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A Strength, Weakness, Opportunities and Threats (SWOT) Analysis for Tsunami Victims of Nagapattinam District

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ABSTRACT

The present study aims at identifying the Strength Weakness Opportunities and Threat (SWOT) analysis for Tsunami Victims of Nagapattinam District. This research utilizes multistage sampling of 400 families distributed in five coastal taluks Nagapattinam, Keelvelur, Vadaranyam, Tharangampadi and Sirkali. The SWOT analysis for the Tsunami victims indicates that there are 12 aspects which give strengths to the victims and 11 aspects which make them weak in their performance.

KEYWORDS: Tsunami, Fishing villages, Victims, Earthquake, People

Introduction

The word "Tsunami" (pronounced tsoo-nah-mee) in Japanese means 'Tsu' which means harbour and 'nami' which means wave. These seismic sea waves are usually the result of a sudden rise or fall of a section of the earth's crust under or near the ocean which displaces the water column, creating a rise or fall in the level of the ocean above. Earthquakes, volcanic activities and landslides occurring above or below the sea surface can also trigger Tsunami waves.

On the morning of December 26th, 2004, a new word entered the vocabulary of most Indians. It was a word that would suggest that the sea had suddenly gone mad, that the ocean could no longer be trusted and that the water had cannibalized the land. It was a word that spelt total and unimaginable upheaval-devastation, death, destitution, fear, sorrow and loss. Thousands lost families, homes, livelihoods

The devastation in Nagapattinam has severely affected five taluks. Many more have faced damage in varying degrees. Fishing villages dominate this coastal district and nearly 70 per cent of the severely affected villages are fishing villages. Akkaraipettai and Keechankuppam have been the most affected villages in Nagapattinam district with over a 1,000 affected families. In many villages, the loss of life was estimated by the number of bodies recovered rather than those dead (www.tn.gov.in/tsunami/damages, 2005)

The entire coastal terrain of Nagapattinam was in a great shamble, its beaches and fishing villages were a picture of devastation, as broken boats, destroyed huts, decimated households and twisted, misshapen remains of steel, wood and stone were seen everywhere on 26.12.2004. These people within a span of two to three years recovered from this disaster and returned to conquer their deprivation and regain their livelihood and property and display remarkable resilience and look forward to a brighter future (Progress Report, 2007).

Objectives

This study was undertaken with the following objectives:

- To assess the socio economic background of the respondents
- To assess the Strength, Weakness, Opportunities and Threats of the selected Tsunami victims

Methodology

A study was taken up in Nagapattinam district. There are seven taluks in the district of the seven, five coastal taluks- Nagapattinam, Keelvelur, Vedaranyam, Tharangampadi and Sirkali which were severely affected by the Tsunami 2004, were selected for the study. A sample consisting of 400 families (16 from each taluk) provided the data. The sample was selected randomly from the dislocated/disorganized families in the district who were affected by the Tsunami. The sources of data for this study were of two types – secondary and primary data. Interview using a schedule: discussion with the key informants, local leaders, government officials and NGOs helped in completing the study.

Findings of the Study

Socio - economic background of the respondents

The socio - economic background of the respondents is detailed in Table -01.

