with handling funds, vegetable display, arranging for the marketing of produce, working in sales counters, quality control, management of shop and solid waste management and 5% level with inter cropping.

Activities such as arranging for the marketing of produce, purchase of inputs, irrigating the fields, 'pest, weed and disease management' and have considerable association at 1% level and other activity like management of equipments have considerable association at 5% level with marital status of the respondents of Cocoa Promotion Project.

In Fishery Development Project, most of the farming activities have relationship at with marital status of the respondents, except transplanting, post harvesting processes, purchase of inputs and harvesting, the same was noticed among the respondents of the Jatropha Promotion Project too.

All the respondents of Precision Farming Project were married. As there is only one variable; it was not suitable for chi-square test.

A.1.3. d. Relationship between type of family and participation in agriculture and allied activities

Relationship between the type of family and their participation in agriculture and allied activities are shown in Table IX.

TABLE IX

RELATIONSHIP BETWEEN TYPE OF FAMILY AND PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Extent of Participation	p value (Type of family Vs Field level participation)				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Field preparation	0.999	0.784	0.091	0.390	0.125
Transplanting	0.999	0.499	0.272	0.874	0.736
Handling funds	0.322	0.347	0.265	0.314	0.494
Post harvesting processes	0.928	0.904	0.602	0.710	0.626
Vegetable display in APPTA Market	0.497	-	-	-	-
Arranging for the marketing of produce	0.796	0.618	0.902	0.840	-
Working in sales counters	0.803	-	0.250	-	0.707
Purchase of inputs	0.775	0.709	0.651	0.994	**0.050***
Irrigating the fields	0.775	0.961	0.187	0.346	0.528
Pest, weed and disease management	0.775	0.930	0.209	0.105	0.279
Quality control	0.714	0.904	0.078	-	0.470
Harvesting	0.775	0.904	0.160	0.251	0.114
Management of shop	0.237	-	0.250	-	-
Inter cropping	0.153	0.985	0.093	0.681	0.641
Solid waste management	0.484	-	0.250	-	-
Fishing	-	-	0.109	-	-
Management of equipments	-	0.989	0.093	-	0.658

*** Significant at 5% level**

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project;

JPP- Jatropha Promotion Project; PFP - Precision Farming Project

Among the respondents of the selected projects, except Precision Farming Project, there is no significant relationship between the family type and field level participation.

In the Precision Farming Project, the family type of the respondents has significant relationship at 5% level with purchase of inputs since decision made by the family members based on their needs and interest.

A.1.3. e. Relationship between educational level and participation in agriculture and allied activities

Relationship between the educational level and participation in agriculture and allied activities are shown in Table X.

TABLE X

RELATIONSHIP BETWEEN EDUCATIONAL LEVEL AND PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Extent of Participation	p value (Educational level Vs Field level participation)				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Field preparation	0.574	0.237	0.229	0.760	0.951
Transplanting	0.574	0.581	0.213	0.466	0.446
Handling funds	**0.055***	0.077	0.642	0.924	0.069
Post harvesting processes	0.911	**0.014****	0.520	0.524	0.762
Vegetable display in APPTA Market	0.097	-	-	-	-
Arranging for the marketing of produce	0.082	0.157	0.363	0.862	0.329
Working in sales counters	**0.024***	-	0.877	-	-
Purchase of inputs	0.884	**0.009****	0.157	0.766	0.658
Irrigating the fields	0.884	**0.025***	0.559	0.752	0.911
Pest, weed and disease management	0.884	**0.020***	0.626	0.772	0.735
Quality control	0.061	**0.014****	0.281	-	0.735
Harvesting	0.884	**0.014****	0.528	0.658	0.834
Management of shop	0.218	-	0.877	-	-
Inter cropping	0.376	0.103	0.373	**0.050***	0.326
Solid waste management	**0.016****	-	0.877	-	-
Fishing	-	-	0.134	-	-
Management of equipments	-	**0.019****	0.432	-	0.771

*** Significant at 5% level** **** Significant at 1%**

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project

Activities such as handling funds and working in sales counters have considerable relationship at 5% level and other activity like solid waste management have considerable relationship at 1% level with educational qualification of the respondents of APPTA Market.

In Cocoa Promotion Project, the educational qualification of the respondents has considerable relationship at 1% level with post harvesting processes, purchase of inputs, quality control and harvesting and 5% level with irrigating the field and' pest, weed and disease management'.

Among the respondents of the Fisheries Development Project, there is no significant relationship between the educational qualification and field level participation. The same trend is noticed in Precision Farming Project.

Jatropha Promotion Project concerned with waste land management and hence the educational qualification of respondents had significant relationship at 5% level with intercropping.

A.1.3. f. Relationship between monthly income and participation in agriculture and allied activities

Relationship between the monthly income and participation in agriculture and allied activities are shown in Table XI.

TABLE XI

RELATIONSHIP BETWEEN MONTHLY INCOME AND PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Extent of Participation	p value (Monthly Income Vs Field level participation)				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Field preparation	**0.000****	0.286	0.408	0.190	0.649
Transplanting	**0.000****	0.242	0.176	**0.024***	0.901
Handling funds	0.366	0.094	0.499	0.527	0.587
Post harvesting processes	**0.001****	0.090	0.503	0.156	0.867
Vegetable display in APPTA Market	0.264	-	-	-	-
Arranging for the marketing of produce	**0.050***	0.364	0.959	0.341	0.566
Working in sales counters	0.156	-	0.400	-	-
Purchase of inputs	**0.001****	0.502	0.650	0.635	0.978
Irrigating the fields	**0.001****	0.610	0.312	0.247	0.588
Pest, weed and disease management	**0.001****	0.260	**0.046***	0.808	0.379
Quality control	0.136	0.090	0.324	-	0.780
Harvesting	**0.001****	0.090	**0.034***	0.762	0.883
Management of shop	0.337	-	0.400	-	-
Inter cropping	0.200	0.829	0.327	0.754	0.578
Solid waste management	0.528	-	0.400	-	-
Fishing	-	-	0.241	-	-
Management of equipments	-	0.154	0.358	-	0.731

****Significant at 1% level** ***Significant at 5% level**

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project;

JPP- Jatropha Promotion Project; PFP - Precision Farming Project

Activities such as field preparation, transplanting, post harvesting processes, purchase of inputs, irrigating the fields, pest, weed and disease management and harvesting have considerable relationship at 1% level and other activity like arranging for the marketing of produce have significant relationship at 5% level with monthly income of the family of APPTA Market.

Among the respondents of the Cocoa Promotion Project, there is no significant relationship between the monthly income of the family and field level participation. The same trend is noticed in Precision Farming Project.

In the Fisheries Development Project and Jatropha Promotion Project, monthly income of the family has considerable relationship at 5% level with 'pest, weed and disease management' and harvesting respectively.

The hypothesis that the extent of participation of women in agriculture and allied activities associates with factors such as age, community, marital status, family type, educational qualification and monthly income of the family, is partially accepted.

A.1.4. Ownership of assets, investments and indebtedness

The details of ownership of assets of the respondents are shown in Table XII.

TABLE XII

OWNERSHIP OF ASSETS

Aspects	Percentage of respondents														
	AM(N:50)*			CPP (N:50)*			FDP(N:50)*			JPP (N:50)*			PFP (N:50)*		
	Women	Men	JP	Women	Men	JP	Women	Men	JP	Women	Men	JP	Women	Men	JP
Land															
Own house	12	88	–	24	76	–	24	70	6	10	88	2	6	88	6
Agriculture land	8	32	8	12	82	6	8	22	10	62	38	–	12	80	8
Site	2	12	60	8	40	20	8	16	–	10	20	–	4	92	4
Household asserts															
Furniture	8	6	86	10	–	90	–	–	14	10	-	86	–	84	16
Television and Ratio	8	6	86	8	10	82	–	–	66	10	4	86	–	76	24
Electronic items	8	6	86	6	–	94	–	–	76	10	4	86	–	72	28
Occupation assets															
Fishing craft	–	–	–	–	–	–	24	76	–	–	–	–	–	–	–
Fishing gear	–	–	–	–	–	–	24	66	10	–	–	–	–	–	–
Live stock	–	–	–	–	–	82	–	–	32	8	–	32	–	–	–
Poultry	–	–	–	–	–	46	–	–	40	6	–	20	–	–	–
Personal assets															
Gold	84	12	4	50	12	38	24	8	–	80	10	10	26	8	66
Scooter/bike	10	72	–	–	82	–	–	38	–	–	28	–	8	72	20
Bicycle	–	4	20	–	36	10	16	46	–	–	–	8	–	12	8

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project;

JPP- Jatropha Promotion Project; PFP - Precision Farming Project.* Multiple responses

From the above table, it can be noted that majority of the men owned the houses, lands and permanent assets. Only in some cases, the ownership was with men and women jointly. In Jatropa Promotion Project, it was informed that 62 per cent of the women owned land which is heartwarming.

The gold ornaments were owned only by women; it might be due to the reason that they use it. The other household assets were enjoyed by all the family members.

Information about the investments made and loans obtained by the respondents are depicted in Table XIII.

