V SEMESTER
Course No.:12 - Extension, Economics & Marketing
credits :3

Course outcomes:

1.Gain Knowledge of basic concepts of economics with reference to fisheries and various factors influencing the fishery products price.
2. Know about fisheries marketing, methods of economic analysis of business organizations and preparation of project and project appraisal.
3.To know about application of economic principles to aquaculture operations.
4.Get the broad knowledge of scope and objectives, principles of fisheries extension.
5. Understand the importance of transfer technology of ICAR programmes and training at DAATT Centers and their role in education of aqua farmers through print and electronic media.

SYLLABUS

UNIT – 1 Introduction

1-1 Meaning and scope of economics with reference to fisheries
1-2 Basic concepts of economics – goods, services, wants and utility, demand and supply, value price, market demand and individual demand, elasticity of demand.
1-3 Theory of production, production function in fisheries
1-4 Various factors influencing the fishery product's price

UNIT – I1 Fisheries marketing

2-1 Basic marketing functions, consumer behavior and demand, fishery market survey and test marketing a product
2-2 Fish marketing – prices and price determination of fishes
2-3 Marketing institutions- primary(producer fishermen, fishermen cooperatives, and fisheries corporations) and secondary (merchant/agent/speculative middlemen)
2-4 Preparation of project and project appraisal

UNIT-III Fisheries economics

3-1 Aquaculture economics- application of economics principles to aquaculture operations
3-2 Cost and earnings of aquaculture systems – carp culture, shrimp farming systems, hatcheries, Cost and earnings of fishing units and freezing plants
3-3 Socio-economic conditions of fishermen in Andhra Pradesh, Role of Matsyafed and NABARD in uplifting fishermen's conditions, fishermen cooperatives
3-4 Contribution of fisheries to the national economy

UNIT-IV Fisheries extension

4-1 Fisheries extension – scope and objectives, principles and features of fisheries extension education
4.2 Fisheries extension methods and rural development
4-3 Adoption and diffusion of innovations

UNIT-V Transfer of technology

5-1 ICAR programs – salient features of ORP, NDS, LLP, IRDP, ITDA, KVK, FFDA, FCS, FTI, TRYSEM
5-2 Training – meaning, training vs. education and teaching
5-3 DAATT centres and their role in tot programs, video conferencing, education of farmers through print and electronic media

V SEMESTER

Course No.: 12 - Extension, Economics & Marketing

credits :1

1. Basic marketing functions

2.Prices and price determination of fishes

3. Fisheries extension

4. Education of Fish farmers

5. Field notes and necessary inputs –should be focused in the practicals

Prescribed Books:

1. Adivi Reddy sv 1997. An introduction to extension education. Oxford & IBH Co.Pvt. Ltd. New Delhi 2. Jayaraman R 1996. Fisheries Economics. Tamilnadu Veterinary and Animal Science University. Tuticorn

3. Subba Rao N 1986. Economics of Fisheries. Daya publishing house, Delhi

References:

1. Dewwett KK and Varma JD 1993. Elementary economic theory. S.chand, New Delhi

2. Korakandy R 1996. Economics of Fisheries Mangement. Daya Publishing House, Delhi

3. Tripathi SD 1992. Aquaculture Economics. Asian Fisheries Society, Mangalore.