International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Problems and Prospects of Entrepreneurship In Indian Fishery and Its Allied Sectors in Nagapattinam and Cuddalore Districts of Tamil Nadu: A SWOT Analysis

Dhivya D[1], Thangasamy E[2]

[1]Research Scholar in Commerce, Poompuhar College (Autonomous), Melaiyur -609107, Tamil Nadu, India (Affiliated to Bharathidasan University, Tiruchirapalli)
[2]Assistant Professor in Commerce, Poompuhar College (Autonomous), Melaiyur -609107, Tamil Nadu, India, (Affiliated to Bharathidasan University, Tiruchirapalli),

Abstract
The fishery sector plays an important role in the Indian economy by augmenting the food supply to the growing population. Reportedly, the fishery resources of the country are so vast of which only half of them alone have been exploited so far in India. Between the two sectors in fisheries namely, marine and inland, more than fifty per cent of the country's fish production comes from marine sector but the proportion is comparatively higher in the states of Tamil Nadu and Kerala (75 per cent each). There is also an enormous scope of increasing inland fish production in these two states. In this context, it becomes very essential to investigate the problems and prospects of fishermen from time to time.
This research paper attempts to examine and compare the problems and prospects of fishermen in the twin Districts, Nagapattinam and Cuddalore, of Tamil Nadu for suggesting remedial measures to overcome such challenges.

Keywords: Fishery Sector, Allied Sectors, Fish Production

1.0 Introduction

In the universe, every nation has been striving very hard by using its resources to boost its overall socio-economic growth and development. There have been alternative ways and means to achieve its broader goal of economy. Such endeavor is, however, inevitable for any country irrespective of its current status of its economic position in the context of world economy for its survival and growth. A process of socio-economic growth originates from an individual's economic caliber to meet his own needs and wants of livelihood for his/her survival. In other words, the economic growth and development of a country depends on an individual's economic status in a democratic country like India where there is a fundamental principle, 'the government is for the people and by the people', is in force. From this perceptive, an entrepreneurship development paves a way to a country to uplift itself from the current level to higher level socially and economically in the face of acute competition from all over the world. Further, the entrepreneurship development relies completely on an individual's entrepreneurial knowledge and abilities to start and run a business such as risk bearing ability, creativity, enthusiasm, leadership ability

etc. Eventually, these entrepreneurial activities have the potential of generating employment avenues for the workforce and thereby providing the source of income which largely determines their standard of living in the long run.

Thus, all the nations have been making their sincere efforts to accelerate their economic growth and developments through entrepreneurship development. The scope of such entrepreneurship may also vary from one nation to another in commensurate with their respective conducive business environment prevalent their in. The business environment consists of internal and external factors influencing the business which determine the success or failure of the business. It poses problems or challenges to an entrepreneur while running a business. Hence, constant research studies, like the present study on the performance of a business enterprise are a must to identify it owns strengths, weaknesses, opportunities and threats which is the need of hour.

Significance of the Study

Globally, entrepreneurship development is very essential for creating employment opportunities and income to the aspirant work force of the country. The fishery and its allied sectors play a vital role in boosting the economic development of the country. It contributes to the of Indian economy significantly. It increases the GDP level and occupies third largest marketing position in the World. The contribution of fishery sector to the world GDP has been reported to be around $274 billion. According to a report of the World Bank the fishery sector contributes an additional $50 billion annually. Thus, the fishery and its allied sectors create a lot of entrepreneurial opportunities to an individual. Besides, it also gives a nutrition impact on the society and creates new employment avenues to the people.

Therefore, the success or failure of any business enterprise depends on the managerial and operational efficiency of an entrepreneur, especially, while identifying and overcoming the business problems, especially in fishery sector that may arise during the course of business. Besides, it is also very important to remove any bottlenecks which hinder the growth of the entrepreneurship in this current digital era. In this manner, the scope of running the business and earning satisfied returns maybe possible within and outside the nation by using digital plot forms. In other words, the fish and marine products can be traded across the world digitally via imports and exports which maybe to growth of entrepreneurship and maximize the returns of investments for the entrepreneurs. Keeping in view, the present study has been attempted on the topic entitled, 'Problems and Prospects of Entrepreneurship and marketing in Indian Fishery and its Allied Sectors in Nagapattinam and Cuddalore Districts of Tamil Nadu: A SWOT Analysis'

1.1 Objectives of the Study

The following are the primary objectives of study;

- To compare and contrast the problems and prospects of Indian fishermen engaged in entrepreneurship and marketing of fish between Nagapattinam and Cuddalore Districts of Tamil Nadu.
- To identify the strengths, weaknesses, opportunities and threats for entrepreneurial growth in fishery and its allied sectors between the selected districts, and
- To suggest remedial measures for accelerating the entrepreneurial growth in fishery sector.