TABLE XIII
INVESTMENTS AND INDEBTEDNESS

Aspects	Percentage of respondents				
	AM (N:50)*	CPP (N:50)*	FDP (N:50)*	JPP (N:50)*	PFP (N:50)*
Investment					
Agriculture	–	80	–	76	94
Fishing	–	–	46	–	–
Marketing	52	–	–	–	–
Agriculture and fishing	–	–	40	–	–
Agriculture and marketing	48	20	–	24	6
Fishing and marketing	–	–	14	–	–
Source of finance					
Utilizing the Savings	62	56	12	24	84
Utilizing the savings as well as borrowing	22	26	24	44	8
Borrowing	16	18	64	32	8
Mode of saving					
Insurance	80	12	10	24	92
Bank	32	56	8	12	84
Saving at home	24	6	18	32	62
Post office	10	8	–	–	12
Source for borrowing					
Bank	24	18	46	66	92
Friends	16	–	10	24	24
Middle trader	12	10	40	–	–
Private agencies	–	–	20	–	–
Relatives	10	16	34	48	50
Decision making about borrowing					
Men	18	20	10	16	64
Women	10	8	14	6	12
Both	10	16	40	12	24
Purpose of borrowing					
Establish the shop	38	–	–	–	–
House loan	36	10	20	3	40
Family expenses	28	–	40	9	48
Crop cultivation	18	24	32	16	20
Buy agricultural equipment	16	36	8	–	24
Medical expenditure	16	–	–	6	12
Buy fish craft or gear	–	–	60	–	–
Amount of loan (in Rs)					
Below 10,000	–	–	40	–	–
10,001 to 20,000	–	–	48	–	–
20,001 to 30, 000	–	–	–	6	–
30, 001 to 40, 000	–	–	–	12	–
40,001 to 50, 000	–	–	–	14	–
Above 50, 000	38	44	–	4	100
Mode of repayment					
Once in a week	–	–	12	–	–
Twice in a month	32	–	30	12	–
Once in a month	6	44	46	34	100

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project* Multiple responses

Majority of the respondents expressed that they had used their saving for investment on the projects. About 10 per cent of the respondents, borrowed from different sources to meet their requirements.

The borrowing was mainly from the banks. Though there are different sources of financial help, some of them had used the services of the money lenders, to get money for their project.

The table pictures that the women were also involved in making decisions on the source of borrowing, amount to be borrowed and the repayment. Apart from the expenditures on the project some of the respondents had borrowed for family expenditures, which would have been definitely with the knowledge of the women.

A.1.5. Gender role in decision making on home and farm management in the selected projects

The roles of women in household decision making are depicted in Table XIV.

TABLE XIV

ROLES OF WOMEN AND MEN IN HOUSEHOLD DECISION MAKING

Roles	AM (N:50)			CPP (N:50)			FDP(N:50)			JPP (N:50)			PFP (N:50)		
	W	M	JD	W	M	JD	W	M	JD	W	M	JD	W	M	JD
Meal pattern	84	6	10	74	16	10	56	24	20	64	16	20	86	6	8
Expenditure on food	56	24	20	8	86	6	70	10	20	64	8	28	76	6	18
Clothing for the family	42	20	38	34	18	48	30	20	50	24	16	60	72	8	20
Number of children	14	12	74	10	86	4	36	18	66	6	24	70	12	24	64
Education for children	12	24	64	6	74	20	20	30	50	14	18	68	6	14	80
Job of children	12	24	64	12	60	28	24	20	56	10	24	66	4	8	88
Marriage arrangement for children	14	14	72	6	86	8	30	10	60	12	36	52	8	24	68

W-Women; M-Men; JD- Joint Decision
AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project;
JPP- Jatropha Promotion Project; PFP – Precision Farming Project.

The decision making process is an important segment of every household because it makes implementation of a plan or programme quite easy. The respondents of all the selected projects, APPTA Market (84 per cent), Cocoa Promotion Project (74 per cent), Fisheries Development Project (56 per cent), Jatropha Promotion Project (64 per cent) and Precision Farming Project (86 per cent) expressed that women were involved in deciding the meal pattern. A similar trend was noticed in the aspect of expenditure on food.

More than 50 per cent of the respondents, except Cocoa Promotion Project, expressed that both men and women were jointly responsible for making decisions on matters like number of children, education and job for children and arranging the marriage for their children.

About 8 per cent of respondents of all the selected projects expressed that men took decision with regard to purchase of clothes, only women were involved.

Pattern of decision making in relation to occupation of the respondents is shown in Table XV.

TABLE XV

PATTERN OF DECISION MAKING IN RELATION TO OCCUPATION

Decisions	Percentage of respondents														
	AM (N:50)			CPP (N:50)			FDP(N:50)			JPP (N:50)			PFP (N:50)		
	W	M	JD	W	M	JD	W	M	JD	W	M	JD	W	M	JD
Agriculture and allied activities															
Planning															
Selection of crop variety	12	10	26	18	58	24	-	26	14	12	48	40	6	90	4
Sowing period	8	12	28	14	40	46	10	12	18	12	48	40	6	80	14
Selection of inputs	6	24	18	10	68	22	-	36	4	12	48	40	-	96	4
Maintaining the fishing boat and equipments	-	-	-	-	-	-	48	20	32	-	-	-	-	-	-
Operation															
Land preparation	16	20	12	46	14	40	6	20	14	26	52	22	6	84	10
Nursery preparation	12	24	12	58	20	22	24	8	8	46	10	44	6	82	12
Transplantation	12	24	12	80	10	10	40	-	-	20	10	70	6	86	8
Irrigation and Weeding	36	6	6	20	52	28	12	20	8	18	56	26	6	80	14
Harvesting	24	16	8	64	6	30	28	-	12	12	60	28	6	80	14
Fishing	-	-	-	-	-	-	24	60	16	-	-	-	-	-	-
Quality control															
Grading	24	16	8	58	20	22	62	12	26	-	-	-	32	24	44
Packing	24	16	8	44	32	24	56	6	38	12	60	28	6	96	-
Preservation and Processing	12	36	-	80	10	10	40	10	50	24	48	28	-	100	-

Decisions	Percentage of respondents														
	AM (N:50)			CPP (N:50)			FDP(N:50)			JPP (N:50)			PFP (N:50)		
	W	M	JD	W	M	JD	W	M	JD	W	M	JD	W	M	JD
Management of Resources															
Shop keeping	8	76	16	-	-	-	-	-	-	-	-	-	-	-	-
Cleaning and Maintenance	8	92	-	-	-	-	-	-	-	-	-	-	-	-	-
Vegetable arrangements	8	88	4	-	-	-	48	-	32	-	-	-	-	-	-
Fishing gear and craft maintenance	-	-	-	-	-	-	6	20	10	-	-	-	-	-	-
Pest management	24	4	20	36	12	52	16	24	6	4	58	14	6	96	-
Management of drip and fertigation unit	-	-	-	-	-	-	-	-	-	-	-	-	24	72	4
Economic emancipation															
Fixing the price	26	64	10	26	74	-	76	14	10	-	-	-	6	90	4
Marketing	16	62	12	6	94	-	76	14	10	12	88	-	6	96	-
Transport arrangements	16	62	12	6	86	8	58	22	20	10	90	-	6	96	-
Social empowerment attributes															
Selection of workers	36	44	20	40	20	40	72	16	12	24	52	24	24	56	20
Fixing of wages	36	44	20	30	50	20	60	24	16	24	52	24	24	64	12
Purchase of machinery	8	84	8	6	82	12	24	18	58	-	-	-	-	-	-
Purchase of materials	8	84	8	6	82	12	24	18	58	12	48	40	-	84	16

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project W-Women M-Men JD-Joint Decision

More than 76 per cent of the respondents of APPTA Market expressed that men took decision with regard to resource management, field preparation, transplantation, harvesting, preservation processing, grading and packing.

More than 40 per cent of the respondents of the selected projects, except APPTA Market and Fishery Development Project, expressed that, men were involved in making decision about crop variety, sowing period and selection of inputs.

Above 62 per cent of respondents, except Fishery Development Project, revealed that men decided about marketing their produce.

About 46 per cent of the respondents of the Cocoa Promotion Project expressed that women were involved in making decision regarding the preparation of land and developing nursery.

In the Fishery Development Project, according to 60 per cent of respondents, men decided about the 'day' forfishing;76 per cent and 62 per cent were of opinion that women regularly decided about 'fixing the price and marketing' and 'grading' respectively.

More than 60 per cent of the respondents of the Jatropha Promotion Project expressed that men decided about harvesting, packing, making transport arrangements and marketing.

The respondents of the Precision Farming Project revealed that most of the decisions were taken by men when compared to women.

A.2. Views of the Respondents, Public and Private Partners of the Selected Projects

A.2.1. Extent of satisfaction of the respondents on functioning of PPP projects

The extent of satisfaction of the respondents, on the support of the public and private partners, was given scores (Annexure VI). Table XVI presents the average percentage scores obtained by the respondents on the functioning of selected projects.

TABLE XVI

EXTENT OF SATISFACTION OF RESPONDENTS ON THE SUPPORT GIVEN BY PUBLIC AND PRIVATE PARTNERS

Aspects	Average percentage scores on the Extent of Satisfaction				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Financial and technical support	100	74	47	-	97
Safety and security	96	-	-	-	-
Storage godown facilities	91	-	-	-	-
Marketing facilities	75	95	57	80	-
Transparency system	71	49	73	44	69
Service and distribution system	69	76	-	87	82
Communication system	40	49	75	77	51
Information dissemination	-	62	96	-	-
Guidance on disease management	-	-	-	-	55

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project

The respondents of the APPTA Market were fully satisfied with the financial and technical assistance given for the project. Safety and security system coupled with storage facilities were found to be in comfort zones for the respondents, 96 per cent and 91 per cent, respectively.

In Cocoa Promotion Project, the marketing facilities provided by the private partner won the hearts of the respondents.

In the Fisheries Development Project, the extent of satisfaction on information dissemination techniques adopted by both public and private partners was highly commanded (96%) by the respondents, its indicating that they had been individually contacted and convinced for their use.

In the Jatropha Promotion Project, it is interesting to note that the service and distribution system provided were appreciated by the respondents.

In the Precision Farming Project, the aspects such as subsidies extended by the public partner, financial and technical support and service and distribution system had a positive impact on the respondents since the Government of Puducherry was giving financial assistance with 100 per cent subsidy for the project in the Precision Farming Project.

Issues like poor communication system and lack of guidance on disease management were the main concerns for the respondents.

The extent of satisfaction of the respondents on the outcome of the project is presented in Table XVII.

TABLE XVII

EXTENT OF SATISFACTION OF RESPONDENTS

Aspects	Average Percentage scores on the Extent of Satisfaction				
	AM (N:50)	CPP (N:50)	FDP (N:50)	JPP (N:50)	PFP (N:50)
Solid waste management system	98	-	-	-	-
Cold storage structures	90	95	69	41	86
Economic development	84	-	-	-	-
Electricity and water supply	42	-	-	-	-
Women empowerment activity	-	65	89	-	-
Quality of the material supplied	-	46	-	-	67
Plantlets supplied	-	-	-	79	-

AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project

The best practice of solid waste management and effective infrastructure development for marketing the agricultural produce by APPTA project is a replicable role model to be emulated.

