



## Not recognizing women actors in aquaculture: Does the private sector lose business?

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### Why this study?

This research aims to identify the barriers that prevent goods, services and employment opportunities from being offered on an equitable basis to men and women in the aquaculture sector. The idea is not to develop and provide a business model for private companies for gender inclusion, but to facilitate private sector actors to critically examine their own business models in an informed (evidence-based) way through a gender inclusive lens and use that as a basis to develop their own inclusive innovations.

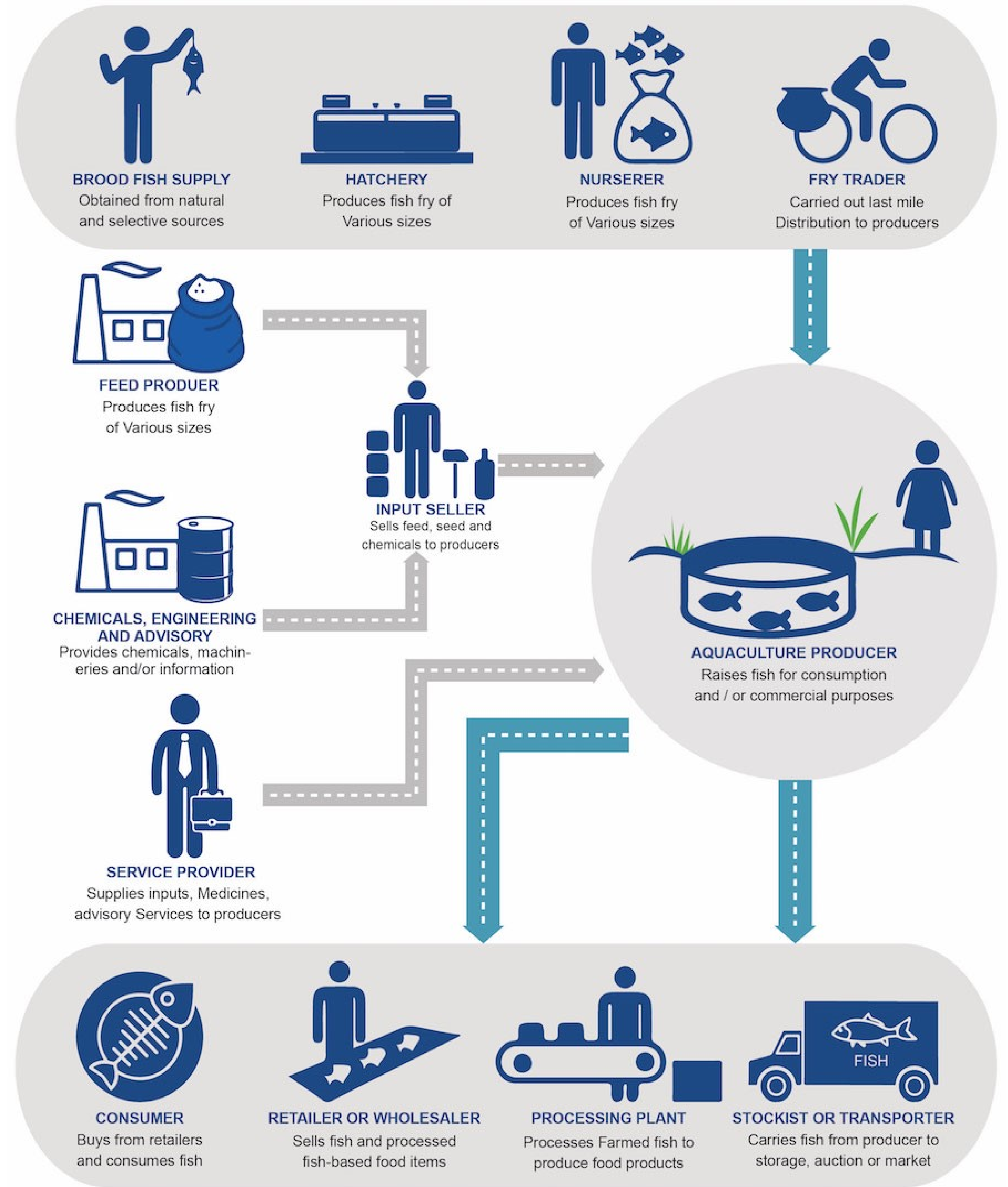
The study is being conducted under WorldFish-led, USAID-funded Feed the Future Bangladesh Aquaculture and Nutrition Activity. The goal is to achieve inclusive aquaculture sector growth through a market systems approach.

This research is based on a hypothesis that the private sector are currently not recognizing women as market actors and as their clients.

### What will the research do?

The research team will discuss with private sector actors about their business, their strategies, and look in-depth into their perceptions, barriers, and suggestions about gender inclusion in the respective company's decision making and business strategies.

### Aquaculture Market Actors in Bangladesh



### Expected Outcomes

- Project level interventions that enable inclusive strategies
- Perception and behavioral change at firm level towards gender inclusive business strategies.

### Research Questions

Are private companies in aquaculture losing out on business opportunities by not recognizing women actors?

What behavioral changes at enterprise level and what incentives at industry level can lead to more inclusive private sector businesses?

### Company side focus



### Client side focus



### Sector

### Respondents

Feed

Feed companies, Dealers, Subdealers Farmers

Seed

Hatchery owners Nursery owners LSPs and Farmers

Online Fish Market

Fish sellers, Input sellers, Young LSPs and Farmers

Financial Institutions

Banks, Microfinance institutions, Small enterprises, Farmers