
**SOCIO, ECONOMIC, CULTURAL, TECHNOLOGICAL, ECOLOGICAL
AND DISTRIBUTION PROBLEMS FOR FISHERMEN FAMILIES WITH SPECIAL
REFERENCE TO NAGAPATTINAM DISTRICT, TAMILNADU COASTAL AREAS**

Article Particulars

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Abstract

The major intend of this research to find demographic and biographic characteristics of fishermen families with special reference to Nagapattinam District, Tamilnadu coastal areas and to identify the socio, economic, cultural, technological, ecological and distribution problems for fishermen families with special reference to Nagapattinam District, Tamilnadu coastal areas. The nature of the research is exploratory method, and the sample size is 304 fishermen families from various locations in Nagapattinam District, Tamilnadu coastal areas and data collection method used in the research is "Questionnaire Method". Data will be analyzed by using AMOS 20.0 and Smart PLS 3.0. Findings, suggestions and conclusions were made by keeping an eye on the research objectives.

Keywords: *Socio, Economic, Cultural, Technological, Ecological and Distribution Problems*

Introduction

District of Nagapattinam has been carved out as a separate district due to bifurcation of Thanjavur district. According to this division, six taluks namely Sirkazhi, Tharangampadi, Mayiladuthurai, Valangaiman, Nagapattinam and Vedaranniyam were detached from their parent district i.e. Thanjavur to form this new district. The earlier history of this district is more or less the same as of its parent district i.e. Thanjavur being its part till recently. Tamil and Telugu are the main languages spoken in the district. Important fairs and festivals celebrated/organised in the district are Navarathri, AdiPooram, AvaniMoolam, Karthigai, SkandhaSashti, ThulaUthsavam, VaikashiBrahmothsavam, ValliKalyanam, Thirukkarthigai, AhyayanaUthsavam, Chithirai

and the floating festival, Mahasivaratri, PanguniUthiram, 18 days theerthavari festival, Wedding of the Lord and His consort on the SuklaSapthami day, KarthigaiDeepam, Dhanurpooja (Thiruvathirai), Poosam and Pongal.

Past studies related to the research

Panikkar (1980) has studied the coastal rural indebtedness in Vizhinjam, south of Trivandrum, Kerala. The fishermen of the coastal villages borrow year after year and they are heavily indebted. But they are not in a position to repay the loan, either because the loans are larger or the income is not enough to pay off the debts. As such, the debt of the fishermen goes on increasing. This may be termed as coastal rural indebtedness. The fishermen of Vizhinjam borrow mainly from the moneylenders since institutional credit is not available to them. There are two types of moneylenders, namely, the moneylenders who combine fish trading with money lending and professional moneylenders. These moneylenders usually charge high rate of interests, often 30 per cent and more. They don't keep proper accounts of repayment. They do not issue receipts for repayments. The boat owners also lend to the fishermen. In this system, for getting a loan, the fishermen as a wage earner has to enter into a contract with the boat owner that he should work only in the boat of the owner from whom he has received the loan till it is repaid. Maximum amount of loan is spent for household expenditures or for construction or repairing of the houses. The extent of indebtedness is higher among higher income groups and lowers among the lower income groups. Considering all these facts, the author suggests that Rural Banks and Co-operative Societies should be established the activities of moneylenders should be regulated and interest rates must be limited to a reasonable level.