2.0 Literature Review

The researcher has undertaken a literature review to identify the research gap in the field of study. Some of them are presented as under;

Babaji (2010) under took a study in Visakhapatnam coastal area in Andra Pradesh who studied about the fish consumption pattern of people. He found that the socio-economic status of the traditional fishermen

needs further improvement.

Balasubramanian (2004) investigated into the economic conditions of fishermen in Pentakota and Belinoliasahi villages of Orissa observed that the fishermen of those villages preferred to use modern techniques of fishing, instead of adopting the traditional ways of fishing.

Bages and fonteneaus, (1980) in their study found that Sea Surface Temperature (SST) substantially productivity of the fisheries sector those in the Gulf of Guinea. Further, their study revealed that the rapid increase in the evergrowing population will pose several issues on the quantity and quality of water demand and other resources.

Balaji (1985) in his research paper, he examined the Socio- Economic profile of traditional and mechanized boat owners and the fish consumption pattern of the people in Visakhapatnam of Andra Pradesh. According to his study, the government assistance was not of a great help to the traditional fishermen having no other sources of income.

Chidambaram et al., (1990) carried out a study on the supply of marine products in Tiruchendur, Tamil Nadu. The study emphasized on the issues of the fishermen relating to production, fishing, marketing, finance and profitability. It resulted in suggestions for policy making.

Kamalkumar Datta, et.al (1989) examined the Orissa coast. It was found that the non-mechanized fishing units was not able to make huge returns from its fishing activities as compared with mechanized units. It was also observed that the operating cost of mechanised units was higher than non-mechanized units.

Nishad Y.P (1987) in his research article, socio-economic dimensions of traditional fishermen and factors influencing the mechanization of fishing crafts in the States of Gujarat, Kerala and Tamil Nadu. The study concluded that the institutional credit and subsidy were the key factors solely responsible for such mechanization activities.

Nuruddin (2004), has undertook a study in which he analyzed the socio-economic conditions of fisherfolk in Kuala Sepetang, a coastal village in the west coast of Peninsular in Malaysia. This village had all the public amenities like transport, sanitation, communication and drinking water facilities. The literacy rate was low in the village. Therefore, fishing was the primary income generating activity in the village. Majority of the fishing households are vessel–owners and they were mainly involved in shrimp trawling. About 29 per cent of the total households were involved in fishery–related activities excluding active fishery which includes aquaculture, fish trading, marketing and processing. No men folk were actively involved in fish processing. It is interesting to note that nearly all fishing households in the area were above the poverty line. Less than one per cent of the households in the area were living below the poverty line and all of them are non-fishing households with one working member.

Paarada (2008) had focused on the needs of human resources in agriculture and fishery sector during the 21st century. The researcher reported that the fishing activity must appropriately be combined trade affairs. He concluded with a suggestion that such combination could be the best option for attaining sustainability in fishery sector.

Panda (2007) also made a scientific enquiry into the socio-economic conditions of the fishermen of Chilka area in Odisha. The study proved that the fishermen in the study area had low per capita income high indebtedness.

Plattean.JP Murican & E. Belbar (1985) made an attempt in their research article to study the violent high sea clashes between the traditional and mechanized units in Kerala. Their study showed that the factors like encroachments of inshore fishing ground by the mechanized boat fishermen and technological advancements caused such conflicts in their area of study.

Planning commission (1971) investigated into the productivity of operating boats in public and private sectors in India. It made an attempt to identify the organizational and administrative challenges and its problems. Its findings proved that the impact of such programmes on the productivity and mechanization was substantial.

Ranga Rao V (1987) undertook a study on a performance of fisheries sector in India. His study focused on the problems associated with fisheries sector it revealed that the sector was facing several problems such as lack of infrastructure and marketing facility.