TABLE-01. SOCIO-ECONOMIC BACKGROUND OF THE RESPONDENTS

S.No.	Aspect	Number (400)	Per cent
1.	AGE (IN YEARS)		
	a. < 30	187	46.7
	b. 31-40	170	42.5
	c. 41-50	38	9.5
	d. > 51	5	1.2
2.	SEX		
	a. Male	191	47.7
	b. Female	209	52.2
3.	EDUCATION		
	a. Illiterates	244	61.0
	b. Primary level	127	31.7
	c. Secondary level	17	04.2
	d. Higher secondary level	12	03.0
4.	RELIGION		
	a. Hindu	292	73.0
	b. Christian	61	15.2
	c. Muslim	47	11.7
5.	CASTE		
	a. Most Backward Caste (MBC)	293	73.2
	b. Backward Caste (BC)	74	18.5
	c. Scheduled Caste (SC)	21	05.2
	d. Forward Caste (FC)	12	03.0
6.	TYPE OF FAMILY		
	a. Nuclear	321	80.2
	b. Joint	79	19.7
7.	OCCUPATION OF THE FAMILIES		
	a. Fishing	164	41.0
	b. Partnership fishing	84	21.0
	c. Business	62	15.5
	d. Fishing coolies	57	14.2
	e. Agricultural coolies	25	6.2
	f. Salt pan workers	8	2.0
8.	MONTHLY INCOME OF THE FAMILIES (IN RS.)		
	a. < 2,000	112	28.0
	b. 2,001- 4,000	204	51.0
	c. > 4,001	84	21.0
9.	AWARENESS ON TSUNAMI		
	a. Aware	Nil	Nil
	b. Unaware	400	100

More than half of the respondents (61 per cent) were illiterates. More than 31 per cent of the respondents had an education upto primary level, about 4 per cent of them had an education upto secondary level and a lesser per centage of them (3 per cent) were educated up to higher secondary level. The Most Backward Castes (MBC) dominated as the respondents of the study (73.2 per cent).

It was found that more than 80 per cent of the families in selected taluks were found to have established the small family norm. More than 76 per cent of the respondents were found to be involved in fishing related occupations. Income particulars are not quite sound as 28 per cent of the families of the respondents derived only up to Rs.2,000 per month.

A little above the value of Rs.2,001-4,000 was earned by most (51 per cent) of the families. About 21 per cent of them were earning more than Rs.4,001 per month. The situation has worsened further after the incidence of Tsunami in this district. None of the respondent was aware of Tsunami before the incidence (26-12-2004).

Awareness on Tsunami

None of the respondent was aware of Tsunami before the event (26-12-2004)

SWOT Analysis

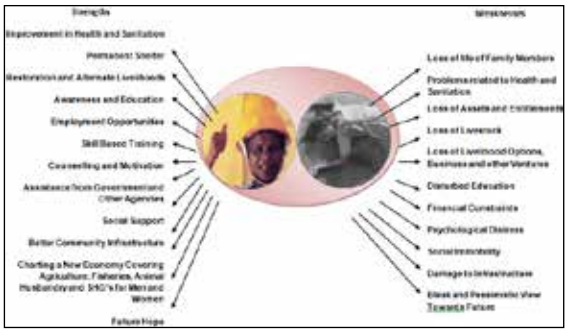
Threats made them weak; opportunities gave them strength - A Strength, Weakness, Opportunities and Threats (SWOT) Analysis

SWOT analysis is a systematic identification of the factors and the strategy that reflects the best match between them. It is based on the logic that an effective strategy maximizes group strengths and opportunities but at the same time minimizes its weaknesses and threats. This simple assumption, if accurately applied, has powerful implications for successful choosing and designing an effective strategy.

The SWOT analysis for the Tsunami victims indicates that there are 12 aspects which give strengths to the victims and 11 aspects which make them weak in their performance. The Threats made them weak and the opportunities gave them strength. External support from Government and other agencies and their own effort seem to be in an advantageous position to grow further and achieve success in life.

Strengths and weakness are compared in Figure 1 and Threats and Opportunities are highlighted in Figure 2.

THREATS MADE THEM WEAK; OPPORTUNITIES GAVE THEM STRENGTH
- A STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS



SNAKE AND LADDER FOR TSUNAMI VICTIMS*



Figure

***Threats are the snakes**
Opportunities are the ladders Fig 2

Conclusion

The affected people regained hope in the form of new houses, new materials and the restoration of livelihood ushered, in the joy and satisfactions of the victims. To-day the area is agog with activity and normalcy transforming a life of woe and agony in to joy and hope.

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