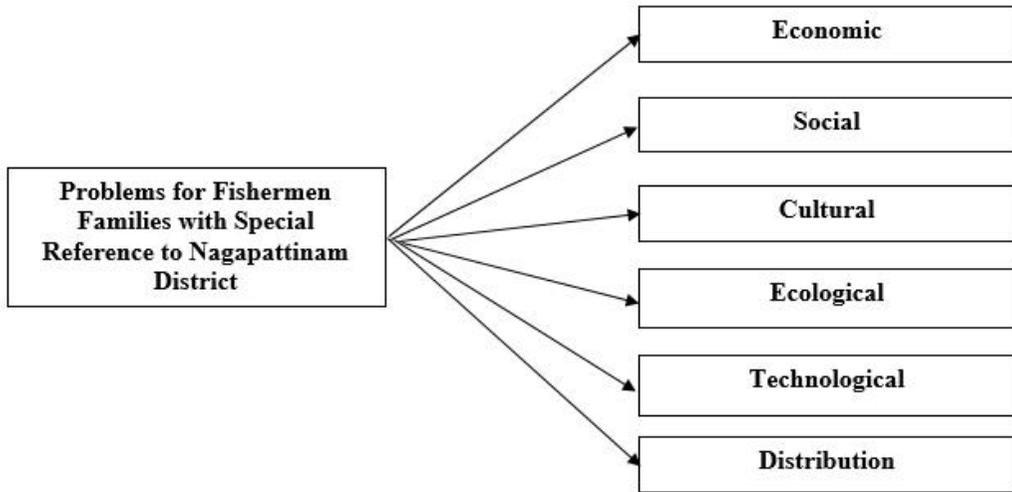
Panikkar et al., (1981) studied the impact of the introduction of mechanised boats on the socio – economic conditions of traditional fishermen when they are supplied with mechanised boats. To study this impact, Calicut region was selected where Agricultural Refinance Development Corporation (ARDC) had supplied 50 mechanised boats of size 36 inches so that each boat was allotted to seven fishermen families, thus involving 350 fishermen families in this venture. The study indicates an improvement in the economic condition of the fishermen families of Puthiangadi (near Calicut) which received credit facilities from ARDC. The introduction of mechanisation induced many fishermen to shift from traditional to mechanised fishing which resulted in increased landings and created more employment opportunities in net making, ice-plant and workshop operations, sorting, auctioning, transporting and fish trading. The absence of such economic activities in the neighbouring Elathur village is a pointer to the significance of availability of credit facilities to invest in improved fishing techniques.

Research methodology

The nature of the research is exploratory method, and the sample size is 304 fishermen families from various locations in Nagapattinam District, Tamilnadu coastal areas and data collection method used in the research is "Questionnaire Method".

Data will be analyzed by using AMOS 20.0 and Smart PLS 3.0. Findings, suggestions and conclusions were made by keeping an eye on the research objectives.

Research Model



(Source: Review of Literature)

Discussions and Implications

Table -1 Table showing the classification of Respondents based on their Marital Status

(Source: Primary Data/ Software Used: SPSS 20.0)

Marital Status of the Respondents	Frequency	Percent
Married	451	44.2
Unmarried	524	51.4
Spinster	10	1
Widow	5	0.5
Widower	10	1
Divorce	20	2
Total	1020	100

The above frequency table reveals that 21.4 percent fishermen's are unmarried, 44.2 per cent were married, 2 per cent were divorce, 1 percent were spinster and widower and 0.5 per cent were widow.

Table – 2 Table showing the classification of respondents Based on their Educational Qualification

Educational Qualification	Frequency	Percent
Graduate	449	44
Post Graduate	449	44
Diploma	107	10.5
Illiterate	15	1.5
Total	1020	100

The above frequency table reveals that 44 percent of fishermen's are graduate and post graduate, 10.5 percent have the educational qualification at Diploma level, and 1.5 percent of fishermen's are illiterate.

(Source: Primary Data/ Software Used: SPSS 20.0)

Table – 3 Table showing the Mean and Standard deviation for Problems for Fishermen Families with Special Reference to Nagapattinam District
(Source: Primary Data/ Software Used: SPSS 20.0)

Exposure to an Advertisement	Mean	Std. Deviation
Economical	4.4516	0.67521
Social	3.6129	0.61522
Cultural	3.8065	0.98045
Ecological	3.5161	0.72438
Distribution	3.4194	1.17684
Technological	3.124	1.162

From the above mean score of the Problems for Fishermen Families with Special Reference to Nagapattinam District table, its inferred that the result of the mean score on Economic problems are

most important for Fishermen Families with Special Reference to Nagapattinam District. (The arrived mean score value is 4.45). Majority of the fisherman's considering economic problems are most important according to Problems for Fishermen Families with Special Reference to Nagapattinam District.