Rao. P.S. (1983) made an attempt in his research paper entitled, "Fishery Economics and management in India" and studied the socio-economic condition of fishermen and the role of co-operatives. The study resulted in findings conveying that the fishery sector has an enormous potential to improve the socio-economic conditions of fishermen.

Rajan (2000) enquired into the 'Credit and Capital Structure of Small-Scale Fishing units in Kerala'. He attempted to identify the level of fishermen's dependence on credit for meeting their financial obligations. It was, finally, found that the accessibility to loans extended by the financial institutions was inadequate.

Roy (1997), in his study conducted in Bangladesh, attempted to find out the quality of life of fishermen. He proved that the quality of life of the fishermen was not remarkable that led to their migration for livelihood.

Sathia das et al., (1994) investigated into the impact of mechanization on fishery sector in Thanjavur district of Tamil Nadu. His study showed that the process of mechanization in fishery sector had an adverse impact on socio- economic status of fishermen.

Sathiadas et al., (2001) observed the income distribution and expenditure pattern of fishermen households representing catamaran owners and crew members of two fishing villages along the Madras Coast and found that diversified activities and better infrastructural facilities were necessary for better income of the fishermen.

Sahara et al., (1992), in his study, described the monsoon fisheries in the west coast of India. The study showed that, during monsoon period (June-August), fishing operation was carried out only at a subsistence level. The number of mechanized units under operation was also reduced to about 10 per cent of the total units and non-mechanised units to 25 per cent. The household income during the monsoon was also found to be very low and consequently fishermen became permanent debtors. To overcome these difficulties, it was suggested to create a public agency to purchase fish at a minimum price whenever there is a glut at the landing center, and to provide adequate finance at reasonable terms and conditions through co-operatives.

Sheela Immanuel (1997) had studied the problems faced by fishermen and women in seaweed collection in Ramanathapuram district of Tamil Nadu. Seaweed collection was a routine work for a section of coastal people along the Tamil Nadu coast and particularly in Ramanathapuram district. Fishermen used to collect the seaweed and sell it to the local companies and earn their livelihood. But, they face many problems like physical strain in collecting the seaweeds. However, they are not allowed to stay in the islands for 2 or 3 days for collection. Hence, they had to travel back the same day and go again the next day, which added to their physical strain. Apart from this, the unfavorable weather conditions make them remain unemployed for several months, less profit and poor quality of seaweeds, lack of adequate places for drying the seaweed, taking care of children and other household activities added to their plight.

Shanmugaraj et al., (2008) in a project analysed the Socio-Economic Status of the Fisher folk Communities of the Gulf of Mannar Marine Biosphere Reserve are pointed out that there were 49 villages

along the coast, of which 38 were in Ramanathapuram district and 11 were in Thoothukudi district bordering the marine biosphere area. The fishermen from these villages depended solely on fishing for their livelihood. The fishermen were well trained in sorting fish, cleaning, drying and marketing them. They also acted as agents for the boat owners at auction centers and earned a good commission. The fishermen daily income depended upon their day's catch, which was not regular. It ranged from Rs 100-200 a day in the peak season and Rs 20-30 in normal days. The fishermen marketed their catch either individually or through their association or through agents. Normally, the fishes were auctioned at the landing centres. The community of the biosphere area felt that with the support of the government agencies, better decisions could be made on planning, allocation of area within the Gulf of Mannar for certain uses of fishing gears. The study further suggested that the government should provide economic and other infrastructure facilities through society or village level organizations to improve their livelihood. Thippaiah P (1989) has undertaken a study on the effects of mechanization on marine sector in Karnataka State. His study reported that mechanization has brought out occupational changes in the marine fishing industry of state of Karnataka.

3.0 Research Methodology

3.1 Coverage of the area

According to a United Nations Report 2022 there are 195 Countries in the world of them India is one of the developing Countries having a population of 1,450,935,791. The above number includes 193 member countries and 2 recognized independent nations,(Vatican City and Palestine). In India there are 28 states and 8 Union territories, including the state of TamilNadu having 38 Districts altogether.

The present study covers only Nagapattinam and Cuddalore Districts of Tamil Nadu. The Nagapattinam Districts coveres 8 Taluks. viz., Nagapattinam, Sirkali, Vadaranyam, Tharangambadi, Kutthalam, Mayiladudurai, Thrukkuvalai and Kilvelur. We have extracted information from the Tamilnadu Census Report 2011. Of them, Sirkali, Nagapattinam, Vedaranyam, Kilvelur,and Tharangambadi, are the coastal areas. According to the Fisheries Department Census Report, 2010, the Fishermen population is 79768 (in person), and 40582 (in person), including both males and females, in Nagapattinam.

