



## A STUDY ON THE RATIONALE DRIVING EDUCATED PEOPLE TOWARDS CHOOSING AQUA FARMING AS THEIR NEW BUSINESS, WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT IN KERALA

Arjun Mohan<sup>1</sup> and Dr. Mathew Jose K.<sup>2</sup>

<sup>1</sup>Research Scholar , Bharathiar University, Coimbatore, Tamil Nadu .

<sup>2</sup>Associate Professor (Retd.) , S.H. College Thevara , Cochin, Kerala.

### ABSTRACT :

India is an agriculture based country. The major portion of Indian economy is dependent on the agriculture sector. In the agriculture sector, farming plays an important role. There are lots of sub divisions in the farming sector. And one of the new trends in the farming sector is aqua farming. People are motivated to start aqua farming because of its profitability and low cost. Now-a-days, lots of highly qualified people are ready to start aqua farms as their new business and they adopt new techniques to make it profitable. This paper tries to identify why the educated people are ready to start aqua culture, and the problems faced by them.

**KEYWORDS :** Aqua farming, Educated people, Motivational Factor Capital, Risk.

### INTRODUCTION:

Kerala, being blessed with numerous water bodies, has made use of traditional methods of fish culture as a source of income generation since ancient times. During those times only a certain group of people, ventured into this field and used it as a means of supplementing their income. The paltry sum that they received from fish cultivation, held sustain their lives. Once, carried out only in the coastal area, fish culture, with passing of time, turned into fish cultivation, with active fish cultivation, the production of fish saw the kind of growth that was unprecedented and unforeseen. Fish culture extended its reach from mere enclosures for fish and shrimp culture to state of the art ponds for farming fish.

It was only after 2010 that fish farming made its presence felt in the inland area of the state, away from the traditional coastal area. In its early stage of development in the inland area. The paddy fields and local ponds were mainly used for fish cultivation. The process was carried out by the farmers of the area. Initiated purely on an experimental basis, fish cultivation grew in popularity, as the boost in income led farmers to realize the income generating potential of fish culture. Increased commercialization also increased the profit from this sector. Unexpected returns of investment led the educated unemployed to be attracted to this sector. Their forward thinking outlook, when combined with modern scientific and technological method, made fish cultivation a low-cost-high-yield venture.

The youth of Kerala is aware of the potential of fish cultivation and are actively making use of it. It is even more heartening to note that a majority of those turning to this sector are educated. Fish cultivation gives the educated youth an opportunity to reap profit within the confines of space and capital, without the tensions that accompanies a white collar job.



### SCOPE OF THE STUDY

What attracts the educated youth of the state towards this sector and why they think that this could be a profitable venture are some of the major concerns of the study. This study is limited to the Ernakulam district of Kerala.

### OBJECTIVES OF THE STUDY

- To study the motivational factors of educated people in Ernakulam District to adopt aqua farming as a business.
- To study the investment pattern of educated people to start aqua farming.

### SIGNIFICANCE OF THE STUDY

This study will be helpful for the youth in Kerala to start aqua farms as a big budget business. It will also be helpful to give a general awareness to those who are ready to start aqua farms.

### METHODOLOGY

#### Primary data

- The data has been collected from 50 young entrepreneurs in Ernakulam district in Kerala. The data was collected by providing questionnaires to the educated youngsters who have aqua farms.

#### Secondary data

- The secondary data has been collected from different books, magazines and internet websites.

#### Sampling procedure

- Convenient sampling is adopted for this study. Often, respondents are selected because they happen to be in the right place at the right time.

### LIMITATIONS OF THE STUDY

- Samples consist of respondents in Ernakulam district only.
- The sample drawn for the survey does not cover the entire district.
- The result of the study cannot be used to make a general conclusion on the topic.

### TESTING OF HYPOTHESIS

To test the hypothesis, the researcher has used the chi-square test.

$H_0$ : there is no significant relationship between sources of capital and level of investment

#### SOURCES OF CAPITAL INFLUENCING INVESTMENT LEVEL

Source of Capital	Investment level				Total
	1-3 lakhs	3-5 lakhs	5-7 lakhs	Above 7 lakhs	
Loan from bank	2 (1.6)	3 (5.6)	5 (2.2)	0 (0.6)	10
Personal saving	3 (4.8)	20 (16.8)	4 (6.6)	3 (1.8)	30
From investor/relatives/friends	3 (1.6)	5 (5.6)	2 (2.2)	0 (0.6)	10
Other sources	0 (0)	0 (0)	0 (0)	0 (0)	0
Total	8	28	11	3	50

Source: Primary Data

$$\chi^2 = 10.49$$

Table value = 16.9

As the calculated Chi-square value (10.49) is lesser than table value (16.9), at 5% level of significance for 9 degree of freedom, the hypothesis is accepted. It could be concluded that the association between source of capital and investment level is not significant.