The respondents of Cocoa Project gained profit through inter cropping of cocoa plantation in coconut farm, areca-nut farm and orchards.

Women empowerment was considered to be the final outcome of the Fishery Development Project supported by the majority (89 per cent) which highlighted that the income generating activities such as salted dried fish and masala fish making among women, was quite encouraging.

In the Jatropha Promotion Project, profit gained was low because of lack of awareness on the crop management practices.

Eighty six per cent of the respondents in Precision Farming Project were fully satisfied with the income generation.

A.2.2. Extent of satisfaction of the public and private partners on functioning of the projects

Table XVIII displays the extent of satisfaction of the public and private partners on the functioning of the projects.

TABLE XVIII
EXTENT OF SATISFACTION OF PUBLIC AND PRIVATE PARTNERS

Aspects	Average percentage scores obtained by public partners(N:5) *	Average percentage scores obtained by private partners(N:5) *
Establishment of monitoring committees		
Management committee	25	65
Farmers' committee	25	55
Commodity groups	15	15
Conduct of committee meetings		
Documentation of minutes and reports	60	80
Monitoring committee meeting	50	60
Review committee meeting	30	40
Implementation of activities		
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
Supports extended		
Financial support	85	65
Technical support	70	65
Feedback mechanisms followed		
Case studies	75	60
Community survey	35	25

* Multiple responses

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.

A.2.3. Support provided by public and private partners

The support system provided by public and private partners as viewed by the respondents is diagrammatically presented as Figure10.



Figure 10

Support Provided by the Partners

A.3. Gender Analysis in Selected Projects

Gender analysis of the selected projects is discussed under the following sub headings:

A.3.1. Gender analysis in the appointment of labour for agriculture and allied activities

A.3.2. Reasons given by the respondents for involving women in agriculture and allied activities

A.3.3. Gender sensitization

A.3.1. Gender analysis in the distribution of labour for agriculture and allied activities

Gender analysis on the distribution of labourers to the work is depicted in Table XX.

TABLE XX

GENDER ANALYSIS ON THE DISTRIBUTION OF LABOURERS TO THE WORK

Nature of work	Number of labourers*	
	Female	Male
APPTA Market		
Procurement of vegetables	3	32
Display of vegetable	24	5
Marketing of vegetables	12	24
Waste management	28	14
Storage	8	21
Cash maintenance	31	14
Cocoa Promotion Project		
Pod removal	14	26
Fermenting	37	11
Seed separation	41	8
Drying	46	5
Storing	39	14
Lifting of goods for marketing	6	44
Fisheries Development Project		
Fishing	-	32
Fish processing	18	13
Net making/cleaning	15	25
Marketing	7	7
Jatropha Promotion Project		
Land preparation	15	20
Transplantation	21	14
Irrigation	17	19
Crop management	13	23
Harvesting	23	12
Post harvesting processes	26	7
Precision Farming Project		
Land preparation	7	32
Transplantation	38	12
Irrigation	9	35
Crop management	17	30
Harvesting	39	33
Post harvesting processes	39	14

*Multiple responses

In the APPTA Market, women were employed in taking care of activities such as arranging the vegetables, maintaining cash in waste management and arranging the vegetables.

In the Cocoa Promotion Project, women were being employed in activities such as fermenting, seed separation, drying and storing. Heavy works like pod removal and lifting goods for marketing were being performed by men.

In the Fisheries Development Project, men were involved in endangered operations like fishing in sea; therefore they were paid high wages.

The fishes caught by fisher men were marketed jointly by men and women. Women were paid equal wages as men in works related to net making/cleaning.

In the Jatropha Promotion Project, The field level work allotment for male and female labourers was observed and found that in all the field activities except harvesting and post harvesting both men and women were involved relatively in an equal level.

In the Precision Farming Project, Women were employed more than men for activities such as transplantation harvesting and post harvesting processes.

A.3.2.Reasons given by the respondents for involving women in agriculture and allied activities

Table XXI presents the reasons for involving women in agriculture and allied activities as expressed by the respondents.

TABLE XXI

REASONS FOR INVOLVING WOMEN IN AGRICULTURE AND ALLIED ACTIVITIES

Reasons	Percentage of respondents				
	AM (N:50) *	CPP (N:50) *	FDP (N:50)*	JPP (N:50)*	PFP (N:50) *
Main occupation of the family	72	64	48	-	86
Traditional occupation	56	42	24	-	-
Assisting husband and the family for generating income	46	100	79	58	10
No member in the family except the women	24	32	26	18	-
Interested in the occupation	6	32	14	-	12
Women could not go for any other job	-	16	12	10	6

* Multiple responses
AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project

Except the Jatropha Promotion Project, the respondents of other four projects express that the main reasons for women involving in agriculture was due to the occupation of the family.

More than 58 per cent of the respondents of the Cocoa Promotion Project, Fisheries Development Project and Jatropha Promotion Project expressed that through agriculture they were able to assist their husband and the family for generating income.

A.3.3. Gender Sensitization

The efforts taken towards gender sensitization programme are presented in Table XXII.

TABLE XXII
GENDER SENSITIVITY

Activities	Percentage of Respondents														
	AM (N:50)			CPP (N:50)			FDP (N:50)			JPP (N:50)			PFP (N:50)		
	AM	AW	AB	AM	AW	AB	AM	AW	AB	AM	AW	AB	AM	AW	AB
Household activity															
Management of home	-	84	16	10	72	18	-	80	20	-	72	28	12	64	24
Child management	-	96	4	-	86	14	-	80	20	-	64	36	6	82	12
Diet management	-	100	-	12	78	10	16	68	16	-	78	22	10	86	4
Property management	84	12	4	60	16	24	36	24	40	42	22	36	34	24	42
Resource management	70	20	10	56	10	34	40	30	30	52	12	36	64	24	12
Farming activity															
Shop/marketing management	74	10	16	80	14	6	26	50	24	52	16	32	100	-	-
Financial management	56	16	28	60	20	20	20	40	40	58	36	6	84	6	10
Crop management	36	12	-	22	48	30	14	8	18	42	32	24	70	16	14
Pest and disease management	24	8	16	46	28	26	18	10	12	36	14	50	76	10	14
Equipment management	18	12	16	56	24	20	24	20	56	68	12	20	78	16	6
Weed management	16	26	6	20	40	40	8	14	18	18	56	26	62	36	2
Labour management	12	30	6	24	14	62	20	40	40	30	42	28	82	14	4
Social activity															
Participating in public meetings	70	8	6	80	-	20	20	28	52	48	38	14	62	24	14
Participating in official tours	64	8	-	60	-	80	-	-	-	34	10	56	56	16	28
Attending function of relatives	46	4	12	46	10	44	40	12	28	6	-	94	32	4	64
Participation in politics	28	30	-	90	10	-	60	30	10	24	16	60	38	10	52
Attending family functions	22	40	38	38	26	36	22	40	38	12	42	46	64	8	28
Involving in local governance	8	16	-	68	-	32	-	-	-	56	18	26	16	16	68
Financial management															
Decision of fund transfers	84	6	10	36	24	40	18	60	24	64	24	12	68	10	22
Chit management	68	20	12	20	30	50	16	66	18	22	4	74	48	14	38
Savings	38	24	38	42	14	44	22	64	14	18	34	48	26	58	16
Bank operation	32	24	44	48	18	34	16	64	20	48	12	40	56	32	12

AM – Appropriate for Men; AW – Appropriate for Women; AB – Appropriate for Both; AM – APPTA Market; CPP- Cocoa Promotion Project; FDP- Fisheries Development Project; JPP- Jatropha Promotion Project; PFP - Precision Farming Project

More than 64 per cent 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 per cent 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.

A.4. Benefits Gained, Problems Faced and Suggestions given by the Respondents

A.4.1. Benefits Gained

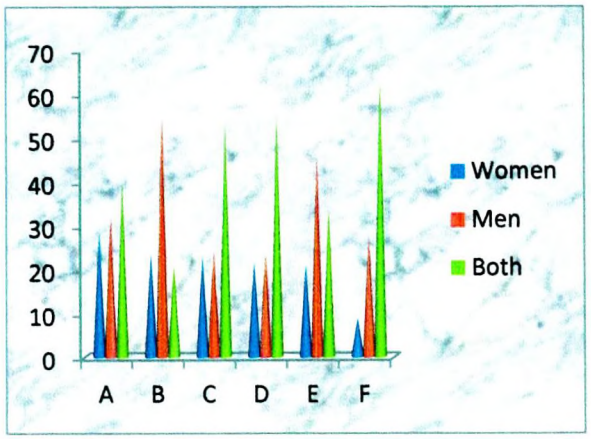
The benefits gained by women, men and both by men and women, as expressed by the respondents are depicted in Table XXIII and Figure 11.