According to a report from the Department of Fisheries and Fishermen Welfare, Government of Tamil Nadu, the marine fisheries' production of State is 4.97 lakh tons. The population of fishermen is 10.07 lakh covering 608 villages scattered along with 13 coastal districts of the State. The coastal length of Nagappattinam is 187.9 km out of 1076 km altogether in the State. The population of fishermen was 94,363 consisting of 48028 men and 46336 women, according to District Diagnostic study, Nagapattinam, as per the Census of India, 2011.

The District of Cuddalore is one of the important districts of the State of Tamil Nadu. The District is located along the Eastern Coastal Region of the State. The District of Cuddalore is bordered by the district at Viluppuram, Nagapattinam and Perambalur. The district is also bordered by the Bay of Bengal on the Eastern side. It lies in the Agro Climatic zone II (East Coast Plains and Hills) and the Geographic Coordinates of the district are Latitude is 15 5''/11 11'' and 12 35, Longitude is 78 38 to 80 00 and Altitude 4.6 m MSL.

The total Geographical area of the district is 3678 Square kilometer with coastal line of 68 Kilometer stretching from Puducherry Union Territory in the North to the mouth of the River Coleroon in the South. The Geomorphology of the Cuddalore Coastal Stretch includes the coastal plain with an average width of 6 km. Its coastal landforms include strandlines, raised beaches, sand dunes, mangrove swamps and tidal

flats with predominantly sandy beaches on the northern side and mangrove swamps to the south. The coastal towns of Cuddalore in the North and Port Nova (Parangipettai) in the South are the most densely populated areas along this region. The district of Cuddalore has some small deposits of lignite that helps the small factories that run in the area. The district is also one of the most robust fishing areas in the state of Tamil Nadu, and home to a large number of fisher population. The district has the links to the first century settlers in the region. The district also has some tourist attraction for the local people of Tamil Nadu and for people from all over India. The rivers in the district are Thenpennaiyar, Kedilam, Vellar, Manimuthar and Kollidam. Most of the rivers are dry and flooded only during the monsoon period.

In 2011, Cuddalore had population of 26,05,914 of which male and female were 13,11,697 and 12,94,217 respectively. This gives it a ranking of 58th in India out of 640 total districts in India. The population density is 707 people per square km. Cuddalore has a sex ratio of 984 females for every 1000 males, and a literacy rate of 78.04%. In 2001 census, Cuddalore had a population of 22,85,395 of which males were 11,50,908 and remaining 11,34,487 were females. Its population growth rate over the decade 2m001-2011 was 14% and it is marginally low as compared to the stage growth rate of 15.6%. The district's 0-6 years population was 2.84 million in 2001 and 2.80 lakhs in 2011 and the decadal growth rate is negative (-1.41). The total SC population of the district in 2011 was 7.64 lakhs compared to 6.34 lakhs in 2001, resulting in the decadal growth rate of 20.4, which indicates the high concentration of SC population in Cuddalore district.

3.2 Sampling Design

For the purpose of the selecting the sample respondents, we have used stratified random sampling method and included the persons actively engaged in fishery sector and its allied activities which constituted the population parameter for the present study. Then, we have drawn the desired sample size therefrom appropriately. Accordingly, we selected the proportionate male and female entrepreneurs from both the Nagapattinam and Cuddalore districts of Tamil Nadu, India. Finally, we have determined the sample size with the help of a sample size calculator to collect the primary data by following the procedures as under; Generally, for a social science research, 383 or more measurements / surveys, we may need to have a confidence level of 95% that the real value is within ± 5% of the measured / surveyed value. Hence, for the present study, we have decided the sample size by using the following formulas.

Finite Population $n^1 = n/1+z^2 \times p\ (1-p)/£^2N$

Z is the Z score

€ is the Margin of error

N is the population size

P is the Population Proportion

However, the desired sample size was increased to 400 sample respondents with a logic that the validity and reliability of the outcome of research normally goes up with the increased sample size.

