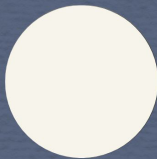




LESSONS FROM

YEARS OF GROUNDWORK
IN FISHERIES





For over 16 years, we have worked closely with fisherfolk, navigating the complexities of marine ecosystems and communities. Fisheries in India are as diverse as they are vital, yet they face immense challenges — from dwindling resources to inequitable governance and climate change.

To share what we have learnt, our **Machi Man**, the virtual mascot of our Khane Ke Liye Bachao campaign, brings you 9 key insights from our on-ground work. These learnings, shared in the form of a blog article on our website, hold the potential to shape a more sustainable and inclusive future for India's fisheries and coasts.

Here's a glimpse of what we learnt:



#1 - There's no one-size-fits-all solution in fisheries, but while specific solutions may not transfer directly from one site to another, the underlying strategies often can.



#2 - Fisherfolk should be at the forefront of fisheries management! Excluding them overlooks their invaluable knowledge and skills, missing chances for sustainable solutions.



#3 - Fisherfolk may have different priorities than conservationists, but these differences can instead serve as valuable entry points for dialogue.



#4 - Sustainability requires collaboration, not blame! Responsibility must be shared across the seafood system, with everyone—from fishers to consumers—contributing to make supply chains sustainable from sea to plate.



#5 - Local ecological knowledge (LEK) is as valuable as scientific data! After all, those who call these ecosystems home understand them best.





#6 - Women are the silent backbone of fisheries. Yet, they face significant inequities, including limited access to subsidies, resources, and representation. Mapping their roles is key to shaping equitable policies that recognise them as integral stakeholders.

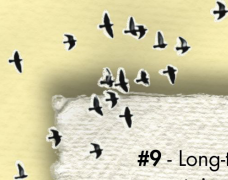


#7 - Youth engagement is crucial for long-term sustainability. They drive immediate action and inspire communities to adopt eco-friendly practices.





#8 - Successful conservation leadership goes beyond formal authority. Empowering communities to lead ensures that conservation efforts are inclusive, grounded, and more likely to succeed.



#9 - Long-term commitment is also key to sustainable fisheries management. It helps build trust and fosters collaboration, both essential for effective participatory management.





Join us in the spirit of
#KhaneKeLiyeBachao!

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