TABLE XXIII

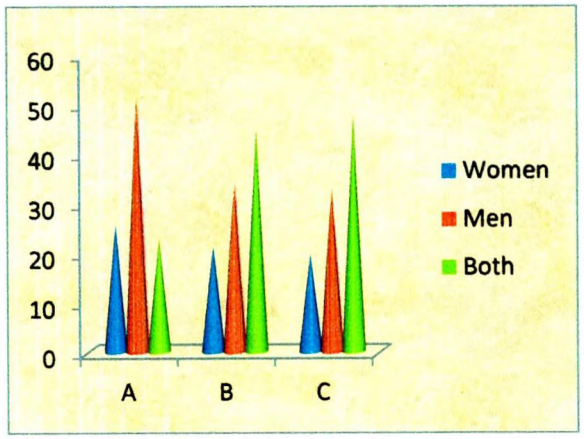
BENEFITS GAINED

Benefits	Percentage of Respondents(250)		
	Women	Men	Both
Personal enrichment			
Improved standard of living	28.4	32	39.6
Ability to meet the family obligations	23.6	55.6	20.8
Getting profit	22.8	24	53.2
Self confidence	21.6	23.6	54.8
Organising ability	20.8	45.6	33.6
Satisfaction	8.8	28	63.2
Economic emancipation			
Economic security	25.6	51.6	22.8
Additional income	21.2	34	44.8
Independent job	19.6	32.8	47.6
Social empowerment attributes			
Social status / prestige	28	30.4	41.6
Face challenges in the society	22	39.2	38.8
Management/leadership	20	38.8	41.2
Competitive spirit	16.4	37.2	46.4
Average percentage	**21.4**	**36.3**	**42.1**

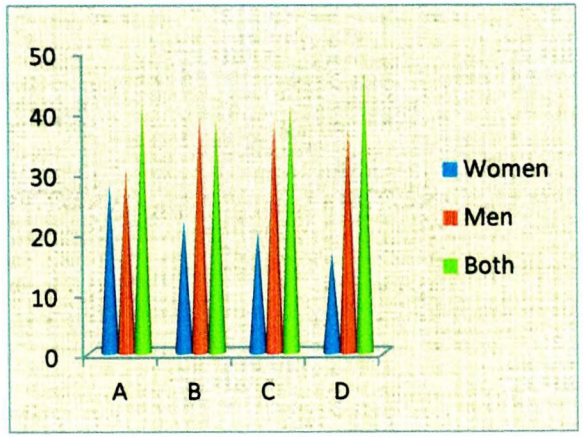
When the benefits gained by the men were compared with that of women; they were at a lower platform, but both men and women were getting benefits jointly in personal, economic and social aspects.



Personal Enrichment
A. Improved standard of living
B. Ability to meet the family obligations
C. Getting profit
D. Self confidence
E. Organising ability
F. Satisfaction



Economic Security
A. Economic security
B. Additional income
C. Independent job



Social Empowerment Attributes
A. Social status / prestige
B. Face challenges in the society
C. Management/leadership
D. Competitive spirit

BENEFITS GAINED

Figure 11

A.4.2. The Problems Faced by the Respondents in the selected projects

The problems faced by the respondents in the selected projects are shown in Table XXIV.

TABLE XXIV

MAJOR PROBLEMS FACED IN THE SELECTED PROJECTS

Problems	Percentage of Respondents stating (N:50)*
APPTA Market	
Lack of cooperation between labourers and owners	80
Lack of shop management during peak hours	68
Inadequate customer care due to over crowding	66
Absence of profit analysis	62
Unaware of the sales details in the shop	32
Inadequate management of quality	24
Cocoa Promotion Project	
Procedure in planting is complicated	56
Ploughing in between the trees is difficult	44
Low yield	38
Lack of knowledge or understanding of crop management	26
Insufficient water resource to irrigate both main crop and intercrop	22
Increase in pest and diseases affecting the main crop	16
Shortage of trained personnel in harvest and post harvest technologies	8
Harvesting of one crop causes damage to inter crop	4
Fisheries Development Project	
Boundary problem (border limit)	100
Getting reduced quantity of fish	100
Unemployment and underemployment	100
Lack of Government programmes for fishing community	100
Natural calamity	88
Fishing schedule fixed by the committee only for three days/week	88
Low level of fishing technology	80
Ignorance about government schemes	60
Health hazard due to poor household infrastructure	46
Insufficient income, leading to family problems	38
Low level of marketing facilities	38
Jatropha Promotion Project	
Low rate for the Jatropha fruits	76
Loss of weight after drying the fruits	72
Lack of buy back arrangements	68
Poor quality of plantlets	62

Unaware of pest and disease management methods	52
Unaware of crop management system	36
Reduced yield due to pest and insects	28
Precision Farming Project	
Lack of guidance on disease management	86
Lack of post installation service of drip and fertigation unit	80
Quality of materials supplied was not to the mark	76
Lack of good training	72
Unaware of using technology under precision farming project	48
Reduced profit due to damages of crop	48
Usage of pesticides and fertilizers affect soil and water sources	32

In the APPTA Market, the main problem faced by the respondents was non-cooperation between labourers and owners followed by poor shop management during peak hours, poor customer care, absence of profit analysis, unaware of the sales details of the shop and poor quality management. The reasons for non-cooperation of labourers were dissatisfaction in work allotment and inadequate salary given for work.

The respondents of the Cocoa Promotion Project expressed that the major problems faced were, complication in planting procedure followed by difficulty in ploughing in between the trees and reduced yield. Cultivation of Cocoa plant involved techniques like frequent pruning of plants to avoid longitudinal growth, pest management and harvest management.

Major problems faced by the fishing community were boundary problem (border limit), and getting reduced quantity of fish. Since Srilanka is situated 12 kms from Rameswaram, the most affected place with border problem it resulted in reduced quantity of fish. The unemployment and underemployment problems might be due to restriction of fishing schedule for only three days per week. Lack of Government policies and programmes for fishing community was the opinion of the respondents but, they may not be aware of Government policies and programmes, where they need education.

In the Jatropha Promotion Project, the respondents lack the knowledge of preserving the Jatropha seeds and maintaining the oil content of the seeds; which lead to reduction in the weight of the seeds and as result of it market

price of the seeds becomes low. Lack of buy back arrangements and provision of poor quality saplings was one of the main concerns for the farmers.

Lack of guidance on disease management was the main problem faced by the respondents in Precision Farming Project followed by lack of post installation service of drip and fertigation unit and also quality of materials supplied was not good. Problems like damage of drips and sedimentation of impurities inside the drip not being repaired in time by the supplier of the materials were also mentioned as problem.

The suggestions given by the respondents of selected projects are in the following Table XXV.

TABLE XXV

SUGGESTIONS GIVEN

Suggestions	Percentage of Respondents stating (N:50)*
APPTA Market	
Creating awareness on market trends, customer initiatives and monitoring	74
Initiating changes to improve the business	74
Motivating farmers to increase sales	72
Supervising the sales regularly and resolving urgent issues	52
Providing increments based on the performance of the labourer	44
Managing stock levels and making key decisions about stock control	42
Cocoa Promotion Project	
Weeding and shade management need to be improved	94
Maintaining a suitable tree height	86
Keeping sufficient gap between the trees to avoid damages	80
Destroying infected/infested crop residues to avoid spreading of diseases	40
Reducing chemical application for soil management	20
Supply of quality saplings	12
Fisheries Development Project	
Establishing fishing cooperative society	80
Government policies and programmes should focus on the development of fishing community	78
Providing advice and assistance for planning, implementation and monitoring of gender sensitive projects	70
Awareness creation on health and sanitation	56
Organizing SHGs for empowerment of fisher women	38
Scientific studies need to be carried out to increase the fish production from the sea	32
Government should provide specified places to the fisher women for marketing	20

Jatropha Promotion Project	
Regulating the marketing system	90
Establishment of oil extraction unit in villages	48
Field staff should frequently monitor the Jatropha field	84
Crop management techniques should be improved	72
Development of effective disease, pest and insect management techniques	68
Meetings should be organized to disseminate information on Jatropha farming	64
Using drip irrigation system to manage water crisis	60
Supply of high yield Jatropha saplings	44
Establishment of community managed post harvest processing unit	36
Precision Farming Project	
Use of chemical fertilizers and pesticides in correct quantity	68
Adopt alternative agriculture and diversification in cultivation	60
Enhance soil and water quality through the development of sustainable and water soluble manure	48
Arrange the specific meetings matching the type of farm and the needs of the farmers	30
Introduce public understanding of food safety and quality	
Provide trainings to encourage proactive farm management	28
Enhance management technologies of drip and fertigation units	26
	24

*Multiple responses

Maintaining awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring the local competitors were the suggestions given by the respondents for the success of the APPTA Market.

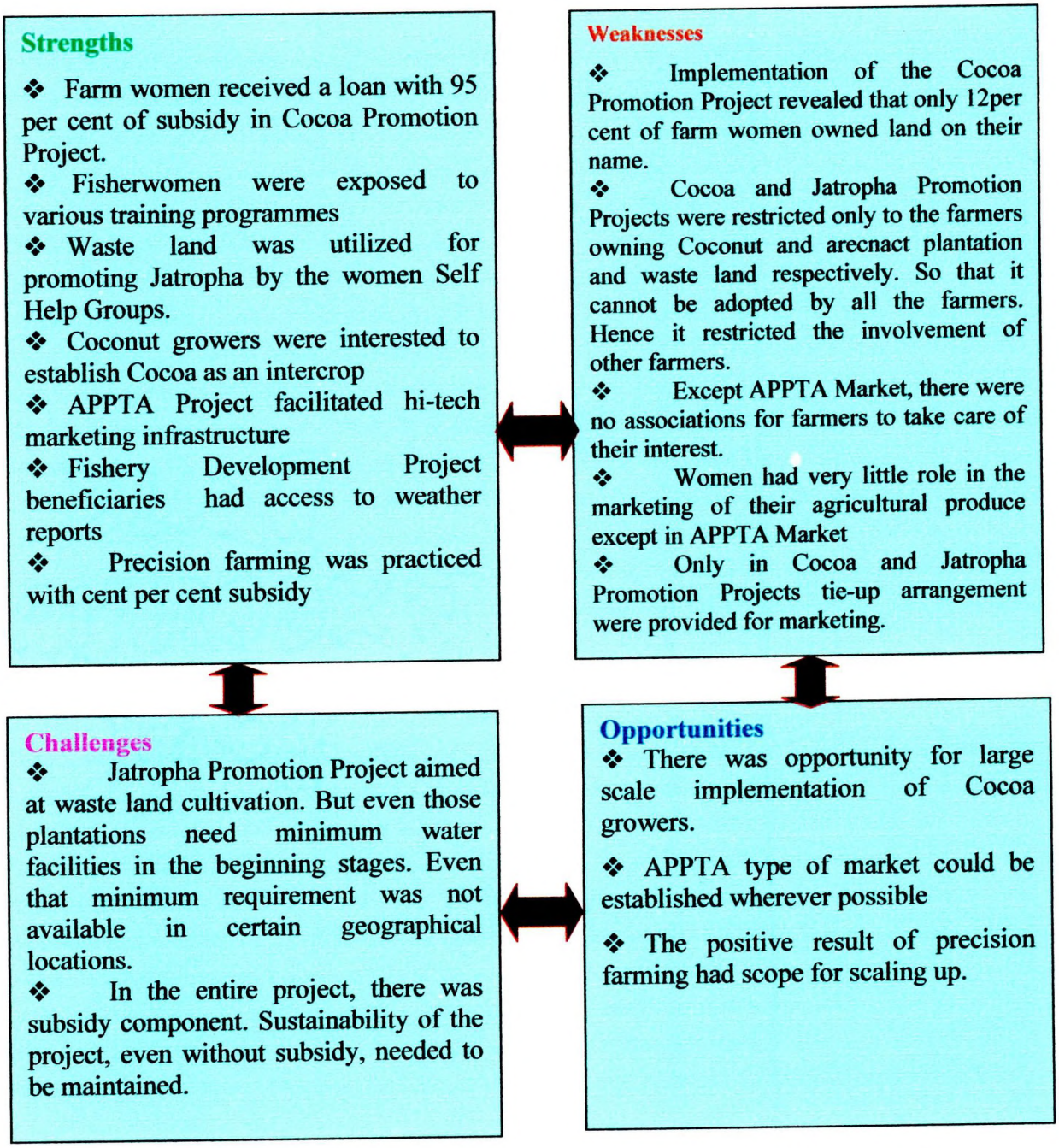
In the Cocoa Promotion Project, the suggestion included that the weeding and shade management need to be improved, because the Cocoa plant needs 50 per cent shade for better growth. Maintaining a suitable tree height by pruning would increase the lateral branches and give a good yield. Keeping sufficient gap between the trees is essential to avoid damages of plants during the time of harvest.