### TESTING OF HYPOTHESIS

To test the hypothesis, the researcher has used the chi-square test.

H<sub>0</sub>2: there is no significant relationship between gender and motivational factor.

#### GENDER VS MOTIVATIONAL FACTORS

Motivational Factor	Gender		Total
	Male	Female	
Few entry barriers compared to other business	8 (8.58)	3(2.42)	11
Interest in this sector	8(9.36)	4(2.64)	12
Self-employment opportunities	17(15.6)	3(4.4)	20
Born in farming family	6(5.46)	1(1.54)	7
Total	39	11	50

Source: Primary Data

$\chi^2=1.9$

Table value = 7.81

As the calculated chi-square value (1.9) is lesser than table value (7.81) at 5% level of significance for 3 degree of freedom, the hypothesis is accepted. It can be concluded that there is no significant relationship between gender and motivational factors to start up the business.

### TESTING OF HYPOTHESIS

The researcher has also analyzed the influence of profitability and risk on investment level.

H<sub>0</sub>3: There is no significant relationship between profitability and risk with investment.

#### PROFITABILITY AND RISK WITH INVESTMENT

TYPE OF INVESTMENT	PROFITABILITY AND RISK LEVEL BUSINESS		TOTAL
	YES	NO	
1-3 Lakh	3(3.2)	1(0.8)	4
3-5 Lakh	3(2.4)	0(0.6)	3
5-7 Lakh	23(20.8)	3(5.2)	17
Above 7 Lakh	11(13.6)	6(3.4)	17
TOTAL	40	10	50

Source: Primary Data

$\chi^2= 4.46$

Table value = 7.81

From the above table it can be analyzed that there is no relationship between investment as well as profitability and risk as the calculated chi-square value is less than table value of 3 degree of freedom at 5% level of significance.

### TESTING OF HYPOTHESIS

The researcher has analysed the association between type of family and selection of aqua culture enterprise.

H<sub>0</sub>4: There is no significant relationship between type of family and selection of aqua culture enterprise.

**SELECTION OF AQUA CULTURE BUSINESS INFLUENCING TYPE OF FAMILY**

SELECTION OF AQUA BUSINESS	TYPE OF FAMILY		TOTAL
	NUCLEAR	JOINT	
Food fish production	2(3.5)	3(1.5)	5
Fee fishing	23(18.9)	4(8.1)	27
Ornamental fish production	3(5.6)	5(2.4)	8
Cage fish farming	5(5.6)	3(2.4)	8
Others	2(1.4)	0(0.6)	2
Total	35	15	50

Source: Primary Data

$$\chi^2=10.202$$

Table value = 9.49

It is quite evident that there is relationship between selection of aqua culture business and type of family as calculated chi square value is greater than table value at 5% level of significance for 4 degree of freedom.

**TESTING OF HYPOTHESIS**

To test the hypothesis, chi-square test was used for the study.

H<sub>0</sub>: There is no significant relationship between educational qualification and motivational factor.

**EDUCATIONAL QUALIFICATION VS MOTIVATIONAL FACTORS**

Educational Qualification	Motivational Factors				Total
	Few entry barriers compared to other business	Interest in this sector	Self employment opportunities	Born in faming family	
UG	1(2.4)	2(3.3)	10(8.1)	2(1.2)	15
PG	5(4)	5(5.5)	15(13.5)	0(2)	25
Professional Degree	2(1.28)	4(1.76)	2(4.32)	0(0.64)	8
Others	0(0.32)	0(0.44)	0(1.08)	2(0.16)	2
Total	8	11	27	4	50

Source: Primary Data

$$\chi^2= 32.913$$

Table Value = 16.9

Since calculated chi-square value is more than table value, there is enough evidence to reject the null hypothesis. Thus null hypothesis is rejected and it can be concluded that there is relationship between educational qualification and motivational factors.

**FINDINGS**

There is no relation between the source of capital and level of investment.

There is no relation between gender and motivational factors to start up the business.

There is no relation between investment as well as profitability and risk

There is relation between selection of aqua culture business and type of family

There is relation between educational qualification and motivational factors.

**SUGGESTIONS**

There are lots of highly qualified women who are unable to work because they are more concerned about taking care of their family. If the government provides more financial assistance to the female entrepreneurs they will be highly motivated to start the aqua culture farms.

In aqua culture there is a high chance for losses, if the entrepreneurs invest high amount of capital to the business and it became a loss that will be a burden for them. For helping them the authorities must form a policy for compensating these losses. It will be a boost to the aqua farming sector if the government grants subsidies for the use of innovative methods in this sector.

**CONCLUSION**

In Ernakulam there are lots of highly qualified youth who are motivated to start aqua culture. It is because it is a highly profitable business. But the chance of loss is also high. And it is identified that there are lots of people who are not aware of it. If the authorities provide adequate awareness to the people who are going to start this business, then it will be more useful for them. Their wings will up lift the Indian economy to a great level.

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