

IMPACT SO FAR

Environmental

- 2,940+ beneficiaries of awareness sessions in 16 villages
- Coastal clean-ups across ~15 km

Socio-Economic

- Women's empowerment through swimming lessons and skills training
- 280+ women trained in seaweed cultivation, 23+ tonnes harvested
- 160+ women in Tamil Nadu trained in value addition, with ₹2.4 lakh in profits (as of Sep 2026); 690+ women in Andhra Pradesh recently trained in value addition
- 30 women certified by National Skill Development Corporation (NSDC)
- IMTA (Integrated Multi-Trophic Aquaculture) cages installed in Kerala and Tamil Nadu

Nutrition & Health & Systems Change

- Healthier family diets
- Home-based manufacturing
- Scalable, data-driven livelihood–ecosystem model

Our Partners



LOOKING AHEAD

Our Target

- Build on women's existing capabilities
- Increase women's participation to ensure sustainable seaweed supply chains
- Integrate ecological conservation into seaweed livelihood systems

Our Approach

- AWESOME Holistic Framework
- 360° skilling foundation
- Partnerships with government, industry, and local institutions
- Data-driven planning enabled by an AI-powered Seaweed Monitor platform



Contact & Institutional Affiliation

Center for Women's Empowerment and Gender Equality
Amrita Vishwa Vidyapeetham



BLUE IS THE NEW PINK

A WOMEN-CENTERED SEAWEED LIVELIHOOD INITIATIVE

Building **resilient** coastal livelihoods
by integrating seaweed cultivation,
ecological stewardship, and enterprise
development—led by **women**

Initiative of



Center for
Women's
Empowerment &
Gender Equality





WHERE WE WORK

The project is currently implemented across 10 villages in Ramanathapuram District, Tamil Nadu, across 5 villages in Andhra Pradesh, and in Kollam Kerala. Karnataka recently initialized.



These coastal regions offer strong ecological potential for seaweed cultivation while facing livelihood vulnerability—making them ideal for integrated, women-led interventions.

"If we save the sea, we save our world."

David Attenborough, Ocean
(National Geographic, 2025)

PROJECT VISION

Blue is the New Pink is a community-based seaweed initiative designed to strengthen coastal livelihoods by placing women at the center of cultivation, conservation, and enterprise.

The project recognizes seaweed farming not only as an economic activity, but as a pathway to:

- Build women's leadership and resilience in coastal livelihoods
- Stable and sustainable income
- Environmental regeneration of coastal ecosystems
- Local ownership of marine-based value chains
- Enhance dietary nutrition through seaweed-based foods

Our long-term goal is to enable women-led, locally rooted seaweed ecosystems that are economically viable, environmentally responsible, and scalable.

WHAT WE DO



Guided by Amrita's AWESOME Framework, the project uses a systems approach linking women's empowerment, livelihoods, and environmental care.

Capacity Building & Training

- Integrated training in sustainable seaweed farming, including indigenous species
- Life skills, confidence-building, and basic business and financial literacy

Cultivation Infrastructure, Seed Funding & Safety

- Seed capital that sustains women through the cultivation cycle until harvest income is realised
- Provision of 510+ rafts, 930 monoline poles, poyaboats, and safety equipment
- Training on marine safety, swimming, and safe use of cultivation tools

Enterprise & Value addition

- Training in seaweed-based products such as soaps and pickles
- Support for product testing and early market entry

Ecological Action

- Participatory mapping of seagrass meadows
- Active involvement of women in seagrass restoration activities
- Conservation and biodiversity awareness sessions