The respondents of the Fisheries Development Project would like to form a Fishing Cooperative Society. The Government of Tamil Nadu must give financial and marketing assistance for the same. Government policies should focus on the development of fishing community during the off-season to reduce the unemployment and underemployment problems.

Regulating the marketing system to procure the yield in time and avoiding wastages through establishment of oil extraction unit in villages based on the number of Jatropha farmers, were the suggestions mentioned by the respondents.

The primary suggestion given by the respondents in the Precision Farming Project was that the chemical fertilizers and pesticides in correct quantity through precision farming technique would help to reduce the problem of the farmers.

A.5. Analysis of Strength, Weakness, Opportunities and Challenges in the Partnership Efforts towards Gender Mainstreaming:



ANALYSIS OF STRENGTH, WEAKNESS, OPPORTUNITIES AND CHALLENGES IN THE PARTNERSHIP EFFORTS TOWARDS GENDER MAINSTREAMING

Figure 12

Based on the experience in analysis of the projects in the first part of the research study, a model project developed for gender mainstreaming in agricultural marketing at Ikkaraipoluvampatti, was studied for its performance under the following heads:

B. Performance of the Model Developed for the Research

In the second phase of the study, efforts were taken to establish a Model Project with the participation of farm women, who were the producers of vegetables at Ikkaraipoluvampatti, Thondamuthur Block of Coimbatore District. The results of the efforts are discussed in the following pages, under the heads given below

B.1. Profile of the Public and Private Partners of the PPP Model Project

B.2. Responsibilities of Public and Private Partners of the Model

B.3. Supply of Vegetables under PPP Model Project

B.4. Benefits Accrued by the Members of Farm Women Marketing Society

B.5. Analysis of the Model project for the Strength, Weakness, Opportunities and Challenges (SWOC)

B.6. Suggestions and Recommendations for future improvement of the Model

B.1. Profile of the Public and Private Partners of the PPP Model

B.1.1. Socio - economic profile of the members of Farm Women Marketing Society

The socio - economic profile of the members of Farm Women Marketing Society is shown in Table XXVI.

TABLE XXVI

SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

Aspects	Percentage of members (N: 40)
Age(in years)	
21-30	10.0
31-40	47.5
41-50	37.5
Above 50	5.0
Religion – Hindu	100
Community	
Schedule Caste	5.0
Backward Caste	95.0
Marital status	
Married	97.5
Widow	2.5
Family type	
Nuclear family	87.5
Joint family	12.5
Education qualification	
Illiterate	5.0
Primary school level	25.0
High school level	35.0
Higher secondary school level	30.0
College level	5.0
Monthly family income range (in Rs.)	
4001-6000	17.5
6001-8000	45.0
8001-10000	37.5
Above 10000	-
Source of income*	
Agriculture	100.0
Dairy	80.0
Agriculture and marketing	24.0
Poultry	5.0
Non-farming activities	35.0
Cultivable land (in acres)	
2-4	32.0
5-6	18.0
7-10	25.0
Above 10	25.0
Housing - Own house	100.0
Housing pattern	
Thatched roof	55.0
Tiled roof	45.0

* Multiple responses

As given in Table XXVI, a majority of the respondents (47.5 per cent) were under the age group of 31-40 years followed by 41-50 years (37.5 per cent) and 21-30 years (10 per cent). All the respondents were Hindus. Ninety five per cent of the respondents belonged to Backward Caste and remaining belonged to Schedule Caste.

All the respondents were married; 87.5 per cent were in nuclear families and the remaining (12.5 per cent) belonged to joint family.

Thirty five per cent of the respondents had high school education followed by higher secondary school (30 per cent), primary school education (25 per cent), college (5 per cent) and others were illiterate (5 per cent).

The family income of 45 per cent of respondents was between ₹6,000 to 8,000 per month followed by ₹8,000 to 10,000 (37.5 per cent) and ₹4,000 to 6,000/- (17.5 per cent).The main sources of income of the respondents were agriculture (100 per cent), dairy (80 per cent), non-farming activities (35 per cent), agriculture and marketing (24 per cent) and poultry (5 per cent). Fifty per cent of the respondents had above seven acres of cultivable land.

All the respondents enjoyed living in their own house and 55 per cent of the houses had thatched roof and 45 per cent had houses with tiled roof.

B.1.2.Cultivation of crops by the members of Farm Women Marketing Society

Crop cultivated by the members are shown in Table XXVII.

TABLE XXVII

DETAILS OF CULTIVATION

Aspects	Percentage of the members stating*(N:40)
Vegetable/Greens Cultivated	
Coriander leaves	100
Cauliflower	100
Green chilly	100
Small onion	100
Green leafy vegetables	83
Ladies Finger	48
Bottle guard	48
Beet root	45
Tomato	40
Radish	30
Cash Crops Cultivated	
Turmeric	100
Cotton	70
Maize	50
Fodder Crops Cultivated	
Jowar (Sorghum bicolor)	100

* Multiple responses

Only one year crop cultivated list was observed during the survey Cent per cent of them cultivated small onion, coriander leaves, cauliflower and green chilly because those crops were suitable for the climatic and soil conditions of the village. Turmeric was the major cash crop cultivated through crop rotation method. As all the respondents had livestock and farm animals, Jowar (Sorghum bicolor) was used to feed the livestock. Along with the main crop, intercrops also cultivated by the respondents based on the season, ability and the market demands.

B.1.3. Gender participation in agriculture and allied activities

The details on gender participation in agriculture and allied activities are given in Table XXVIII.

TABLE XXVIII

GENDER PARTICIPATION IN AGRICULTURE AND ALLIED ACTIVITIES

Activities	Percentage of the members stating (N:40)		
	Women	Men	Both
Inter cropping	67.5	15.0	17.5
Harvesting	55.0	10.0	35.0
Post harvesting processes	55.0	10.0	35.0
Transplanting	50.0	17.5	32.5
Field preparation	40.0	25.0	35.0
Irrigating the fields	27.5	50.0	22.5
Handling funds	22.5	50.0	27.5
Quality control	22.5	35.0	42.5
Pest, weed and disease management	15.0	30.0	55.0
Management of equipments	12.5	75.0	12.5
Arranging for the marketing of produce	10.0	85.5	5.0
Purchase of inputs	10.0	67.5	22.5

More than 55 per cent of the respondents expressed that the women played dominant role in activities such as inter cropping, harvesting and post harvesting processes. Majority of the respondents (85 per cent) revealed that only men were involved in arranging for the marketing of produce, management of equipment related to their work and purchase of agricultural inputs such as manure and pesticides.

Fifty five per cent of the respondents expressed that both men and women jointly participated in pest, weed and disease management.

B.1.4. Relationship between selected independent variables and participation of women in agriculture and allied activities

In order to find out the relationship between the selected independent variables such as age, community of the respondents, marital status, family type, monthly income of the family and land possession and participation of women in agriculture and allied activities, chi – square test was applied and the results obtained are presented in Table XXIX.

TABLE XXIX

RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND PARTICIPATION OF WOMEN IN AGRICULTURE AND ALLIED ACTIVITIES

Activities	p value (Independent variables Vs Field level participation)						
	Age	Community	Marital status	Family type	Educational qualification	Monthly income of the family	Land possession
Inter cropping	0.767	0.602	0.781	0.180	0.394	0.213	0.155
Harvesting	0.733	0.837	0.657	0.617	0.263	0.235	0.521
Post harvesting processes	0.249	0.837	0.657	0.617	0.285	0.527	0.473
Transplanting	0.630	0.753	0.599	0.163	**0.020***	0.128	0.275
Field preparation	0.506	0.700	0.463	0.294	0.094	0.156	0.956
Irrigating the fields	**0.015****	0.650	0.259	0.797	0.747	0.325	0.399
Handling funds	0.141	0.342	0.171	0.797	0.146	0.595	0.188
Quality control	0.076	0.479	0.171	0.968	**0.014****	0.071	0.625
Pest, weed and disease management	0.192	0.307	**0.055***	0.146	0.445	0.118	0.191
Management of equipments	**0.001****	0.246	**0.028***	0.609	**0.008****	0.081	0.117
Arranging for the marketing of produce	0.270	0.151	**0.010****	0.646	0.357	0.467	0.187
Purchase of inputs	0.409	0.140	**0.010****	0.370	0.730	0.301	0.211

*Significant at 5% level ** Significant at 1% level

From the analysis, it is found that there is a significant relationship at 1% level with age and participation of women in irrigating the fields and management of equipment, whereas the other variables did not have relationship with age.

