PREFACE

The pivotal role of inland fish farming in propelling the Indian economy in general and rural economy in particular is now widely recognised. The concerted effort of the Central Government and State Governments for the improvement of this sector by providing financial, technical and infrastructural assistance to the potential fish farmers has resulted in setting the development process of the country in motion. The contribution of this sector in earning foreign money, in thriving the economic condition of indigent people and in supplying nutritive foods at reasonable prices is noteworthy.

In view of the above, the study is very much relevant in the context of present-economic scenario persisting in India. However, in the study, much stress has been laid on the decision making abilities of the fish farmers, as success of the venture mostly depends on the quality of the decision taken by the respective fish farmer. Decision-making is one of the important functions of the fish farmers which starts right from the decision to commit funds in leased water reservoirs. Here decision making is important from the standpoint of the fact that different fish farmers, having the same objectives and working under the same environmental and market conditions, make different decisions, which, in its turn, lead to actuate differential levels of success. These differences may be attributed to the differences in their personality make-up which ultimately yields the perceptual differences...
and generates differentiation in information-acquisition and information-processing abilities.

In pursuit of the above, the study has made an attempt to explore the influence of psycho-social factors on the decision-making process of the fish farmers engaged in inland fish farming. In the process, attempt has also been made to ascertain the degree of contribution of significant influencing factors for the same.

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