3.3 Collection of data

We have also used secondary data appropriately for the study which includes annual reports, newspapers, internet, statistical hand books etc.,

3.4 Analysis and Interpretation of Data

The researchers analyzed the collected data with the help of percentages. for drawing meaningful conclusion there-from, since the analysis and interpretations of the data were pre-dominantly descriptive in nature. Thus, we have presented the results and discussion in the subsequent section;

Problems and Prospects of the Indian fishermen in the Study area;
A Comparison

During the study, the following problems have been found to be similar for fishermen between the Nagapattinam and Cuddalore Districts of Tamil Nadu. The list of such problems has been presented in Table 1;

Table 1 Problem and Prospects of Entrepreneurship and Marketing of Fish: Similarities in the Study Area

Nature of Activity	What it implies?	Scope
Overfishing	• Practice of catching fish faster than they are able to reproduce.	• Rare species become extinct • Adverse effect on food chain and aquatic eco system
Bycatch	• Incidental catching of other sea creatures while catching of fish such as turtles, sea birds, sharks, dolphins, other animals etc.,	• Several rare sea creatures shall become endangered. • Causes enormous sea resource wastages • Leads to damages of shelters of sea creatures and ocean floors
Managing fishing	• Rules and regulation for regulating the fishing activities.	• Positive or Negative impact shall depend on the nature of fishing activities and the regulations in force which may vary from one country to another off and on.
Illegal fishing	• Fishing or exploitation of sea resources without prior permission from the competent authorities	• Causes unnecessary disputes and litigations • Affects peace and harmony between two countries having their own boundaries in ocean.
Ocean Acidification	• Emission of CO_2	• Leads to considerable rise in acidity level • Affects the building block for sea shells and coral skeletons and other organisms like coral sea creatures
Ghost Fishing	• Fishing when the old fishing equipment is loosed	• Causes injuries and death of smaller animals and larger predators in the sea.
Commercial Whaling	• Act of killing whales for commercial purposes	• Life of blue whales and humpback whales become threatened and endangered

Plastic accumulation	• Dumping of plastic waste in the ocean floor	• Causes adverse impact on the aquatic environment and marine life
Irresponsible Fish Farming	• Setting up of fish forms and heavy use of medication	• Results in negative impact on natural habitat in the ocean such as communication of diseases, sea creatures' deaths etc.,
Habitat Destruction	• Overall habitat destruction in the ocean	• Increases global warming. • Leads to decline in the growth of coral reefs • Causes the coastal pollutions and population declines
Demand rising	• Rising of demand for fish and other marine products	• Mismatching of demand and supply of sea foods.
Inadequate Mechanization	• Traditional fishing without using modern techniques and equipment.	• Causes mismanagement of aquaculture • Causes water pollution
Productivity	• Quantity and quality of fish catching	• Lower rate of productivity

Source: Primary Data

Table 1 reveals that the entrepreneurs in fishery and its allied sectors worldwide have been experiencing various problems and prospects relating to the production or catching of fish, marketing etc., However, such problems and prospects may not be similar globally which may vary from one country to another. Likewise, these problems and prospects may even vary from one coastal area to another within a region such variation may emerge from unique nature of the problems and prospects associated with a particular region or country. The study reveals that the problems and prospects of fishermen in the study area vary from one district to another which are multifaceted as shown in Table 2**.**

Table 2
Problems and Prospects of Entrepreneurship and Marketing of Fish: Dissimilarities in the study area
N=400

Problems and prospects	**No of Respondents**	**Total**	
		Nagapattinam	**Cuddalore**
Production related			
• Labour	60(15)	20(05)	40(10)
• Finance	50(12.5)	30(7.5)	20(5)

• Technology development	50(12.5)	40(10)	20(5)
• Infrastructure	40(10)	25(6.25)	15(3.75)
	200(50)	105(26.25)	95(23.75)
Marketing related			
• Lack of refrigeration facilities	20(5)	15(3.75)	5(1.25)
• Overfishing	35(8.75)	20(5)	15(3.75)
• Transportation	10(2.5)	8(2)	2(0.5)
• Regional imbalances	15(3.75)	10(2.5)	5(1.25)
• Distribution related & Agent	25(6.25)	15(3.75)	10(2.5)
• Stiff competition	15(3.75)	8(2)	7(1.75)
	120(30)	76(19)	44(11)
Miscellaneous			
• Cultural factor	20(5)	15(3.75)	5(1.25)
• Illiterate	20(5)	12(3)	8(2)
• Inadequate Mechanization	10(2.5)	6(1.5)	4(1)
• Village administration	30(7.5)	10(2.5)	20(5)
	80(20)	43(10.75)	37(9.25)
TOTAL	**400(100)**	**200(50)**	**200(50)**