It was also found that there is no significant relationship between the community of the respondents, family types and monthly income of the family and land possession and participation of women in agriculture and allied activities.

The marital status of the respondents have significant relationship at 5% level with participation of women in 'pest, weed and disease management' and management of equipments, and other activities such as arranging for the marketing of produce and purchase of inputs have considerable association at 1% level with marital status of respondents.

The educational qualifications of the respondents had significant relationship at 5% level with transplanting and 1% level with quality control and management of equipments.

B.2. Responsibilities of Public and Private Partners of the Model

The roles and responsibilities of Public and Private Partners of the Model Project, as expressed by Farm Women Marketing Society are presented in Table XXX.

TABLE XXX

ROLE OF PUBLIC AND PRIVATE PARTNERS IN MODEL PROJECT AS GIVEN BY FARM WOMEN MARKETING SOCIETY

Roles	Percentage of members stating (N:40)*
Public Partner I - Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore	
Motivating the women to be active participants in the model	100
Organizing skill development activities	100
Disseminating information on farm technologies and marketing produce	100
Bringing coordination between Farm Women Marketing Society and	95
Sree Annapoorna Sree Gowrishankar Groups of Hotels P. Ltd	88
Providing technical support to get market rate for produce	85
Linking farm women with service providers	70
Public Partner II – Coimbatore Marketing Committee	
Providing technical guidance on storage and marketing	68
Private Partner I – Farm Women Marketing Society	
Developing rapport with the buyer	100
Supplying vegetables	100
Distributing the profit to the members of the society	75
Attending meetings for sharing of experiences	60
Private Partner II – Sree Annapoorna Sree Gowrishankar Groups of Hotels P. Ltd.	
Informing the requirement to the Farm Women Marketing Society	100
Fixing the rate	100
Buying the vegetables	100

*Multiple responses

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore was playing the pivotal role to motivate the partners. The project was successful with the participation of all the partners.

B.2.1. Functioning of Farm Women Marketing Society

The details on functioning of Farm Women Marketing Society are presented in Table XXXI.

TABLE XXXI
FUNCTIONING OF FARM WOMEN MARKETING SOCIETY

Aspects	Percentage of members stating (N:40)*
Reasons for establishing Farm Women Marketing Society*	
Increasing profit through better marketing source	100
Get a status in the society	100
Get technical help/subsidy from the government	88
Market the agricultural produce without intermediaries	88
Establish an alternative marketing system	85
Get agricultural loan	63
Solve the marketing problem through the society	45
Details on society activities	
Conduct regular meetings	100
Maintaining attendance register and minutes book	100
Maintaining the savings account	100
Factors affecting the regular participation of farm women in society activities	
Lack of time due to farm and home activities	85
Unexpected family demands	70
Health problem	15
Problems faced in the functioning of the Farm Women Marketing Society	
Lack of communication between the members	100
Lack of cooperation between the society members	40
Lack of awareness to maintain the records and registers	30
Lack of cooperation and support from family members	30
Financial crisis	28
Lack of time to participate in the society meetings	18
Measures suggested to solve the problems	
Creating awareness on the advantages of Farm Women Marketing Society	100
Educating the members to use leisure time for the society activities	100
Developing communication through mobile phones	100
Getting training to maintain the records and registers	80
Creating good relationship between the society members	58

* Multiple responses

Three fourths of the women supplied cauliflower, green chilly, coriander leaves and bottle guard through Farm Women Marketing Society to M/s. Sree Annapoorna Sree Gowrishankar Group of Hotels P. Ltd.

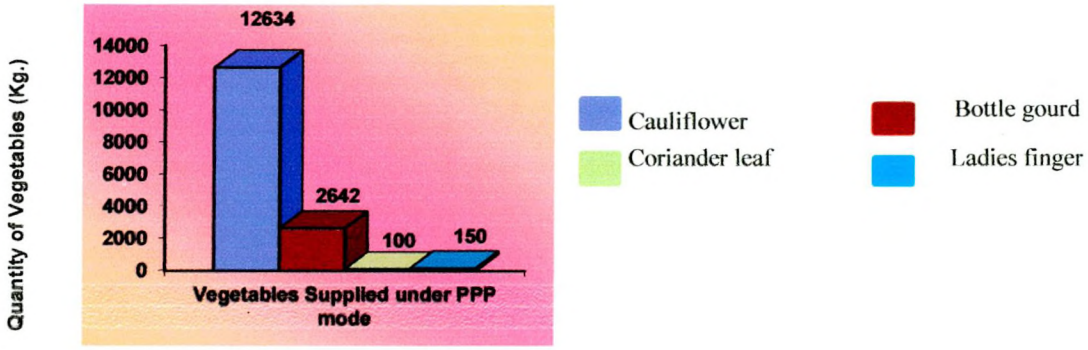
The amounts of vegetables supplied during the project period are given in the following Table XXXIII and Figure 13.

TABLE XXXIII

AMOUNT OF VEGETABLES SUPPLIED

Item	Quantity (Kg.)
Cauliflower	12,634
Bottle guard	2,642
Coriander leaf	100
Ladies finger	150
Total vegetables mobilized under PPP model project	**15,526 Kg**

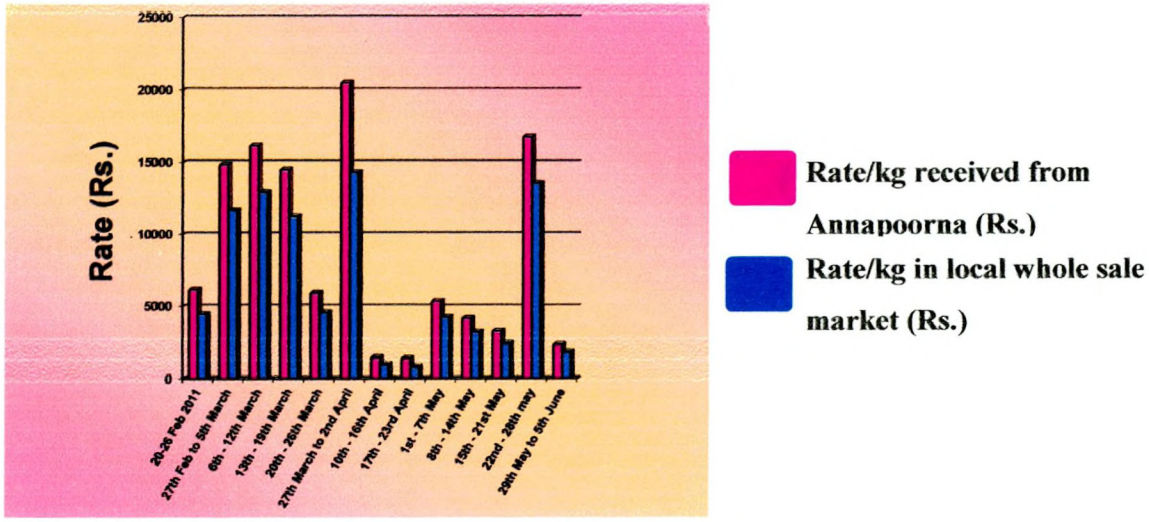
During the project period marketing linkage was made through action project. Before completion of projects period of three months was taken to assess the marketing feasibility of farm women. In this period totally 15,526 kg of vegetables were sold by the Farm Women Marketing Society to Annapoorna Hotel., during the project period.



AMOUNT OF VEGETABLES SUPPLIED

Figure 13

The rate of vegetables in the whole sale market were collected and compared with the rate of Sree Annapoorna Hotel (Appendix, XI).



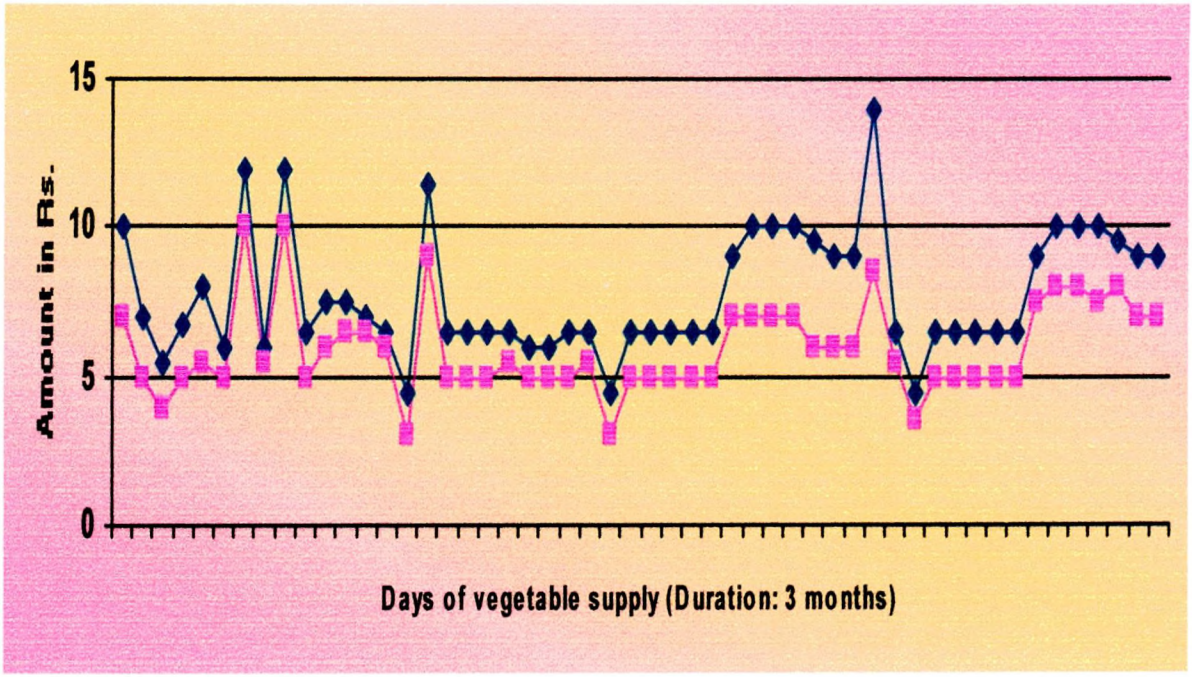
COMPARISON OF RATES OF SREE ANNAPOORNA SREE GOWRI SHANKAR GROUP OF HOTELS P. LTD AND LOCAL WHOLESALE MARKET

Figure 14

Figure 14 portraits that there was considerable difference between the rates. Annapoorna Hotel fixed a better price than the whole sale market.

