AREA OF STUDY
The state of Andhra Pradesh is situated between latitudes 13°40’N and 19°N and longitudes 80°E and 85°E. It is bordered by the Bay of Bengal in the east, Orissa and Madhya Pradesh in the north, Maharashtra in the north-west, Karnataka in the west and south-west, and Tamil Nadu in the south. The state is divided into 23 revenue districts; nine of the districts are coastal. East Godavari is situated along northern coast of Andhra Pradesh between the latitudes 16° 30’ N to 18° 20’ N. and it is bounded by Visakhapatnam District on the North and West Godavari District on the South, Bay of Bengal on the East and Khammam district on the West. The Geographical area of the district is 10,807 sq.mtrs. Climate of the District is mainly warm. About 90% of rain fall is brought by South West Monsoons.

East Godavari district is situated on the northeast of the state of Andhra Pradesh, India. East Godavari district occupies an area of 10,807 square kilometers (4,173 sq mils) comparatively equivalent to Indonesia’s Sumba Island. The district has hilly terrain to the west and plains to the east. To the east of the district lies the Bay of Bengal. The district headquarters Kakinada lies on the coast. The district receives rainfall from June to October; both southwest and northeast monsoon contribute to the rainfall. Average rainfall varies widely from 100 centimeters at the northern part of the coast to 140 centimeters at the extreme western parts of the hills. According to the 2011 census East Godavari district has a population of 5,151,549.

Fisheries have been the means of livelihood for the small scale coastal fishing communities from time immemorial. Even though the fisheries have now become a market driven dynamically developing sector, the subsistence and decentralized forms of fisheries remain resilient in this district. There are 12 coastal Mandals comprising of 44,476 marine fisher folk families. The total fisher folk population of the district is 1,66,577 out of which 43800 are traditional fishermen families and 43,022 families are stated to be BPL families. The highest fisher folk population is witnessed in Katrenekona i.e. 5078 fisher folk families
while Malikapuram holds least *i.e.* 431 fisher folk families (*CMFRI 2010 Census*).

The study area comprises this district being divided into 6 revenue divisions and 60 Mandals. East Godavari district is having 179 kilometers coast line covering 12 rural and one urban manual namely Thondangi, U.Kothapalli, Kakinada rural, Kakinada urban, Karapa, Tallarevu, I.Polavaram, Katranikona, Uppalaguptam, Allavaram, Mamedikuduru, Malikipuram and Sakhinatipalli. All these coastal Mandals encompass 92 coastal fishermen villages and the main source of income from marine fishing.

Further there about 9 important landing centers for traditional craft marine landing centres in the district which have been selected for this research work as envisaged : Traditional landing centers 1.Danavaipeta, 2. Konapapapeta, 3. Ameenabad, 4. Mayapatnam, 5. Subbampeta, 6. Dummulapeta, 7. Suryaraopeta, 8. Chollangi and 9. Anthervedi

For the mechanized craft Bhyravapalem of I.Polavaram mandal and Kakinada Fishing Harbour of Kakinada Rural Mandal are taken for data collection of marine landings. Further there about 20,150 fisherwomen households comprising 1740 SHG’s in the district covering 13 coastal Mandals fishermen villages

The socio-economic surveys and data collection was done in accordance with guide lines of Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Andhra Pradesh [http://www.serp.ap.gov.in](http://www.serp.ap.gov.in)

For the present study the marine data landing is collected in the Pre-ban (Jan-April) and Post ban periods (July-Dec) on parallel the women empowerment project Institutional trends have been observed and noted all along the year as involved in the project itself.
AREA OF STUDY