Table -4 Summary of Canonical Discriminant Functions

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.973	16.520	2	.000

(Source: Primary Data/ Software Used: SPSS 20.0)

Table – 5 Prior Probabilities for Group

Problems for Fishermen Families with Special Reference to Nagapattinam District	Prior
1	.500
2	.500
Total	1.000

(Source: Primary Data/ Software Used: SPSS 20.0)

Table -6 Wilk's Lambda

	Wilk's Lambda	f	Sig.
Gender	.997	1.572	.210
Qualification	.999	.492	.483
Marital status	1.000	.086	.769
Salary	.995	3.309	.069
Profession	.988	7.429	.007
Area of residence	.997	1.819	.178

(Source: Primary Data/ Software Used: SPSS 20.0)

'Profession' is the only variable which is significant indicating that as respondents gain more according to their profession, it is likely to lead to higher Problems for Fishermen Families with Special Reference to Nagapattinam District. The more Problems for Fishermen Families with Special Reference to Nagapattinam District and experience the Problems for Fishermen Families with Special Reference to Nagapattinam District.

Thus profession and Problems for Fishermen Families with Special Reference to Nagapattinam District.

Figure - 1 Partial Least Squares - Socio, Economic, Cultural, Technological, Ecological and Distribution Problems for Fishermen Families with Special Reference to Nagapattinam District

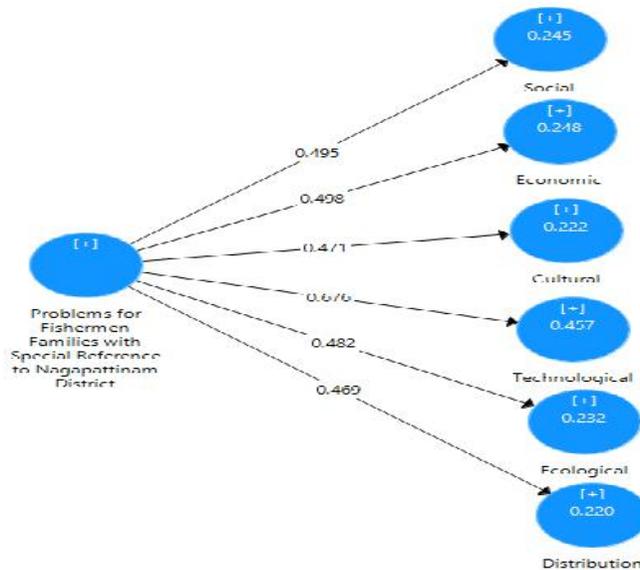


Table – 7 Model Fit

Independent Variables	Unstandardized	SE	Standardized	P value	Sig
Exposure to an Advertisement	0.965	0.11	0.219	0.001	<0.001**
Feelings from the Advertisement (Affect)	0.756	0.086	0.009	0.001	<0.001**
Attitude towards the Advertisement	0.811	0.109	0.236	0.001	<0.001**
Consumer preference	0.789	0.18	0.023	0.001	<0.001**
Attitude towards the Brand	0.723	0.71	0.056	0.001	<0.001**
Judgment about the Advertisement (Cognition)	0.989	0.098	0.089	0.001	<0.001**
Beliefs about the Brand	0.742	0.78	0.140	0.001	<0.001**
Brand Action	0.756	0.0089	0.780	0.001	<0.001**
Brand Reflection	0.900	0.73	0.036	0.001	<0.001**

**** Denotes significant at 1% Level**

(Source: Primary Data/ Software Used: AMOS 20.0)

The construct reliability should be above 0.6 and the measurement model table portrays that the construct reliability value in respect of all the items exceeds the minimum requisite value. Hence, all the measurable items command the desirable construct reliability. From the above table, it's inferred that all arrived P value is greater than 0.05 (greater than 5 % level significant). So the result of the structural equation

modeling for the above independent and dependent variables are indicates that fitting of the variable model is good for the data.

Conclusions

Socio, economic, cultural, technological, ecological and distribution problems for fishermen families with special reference to Nagapattinam District. The study pointed out that the gross annual income of fishermen in mechanised sector was three times greater than in non-mechanised sector. The constraints were put forward as high freight charges, need for free imports of new varieties, lack of international flights, non-availability of quality breeding stock of exotic fishes, lack of professional training in breeding and seed production, lack of training in handling and packing, poor marketing strategies, restriction on the marketing of marine fishes and invertebrates and lack of incentives. To enhance ornamental fish exports from India, the prime requisite is to analyse the order in which these constraints were considered to be severe by the marketers. The study suggested that in the case of the exporters of the metropolitan cities, lack of flight facilities, the highest mean score was obtained by the high cargo rates followed by tough export procedures and difficulty in consignment filling respectively.

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