Source: Primary Data

Table 2 reveals that the fishermen of the selected districts are facing several productions- related, marketing- related and miscellaneous problems. Their production related problems include finance, technology development, infrastructure etc., It shows that the Nagapattinam district respondents are facing more production related -issues than the Cuddalore ones comparatively. Further, the respondents of the district are also facing more finance and technology-related issues. Adding the fuel to fire, they are facing more marketing related and miscellaneous issues like lack of refrigeration facility, overfishing, transporting, regional imbalances, distribution, stiff competition, cultural factor, illiterate, and inadequate mechanization issues. Similarly, the Cuddalore district respondents are facing the more labour, and village administration related issues. Therefore, these problems need immediate solution in order to ensure a tremendous scope for development of entrepreneurship development in the study area via fisheries and allied sectoral growth.

Table 3
Problems and Prospects of Entrepreneurship and Marketing of Fish in Nagapattinam and Cuddalore Districts: A SWOT Analysis

Strengths		**Weaknesses**		**Opportunities**		**Threats**	
N	**C**	**N**	**C**	**N**	**C**	**N**	**C**
Skilled labour intensity	Capital intensity	Marketing issues	Disunity of labour	Entrepreneurial scope	Scope for allied business	Overfishing	Labour dispute

Village administration	Easy accessibility to capital	Rising cost of operations	Higher cost of catching	Problem solving skills of entrepreneurs	Scope for allied business	Adverse impact of Government schemes	Lack of training opportunities
RGCA, MSSRF, Fish oil extraction company	Marketing facility	Lack of finance	Trade related disputes	EDP's	Wide distribution networks	Adverse impact of innovation	Frequency of law-and-order problems
Proximity of markets	Availability of infrastructure	Poor connectivity	Inefficiency of village administration	Export opportunities	Cost efficiency	Unawareness of natural Climate	Political interferences
Knowledge of traditional fishermen	Location	Disunity of labour	Natural disaster	Locational specific advantages	Better marketing	Unawareness of employment	Plastic waste
Unique species	Methods of fishing	Illiteratracy of fishermen	Industrial wastes	Fish catching potentials	Cost efficiency	Lack of awareness rules and regulations	Adverse impact of tourist place
Special government schemes	Easy mobility	Lack of mechanisation	Scarcity of skilled labour	Lack of finance	Logistics support	Absence of ware housing facilities	Fish catching inefficiency
Easy entry into business	Availability of raw materials	Demand and supply mismatch	Lack of preference	Better standard of living	Easy accessibility to finance	Shortage	Lack of skilled labour

Source: Primary Data *Nagapattinam **Cuddalore

Table 3 throws light on strengths, weaknesses, opportunities and threats prevalent in the selected study area. Accordingly, the Nagapattinam district has its own strengths, weaknesses, opportunities, and threats are as follows;

Strengths- skilled labour intensity, Village administration, RGCA, MSSRF, fish oil extraction company, proximity of markets, knowledge of traditional fishermen, unique species, special government schemes, and easy entry into business.
Weaknesses- marketing issues, rising cost of operations, lack of finance, poor connectivity, Disunity of labour, illiteratracy of fishermen, lack of mechanisation, and demand and supply mismatch.
Opportunities - entrepreneurial scope, problem solving skills of entrepreneurs, EDP's, export opportunities, locational specific advantages, fish catching potentials, lack of finance, and better standard of living.
Threats- overfishing, adverse impact of Government schemes, unawareness of natural Climate, Unawareness of employment, Lack of awareness rules and regulations, absence of ware housing facilities, and Shortage**.**
The Cuddalore district entrepreneurs' strengths, weaknesses, opportunities and threats are as follows:
Strengths- capital intensity, easy accessibility to capital, marketing facility, availability of infrastructure, location, methods of fishing, easy mobility, and Availability of raw materials.
Weaknesses- disunity of labour, higher cost of catching, trade related disputes, inefficiency of village administration, Natural disaster, industrial wastes, scarcity of skilled labour, and lack of preference.
Opportunities- scope for allied business, wide distribution networks, cost efficiency, better marketing, Cost efficiency**, l**ogistics support, and easy accessibility to finance.
Threats- labour dispute, lack of training opportunities, frequency of law-and-order problems, political interferences, plastic waste, plastic waste, fish catching inefficiency, and lack of skilled labour.