B.3.1. Profit analysis using differential data on rate of vegetables in Annapoorna and local whole sale market

The difference between the rates fixed by Annapoorna and local whole sale market on the same day had been recorded for profit analysis. A significant difference between the two rates was observed, which determines the profit chain for the farmers for the whole vegetable supply (Figure 15).



Rate/kg given by Annapoorna (Rs.)

Rate/kg in local whole sale market (Rs.)

PROFIT ANALYSIS IN PPP MODEL PROJECT

Figure 15

B.3.2. Impact of Model Project on Marketing Practices of Farm Women Marketing Society

The details of marketing practices of the women before and after implementation of model PPP are given in Table XXXIV.

TABLE XXXIV

MARKETING PRACTICES

Aspects	Percentage of members (N:40)*			
	Vegetables		Cash crops	
	Before	After	Before	After
Gender participation in marketing activities				
Men	86	40	86	86
Women	8	50	8	8
Both	6	10	6	6
Marketing system				
Involvement of intermediaries	58	15	-	-
Contract farming with traders	18	-	30	30
Through Uzhavarsandai	10	10	-	-
Through small vegetable shops	5	-	-	-
Direct marketing to SreeAnnapoorna Hotel	-	75	-	-
Through regulated markets	-	-	70	70

* Multiple responses

It is clear from the above the table that before the implementation of the model project, more men participated in marketing of vegetables than women. The reason was that there had been need to tackle the intermediaries and competitors. After implementation of the project through Farm Women Marketing Society, women got an opportunity to market their vegetables directly to Sree Annapoorna Sree Gowrishankar Group of Hotels P. Ltd. The new marketing strategies had enabled the farm women to reduce their transport charge by group marketing, minimizing the intrusion of intermediaries, facilitating the contact of new marketing agency and understanding new marketing technique.

Table XXXV shows the impact of the model on marketing practices of Farm Women Marketing Society was statistically analysed in the following model.

TABLE XXXV

IMPACT OF MODEL PROJECT ON MARKETING PRACTICES OF FARM WOMEN MARKETING SOCIETY

Aspects	Paired Differences			t value	Degrees of freedom	p value
	Mean	Std. Deviation	Std. Error Mean			
Gender in Marketing - Before Gender in Marketing - After	-0.900	1.194	0.189	4.767	39	0.000 **
Marketing System - Before Marketing System – After	-1.450	1.709	0.270	5.366	39	0.000 **
Profit Gained - Before Profit Gained - After	-0.575	0.501	0.079	7.264	39	0.000 **
Reasons for Non-profit- Before Reasons for Non-profit - After	2.175	2.688	0.425	5.118	39	0.000 **

** Significant at 1% level

The results of paired t-test are presented in Table XXXV. It showed that there is a significant increase in the involvement of women in marketing system and the profit gained.

It is evident from the above table that there is a significant improvement in participation of farm women in marketing after implementation of model project. The marketing system was changed after implementation of the project and they earned better profit than the previous marketing strategy. Due to this marketing enhancement the reasons for non-profit claimed by the members of Farm Women Marketing Society had significantly decreased. Therefore the second hypothesis i.e, "The innovative marketing strategy established for PPP Project (model) influences gender participation, adoption and profit making among the respondents", is completely accepted. The mindset of the women has radically changed.

B.4. Benefits Accrued by the Members of Farm Women Marketing Society

In this part of the study, the changes in the self-esteem of the members were identified as a result of participation in PPP Model. The members were introduced to various questions about themselves, their self - empowerment aspects, role played in decision making and benefit gained after implementing of the model.

B.4.1. Self Empowerment Aspects

Table XXXVI reveals that the self empowerment aspects of the members before and after (partnership in action project) implementation of PPP model which was analyzed using paired t test. The empowerment aspects were evaluated related to personal enrichment, economic empowerment and social empowerment attributes.

TABLE XXXVI

SELF EMPOWERMENT ASPECTS

Aspects	Percentage of members (N:40) *	
	Before	After
Personal enrichment		
Desire to improve living conditions	67.5	100.0
Travel alone	57.5	75.0
Confidence to take care of their family	35.0	75.0
Decision making	27.5	60.0
Self perception	27.5	67.5
Right to spend the money	22.5	70.0
Innovativeness	17.5	75.0
Organizing ability	12.5	62.5
Economic empowerment		
Operate bank transactions	60.0	90.0
Saving in their name	12.5	40.0
Economic independence	12.5	75.0
Economic security	12.5	75.0
Social empowerment attributes		
Attitude towards group action	60.0	100.0
Face challenges	25.0	75.0
Social status / prestige	15.0	87.5
Management/leadership	10.0	50.0
Competitive spirit	-	60.0

*Multiple responses

From the table, it was found that all the respondents had desire to improve living conditions and change the attitude towards group action; 90 per cent of the respondents were able to operate bank transactions; 87.5 per cent of the respondents had obtained good social status; 75 per cent of the respondents reported that, they could travel alone, had the confidence to take care of their family, developed innovativeness, became economically independent with economic security and able to face challenges.

B.4.2. Decision Making level of Women

The role of women in household decision making is depicted in Table XXXVII.

TABLE XXXVII

ROLE OF WOMEN IN HOUSEHOLD DECISION MAKING

Roles	Percentage of members(N:40)	
	Before	After
Meal pattern	100.0	100.0
Clothing for the family	50.0	87.5
Expenditure on food	40.0	55.0
Job of children	37.5	60.0
Financial management	30.0	75.0
Number of children	30.0	30.0
Education for children	25.0	65.0
Expenditure on celebration	25.0	65.0
Marriage arrangement for children	25.0	25.0
Renovation of house	17.5	45.5
Purchase of household articles	15.0	72.5

It was interesting to note that, Cent per cent of the respondents had freedom to take their own decision on the aspects of meal pattern. It was found that, 87.5 per cent of the respondents took decisions related to clothing for the family; 75 per cent of the respondents were able to take decisions on financial management of the family followed by 72.5 per cent of the

respondents on purchase of household articles, after joining in the action project.

B.4.3. Social Participation of the Farm Women

The impact of the project on the social participation of women is given in Table XXXVIII.

TABLE XXXVIII

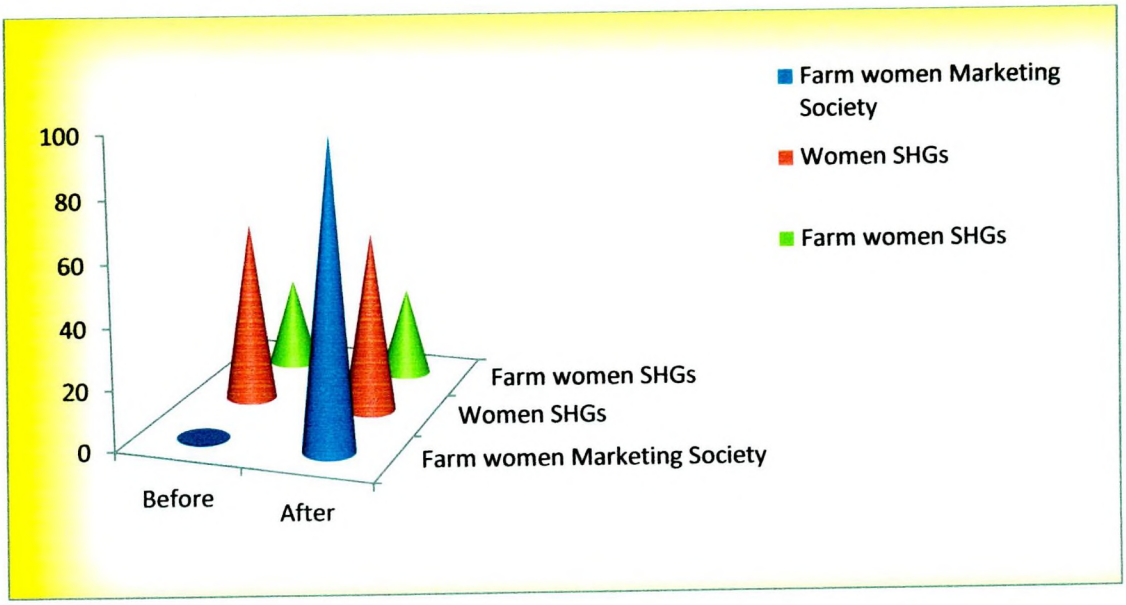
SOCIAL PARTICIPATION OF THE WOMEN

Aspects	Percentage of respondents (N:40)*	
	Before	After
Participation of women in the Institutions and organizations		
Farm Women Marketing Society	-	100
Women SHGs	60	60
Farm women SHGs	30	30
Linkages with Developmental Departments		
District Rural Development Agency	30	65
Department of Horticulture	28	100
Department of Agriculture	10	100
Coimbatore Marking Committee	-	100

