

# Impact of Television Advertisements on Growth of Entrepreneur in Nagapattinam Block

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**Abstract-** The main aim of this paper to know about the various types of services rendered by shrimp industry and study the coastal area people opinion about the shrimp culture to measure the problems faced by coastal area people due to shrimp industry and Find out the causes for dissatisfaction and give suggestion

## I. INTRODUCTION

The term environment is an aggregate of all the external conditions of the world which affect life, survival and development of an organism. Issues relating to environment have gained importance around the world cannot be side tracked as they directly affect the very survival of human being along with all other forms of life. Coastal line in the country coastal aqua culture has been recognized as a vital source, to supply to supply the new trial requirement of growing population and whole society. The effect of competition many aqua culture industries concentrate their aim to produce more shrimps. But they do not worry about the problem faced by the coastal people and how it is affect the bio-diversity. The main objective of this thesis going to analyses several problems faced by coastal area people due to aqua culture in Nagapattinam town.

## II. METHODOLOGY

In this study the researcher applied case study method. To study the problem faced by affected people in Nagapattinam town. Random sampling method was applied 50 number of sample were selected and the information being collected. The collected information analyzed by using statistical techniques some data are collected website. The information presented here are form primary data.

**2.1Data Analysis:** In Nagapattinam town people living in coastal areas many problems due to shrimp culture. Here same of the problems given below.

In this study the researcher using convenient random sampling technique for measuring various problem faced by Nagapattinam people due to shrimp culture.

**Table 2.1 Classification of Respondent by Sex:**

Sex	Number of Respondents	Percentage
Male	25	50
Female	25	50
Total	50	100

**Table - 2.2 Classifications of Respondents by Age**

The following table explain the occupation sample of customers in Nagapattinam Town.

Age	No. of Respondent	Percentage
18-28	15	30
29-38	10	20
39-48	10	20
49-58	10	20
Above 59	5	10
Total	50	100

The above clearly shows out of 50% respondent 30% of belongs to 18-28, 20% of belongs to 29-38, 20% belongs to 39-48, 20% of belongs to 49-58 and 10% of belongs to above.

**Table – 2.3: Educational Qualification:**

The following table analyses the education status of sample respondents in Nagapattinam Town.

Educational qualification	No. of respondents	Percentage
Male	--	--
School	20	40
College	10	20
Professional	11	22
Other	9	18
Total	50	100

The table shows the educational status of respondent it noted that 40% of School level 20% of has College level 22% of them Professional level 18% of have others.

**Table-2.4 Occupation of Sample Customers:**

In this table their research analysis the occupation of sample of customers in Nagapattinam.

Particulars	No. of Respondents	Percentage
Former	20	40
Govt., employee	5	10
Professional	5	10
Private employee	5	10
Business Man	15	30
Others	--	--
<b>Total</b>	<b>50</b>	<b>100</b>

The table shows that agriculture, business people dominate in sample.

## 2.2 Opinion of People Drinking Water and Ground Water:

In this table the research analyse how the shrimp industries affected drinking water and ground water in Nagapattinam Town.

Table – 2.5

Particulars	No. of Respondent	Percentage
Affected	30	60
Non-Affected	20	40
<b>Total</b>	<b>50</b>	<b>100</b>

This table shows that opinion of people regarding shrimp industries. we concluded that 60% of the respondents are affected and 40% of the respondents are non-affected.

## 2.3 Agriculture Lands Become Salinization

In this table the research analysis the opinion of people about agriculture lands became salinization

Table – 2.6

Particulars	No. of Respondent	Percentage
Affected	40	80
Non-Affected	10	20
<b>Total</b>	<b>50</b>	<b>100</b>

In this table shows that regarding agriculture lands became Salinization by shrimp industries in Nagapattinam Town. We conclude chat 80% of them affected and 20% of them are non-affected.

## 2.4 Destroyed Green Plants

In this table the research a analyze opinion about how the shrimp industries destroyed green plants.

Table – 2.7

Particulars	No. of Respondent	Percentage
Affected	30	60
Non-Affected	20	40
<b>Total</b>	<b>50</b>	<b>100</b>

In this table shows that regarding 60% of them affected and 40% of them non-affected.

## Increased Health Related Problem

In this table research analys the opinion about increased health related problem by shrimp industries.

Table-2.8

Particulars	No. of Respondent	Percentage
Affected	35	70
Non-Affected	15	30
<b>Total</b>	<b>50</b>	<b>100</b>

## 2.5 Less Fish Catch

Table-2.9: In this table the research analyze the opinion about less fish catch

Particulars	No. of Respondents	Percentage
Affected	30	60
Non-Affected	20	40
<b>Total</b>	<b>50</b>	<b>100</b>

## III. FINDING

Aquaculture is the culture of organism including fish, mollusks, crustaceans and aquatic plants. It involves some forms of intervention in the rearing process to enhance production here we conclude some of the intervention credited by shrimp industries in live hood Nagapattinam town.

1. Among 50 sample of respondent 50% them are male and 50% of female we find out 40% of the respondent are school level and 20% respondent are degree holder 22% of them are at professional level. In study about the occupation status of the sample of respondent agriculture form as in dominate sample
2. In study about the opinion of people regarding how the industry affected the drinking water facility 60% of them are felt that shrimp industry definitely affect the group water and drinking water. In study the

opinion of people agriculture land become salinization 80% of them respondent are satisfied with opinion

3. Among 50 sample of respondent 60% of them given their opinion. The shrimp industries destroyed green plants.
4. Among 50 sample of respondents 70% of them convenient there opinion the industries definitely increased the health related problem like asthma. Cancer and pollution in Nagapattinam town.
5. In study about opinion of less fish catch among 50% sample of respondent conveyed their opinion less fish catch in sea water due to shrimp industries
6. In order to avoid health related problem and pollution the shrimp industry want to be started in remote areas in necessary

#### IV. CONCLUSION

Industries are one of the most profits gaining export industry in Tamil Nadu. Shrimp disease is an import factor affecting ponds and agriculture lands and lands water. For rectifying these problem treatment and recovery treatment system and water management is essential for shrimp culture. Further the researches.