

Course Manual

Business Strategies

For Fisheries and Aquaculture



Central Institute of Fisheries Education
Mumbai India

**BUSINESS STRATEGIES
FOR
FISHERIES AND AQUACULTURE**



CENTRAL INSTITUTE OF FISHERIES EDUCATION
(Deemed University, ICAR)
Fisheries University Road,
Seven Bungalows, Versova,
Mumbai-61

**TRAINING ON
BUSINESS STRATEGIES FOR FISHERIES AND AQUACULTURE
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Published by	Dr. S. C. Mukherjee Director Central Institute Of Fisheries Education Versova, Mumbai-61
Course Director	Dr S.C. Mukherjee, Director, Central Institute Of Fisheries Education Versova, Mumbai-61
Course Coordinators	Dr. Shyam. Salim, Scientist (SS), Fisheries Informatics, Technology Evaluation and Transfer Division, Central Institute of Fisheries Education Versova, Mumbai-61
	Dr. R.S. Biradar Principal Scientist and Head Fisheries Informatics, Technology Evaluation and Transfer Division, Central Institute Of Fisheries Education Versova, Mumbai-61
	Dr. S. N. Ojha, Senior Scientist, Fisheries Informatics, Technology Evaluation and Transfer Division, Central Institute Of Fisheries Education Versova, Mumbai-61
Cover Design	Mr. Dasari Bhoomiah, Technical Officer, CIFE, Mumbai
Word Processing	Mrs. A.U. Joshi U.D.C.
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केन्द्रीय मत्स्य शिक्षा संस्थान

(समन्वित विश्वविद्यालय) भारतीय कृषि अनुसंधान परिषद

CENTRAL INSTITUTE OF FISHERIES EDUCATION

(Deemed University) Indian Council of Agricultural Research



सुभाष चन्द्र मुखर्जी
S. C. Mukherjee
Director

FOREWORD

Grain production in India has reached almost a plateau. It is in this background that alternative means of food production need to be fully tapped. India has about 506 thousand sq.km. of continental shelf and 8041 km. of coastline. The inland fisheries resources include 1,71,334 km. length of rivers and canals, 0.2 million hectares of ponds and tanks, 0.7 million hectares of beels, oxbow and derelict water. The brackish water fish production is estimated to about 1.4 million hectares. It is assumed that about 30 percent of the freshwater and about 35% percent of the brackish water is utilized for fish culture in the country. Moreover, the average productivity of fish culture is about 2.2 million tonnes in the fresh water and about 472 kg in the brackish water.

Technologies are now available to harness the full potential of the fisheries sector. Seed production and culture technologies are available in the country for different fin fish and shellfishes. Efficient fishing gears, fishing devices, forecast of potential fishing zones are available for increasing fish production from marine fisheries. The sector also has immense export potential. The need of the hour is entrepreneurship development to be competitive in the WTO era. I am confident that this training on "Business Strategies for Fisheries and Aquaculture" will be of immense use to the participants.

I compliment the Head of the Fisheries Informatics and Technologies Evaluation and Transfer Division and other enthusiastic staff of the Division for selecting the subject of the training and for co-ordinating the programme with zeal and sincerity.

(S.C. MUKHERJEE)



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PREFACE

Entrepreneurship, as a concept, started with the development of small-scale industries, wherein, Small Industry Extension Training Institutes came into existence in India. It took about 15 years to conceptualize this concept, trying out various strategies to promote entrepreneurship in the developing countries. From industry it came to agro-industries. And now it has percolated to all kinds of organized sectors.

In today's context, which is primarily determined by, Liberalization, Privatization and Globalization (LPG), entrepreneurs will be the backbone of the economy and society. If a sector is not able to attract or groom entrepreneurship the sector is likely to grow fast.

In Fisheries sector the input production and the input-delivery-systems, fish production, marketing and exports, processing and product developments needs entrepreneurs as many of the modern technologies are complex from the common fishers point of view and professionals in the government sector cannot take up all the responsibilities in order to bring quantum change in the system. therefore, it is necessary to train persons on entrepreneurship development in fisheries.

The popular training model on Entrepreneurial Development centers around three stages, namely, identity search, identity formation and identity establishment. The present training programme was also designed accordingly. In the first part of the training programme the participants were made aware of the entrepreneurial characteristics. In the next part they were mentally prepared to accept an enterprise, based upon their liking, knowledge, resources accessibility/availability and market information. During this phase they were also exposed to different opportunities in Fisheries through the interactions with different experts on fisheries, banking agency and fisheries economists for project formulation. In the final stage they were motivated to prepare a project-concept and present before a banker for suggestions and improvements.

This entire exercise came out well because of the support provided by our Director, different subject matter specialists, resource persons and finally the participants of this programme held during February.2-8, 2005. We also acknowledge each and everybody who had contributed in the success of this training programme. The co-operation and the help rendered by the faculty and staff of the division is commendable and their services unquantifiable.

Shyam S.Salim

R.S.Biradar

S.N.Ojha

रीज युनिवर्सिटी रोड, सात बंगला, वरसोवा, मुंबई - 400 061
Fishes University Road, Seven Bungalows,
sova. Mumbai - 400 061

☎ : (कार्यालय / Office) : 022-2636 1446/7/8, 26361632/26320395
तार / Tele. : फिशिन्स्ट/FISHINIST, फेक्स : 91-22-26361573,
ई-पत्र / E-mail : fishinst@bom3.vsnl.net.in • cife@vsnl.com
: www.fisheries university.org • http : //cife.bom.nic.in
हिन्दी वेबसाइट : www.cife-matsya.com