Findings of the Study

The following are the key findings of the study;

- Low production/ catching and marketing of fish during the North East Monsoon season and undue intervention of middlemen in the distribution of the products.
- Water Pollution due to the emission.
- No fish production and marketing activities during the festivals
- Infrastructural Issues
- Mismatching of demand and supply of marine products
- Higher rate of disputes among the fishermen and lack of knowledge and awareness about the Government regulations and Schemes
- Scarcity of Skilled labour, Finance and lack of knowledge and skills to use the technological advancements.
- Insufficient Logistics facilities like transportation, storage, warehousing and insurance etc. and Katcha Teevu boundary issues, illiteracy, etc.
- The fishermen of the selected districts are facing several productions- related, marketing- related and miscellaneous problems. Their production related problems include finance, technology development, infrastructure etc.,
- The Nagapattinam district respondents are facing more production related -issues than the Cuddalore ones comparatively.
- The entrepreneurs engaged in fishery sector of the Nagapattinam district are also facing more finance and technology-related issues.

- The fishermen of Nagapattinam are facing more marketing related and miscellaneous issues like lack of refrigeration facility, overfishing, transporting, regional imbalances, distribution, stiff competition, cultural factor, illiterate, and inadequate mechanization issues.
- The Cuddalore district respondents are facing the more labour, and village administration related issues.

Suggestions and Recommendations

Based on the present study the following suggestions and recommendations are made to overcome the problems of fishermen in the study area.

- The government shall impart EDPs to the entrepreneurs.
- The more logistic and financial support may be extended to both the existing entrepreneurs engaged in fishery sector and the budding aspirants as well.
- The Nagapattinam fishermen must focus on alternative means of marketing channels of distribution whereas the Cuddalore ones are to concentrate on innovative ways of fish catching.
- The entrepreneurs shall explore the ways and means for value added products' exports.
- Effective and efficient management of logistics and supply chain management may be of great help.
- Alternative ways of minimising the water and air pollution may be contemplated on the part of the enterprises engaged in the fishing activities.
- These problems need immediate solution in order to ensure a tremendous scope for development of entrepreneurship development in the study area via fisheries and allied sectoral growth.
- Digital platforms such as websites, social media etc., maybe used suitably by the marketers to boost the sales volume and profit of fish and its byproducts within and outside the regions.

Limitations and Scope of the Study

The limitations of the scope the study are as follows

- This study is highly descriptive in nature.
- This study does not focus on the remaining 27 States of India.
- The study is predominantly based on primary data which is limited to only two districts of the State Tamil Nadu. Remaining 37 districts are outside the purview of this study.
- It is based on the primary data subject to bias of the respondents.
- Size of the samples is minimum and limited.
- Marketing strategies of fish and its byproducts in the study area were not deeply contemplated.
- It does not focus much on the scope of international trade of marine products through digital platforms and internets.

More in-depth studies may be carried out by determining larger sample size and selecting the secondary data accordingly on the problem chosen for the study. Macro level studies may be undertaken covering more districts, more states or more countries to gain more insight into the phenomenon.

Conclusion

An entrepreneurial endeavor is a must for any developing country like India to achieve the broader goals of economy. Role of fishery sector in Indian economy is perceived to be highly substantial. Therefore, it is very essential for any government must be very keen and watchful over the issues and challenges posing

this sector for its timely actions. The present study reveals that the fishermen of Nagapattinam district are facing more production-related, marketing-related and miscellaneous problems than the Cuddalore ones. Further, the study shows that the Nagapattinam district has better prospects in fish production than the Cuddalore district. Similarly, the Cuddalore district has better prospect in marketing of fish than the Nagapattinam district. It is, therefore, suggested that a joint effort of the Government, entrepreneurs in fisheries sector and the community may yield better results in solving their regional specific issues in time. This will certainly result in than enormous scope for better entrepreneurial growth and development via fisheries sector in the study area subsequently. Last but not the least, it is also suggested that digital platforms like websites, internet, social media etc., may also be used on need basis by the marketers of fish and its byproducts to enhance the volume of sales and profit margin within and outside the regions or across the national borders even in the days to come.