* Multiple responses

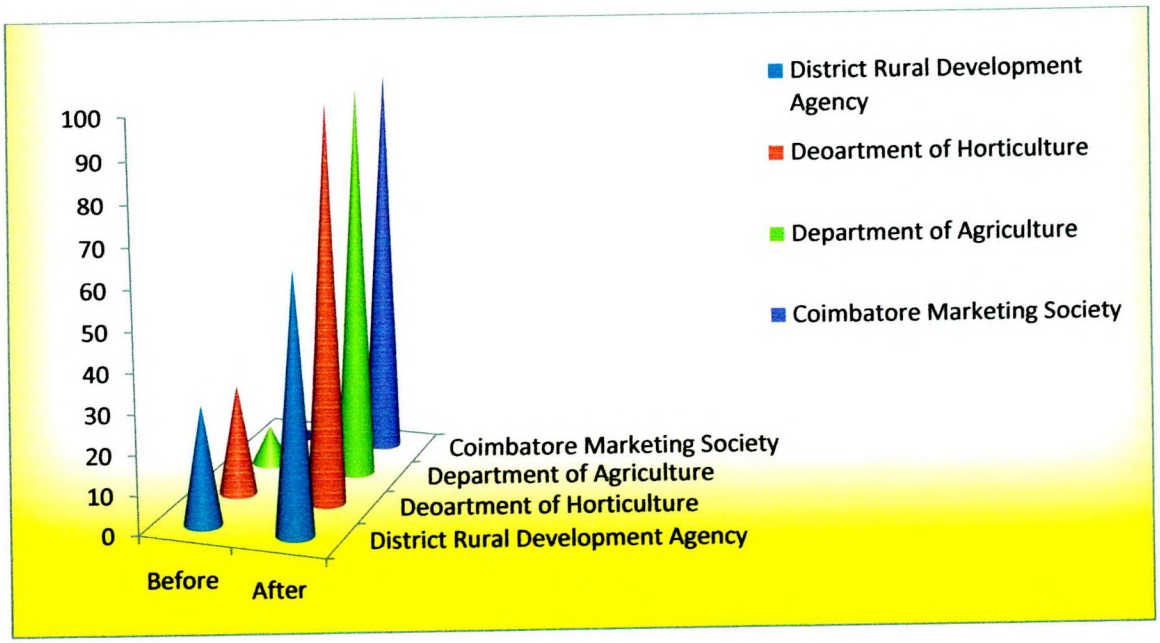
All the respondents had become the members of the Farm Women Marketing Society.

All the respondents utilized the services of Department of Agriculture, Horticulture and Coimbatore Marketing Society after implementation of the model project (Figures16 and17).



PARTICIPATION OF WOMEN IN INSTITUTIONS/ORGANISATIONS

Figure 16



LINKAGES WITH DEVELOPMENTAL DEPARTMENTS

Figure 17

B.4.4. Gender Sensitization among the Members of Farm Women Marketing Society

Table XXXIX shows the impact of model project in gender sensitization of the members of Farm Women Marketing Society.

TABLE XXXIX

GENDER SENSITIZATION AMONG THE WOMEN

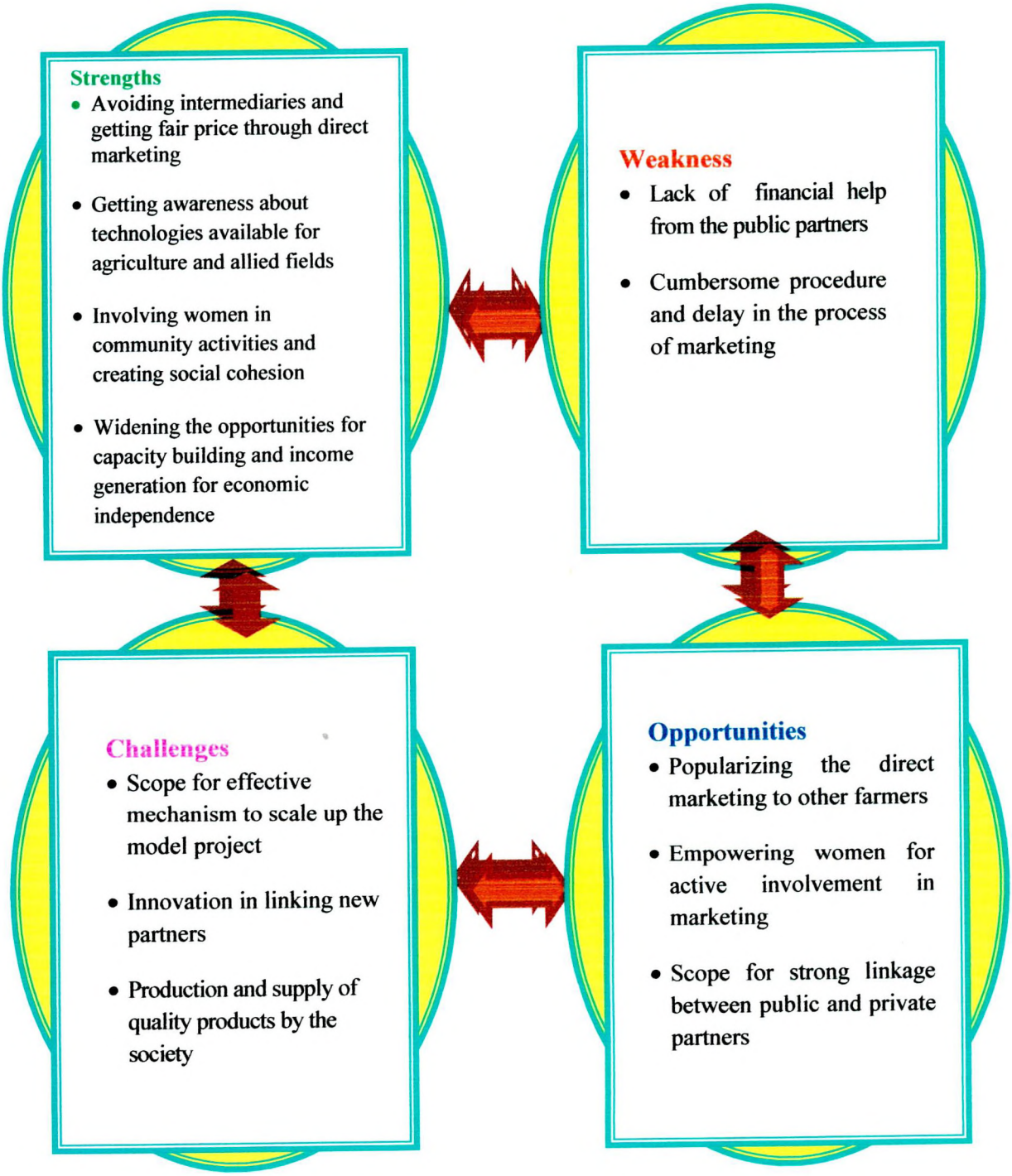
Aspects	Paired Differences				t	df	p value
	Mean		Std. Deviation				
	Before	After	Before	After			
Household activity							
Property management	0.30	1.10	0.648	0.928	5.237	39	**0.000****
Resource management	0.78	1.52	0.733	0.716	5.454	39	**0.000****
Management of home	1.60	1.10	0.744	0.632	6.245	39	**0.000****
Child management	2.00	1.68	0.000	0.474	4.333	39	**0.000****
Farming activity							
Finance management	0.50	1.18	0.679	0.675	6.153	39	**0.000****
Labour management	1.12	1.50	0.911	0.679	2.490	39	**0.017****
Crop management	1.20	1.48	0.853	0.716	2.718	39	**0.010****
Weed management	1.30	1.20	0.853	0.687	1.160	39	0.253
Pest and disease management	1.00	1.08	0.716	0.797	1.000	39	0.323
Social activity							
Membership in farmer society	0.30	1.00	0.723	0.000	6.121	39	**0.000****
Attending Friends Party	0.68	0.92	0.764	0.694	3.204	39	**0.003****
Attending family functions	0.85	1.50	0.949	0.716	5.589	39	**0.000****
Participating in public meetings	0.00	1.50	0.000	0.877	10.817	39	**0.000****
Financial management							
Savings	0.65	1.05	0.864	0.815	4.284	39	**0.000****
Chit management	0.58	1.12	0.675	0.883	5.135	39	**0.000****
Decision of Fund transfer	0.85	1.20	0.662	0.723	4.583	39	**0.000****
Bank operation	1.08	1.65	0.694	0.662	5.387	39	**0.000****

** Significant at 1% level

The calculated paired 't' value of the gender sensitization among the women were highly significant indicating a difference in their household activity, farming activity, social activity and financial management, except weed, pest and disease management, after joining the PPP Model.

It could be concluded that the change in attitude of the farm women towards gender role in home and farm had increased, after implementation of the model project. Participation level of the farm women in social activities had also improved due to various linkages with developmental departments. The confidence level in managing the fund flow at home was developed among the farm women due to familiarity in management of savings and accounts in Farm Women Marketing Society. Therefore the third hypothesis i.e. "The extent of awareness on Gender sensitization among the selected farm women improves after implementation of the model Project", is accepted.

B.5. Analysis of the Model project for the Strength, Weakness, Opportunities and Challenges (SWOC)



ANALYSIS OF THE MODEL PROJECT FOR THE STRENGTH, WEAKNESS, OPPORTUNITIES AND CHALLENGES (SWOC)

Figure 18

B.6. Suggestions and Recommendations for future Functioning of the Model

Suggestions and recommendations given by the public and private partners to overcome the challenges in the Model Project for gender mainstreaming are as follows:

Avinashilingam Institute for Home Science and Higher Education for Women

- Choosing suitable partners with maximum of complementary skills and resources
- Involving the partners overcoming the "barriers" in functioning of PPP
- Mutual understanding among the partners
- Training programmes to suit the needs of women members

Coimbatore Marketing Committee

- Setting up the high target for the supply of required vegetables for marketing
- Orienting the rural women to access the land and water resources and credit services.
- Designing strategies to enhance the capacity of women in farm operations and post harvesting processes.

Farm Women Marketing Society

- Providing transport facilities for collecting the produce from the source
- Extending financial assistance for effective functioning of the Farm Women Marketing Society
- Establishing an alternative marketing agency
- Providing training on gender issues

Sree Annapoorna Sree Gowrishankar Group of Hotels P. Ltd

- Organization of periodical interface meetings to iron out the inadequacies
- Provision of infrastructure facilities for procurement of the produce
- Systematic supply of quality products
- Involvement of likeminded, energetic groups in the network.