References

1. Babaji V (2010), "Development of Marine Fisheries- A study of socio economic production, marketing and consumption characteristics of marine fishery sector in Visakapattinam", Ph.D Thesis (unpublished), Andhra University, Waltair, Pp.174-189.
2. Bages, M. and A, Fonteneau, Catches ofthe Franco-Ivory CoaSenegal Tuna Fleet, and Surface Temperatures in.Meeting of the Standing Committee on Research and Statistics, ICCAT- Madrid, Spain.November.Collect- Vol-Sci-Pap-Iccat; Rec1-Doc-Sci-Cicta; Colecc-Doc-Cient Cica180-198. 1980.
3. Balasubramanian S (2004), "Socio-economic Status of Marine Fisheremen in two Fishing Villages of Orissa", Fishing Technology, Vol.38, No.1, Pp.51-55
4. Balaji. U. Development of marine fisheries. A study at Socio- Economic, Production, marketing and consumption characteristic of marine Fishery sector in Visakapattinam".Walfair, AndraPradesh University 1985 174-189.
5. Chidambaram K and Soundararajan A (1990), "Marine Fish Marketing in Tiruchendur Area in Tamilnadu", Fishing Chimes, December, Pp.43-45.
6. Kamalkumar Datta, Amalkumar Datta and S.S.Dan "Productivity, Profitability and income distribution in capture fishing – A study of Orissa coast" Economic and Political Weekly, Vol. XXIV, No.51-52, 1989.
7. Nishad Y.P, Socio-economic Aspects of Motorisation of Traditional Crafts, Fishing Chimes, Vol.7, No.7, October 1987.
8. Nuredeen M (2004), "Development of Fisheries – Economic Aspect", India Journal of Fisheries, Vol.21 (1), Pp.254-257.
9. Paarda R.S (2008) "Southern Economist", Business Publishing Company, Vol.11, No.4, New Delhi, Page.33.
10. Panda D, (2007) "Yojana Shashi Director Publication Division", Patiala House, Vol.37, No.4, New Delhi, Page.13.
11. Plattean.JP. Murican and E. Belbar (1985): Technology, credit and indebtedness in Marine Fishing. A case study of three fishing villages in south Kerala, Hindustan Publishing Corporation, Delhi.
12. Planning commission, Evaluation of the programmed of mechanization of fishing boats. Programmer Evaluation; organization study no: 85. Government of India 1971.

13. Ranga Rao V. "Performance of Fishing Sector in India", Agricultural Situation in India. Vol. XVII, No.4, July 1987.
14. Rao P.S. (1983) – "Marketing of Marine Fish" – Concept publishing company new Delhi, PP 101 – 138)
15. Rajan J.B (2000), "Credit and Capital Structure of Small-Scale Fishing Units in Kerala", Fishing Chimes, July, Pp.9-11.
16. Ray P.S (1997), "Fishery Economics and Management in India, Concept Publishing Company, New Delhi, P.295.
17. Sathiyadhas R, Panikkar K.K.P (1994), "Socio-Economics of Traditional Tirunelveli coast of Tamilnadu", Journal of Marine Biological Association of India, Vol.33, No.172, Pp.175-181.
18. Sathiyadhas R (2001) "Marine Fisheries in Indian Economy", Proceedings of the Sumposium 'Advances and priorities in Fisheries Technology' , Society of Fisheries Technologists (SOFT), Cochin, Pp.436-472.
19. Sehara D.B.S and Karbharj J.P (1992), "Economic Efficiency of Different Systems of Dol (Bagnet) operation, in North West Coast", Journal of Marine Biological Association of India, Vol.33, No.1 and 2, Cochin, PP. 207-212.
20. Sheela Immanuel, (1997), Problems of Fishermen and Fisherwomen in Seaweed Collection. Journal of Extension Education, 8(3), pp.1785-1786.
21. Shanmugaraj,et,al, (2008), "Action plan to Boost Exports of Indian Marine Products", Fishing Chimes, July, PP.14-15.
22. Thippaiah P. "Effects of Mechanisation on Marine Fisheries in Karnataka", Working paper, IX Annual Conference of the Association of Economists, No.7, 8, Madras, 1989. www.worldometer.info retrieved on 5.9.2024