tal applications and thus have attracted various groups actively engaged in molecular characterization and bioengineering studies. Melanosis which considered as a poor quality indicator in post mortem shrimp maintenance can be effectively utilized for bacterial isolation with multi-functional utilities

References

1. Amonette JE, Kim J & Russel CK (2004) Enhancement of soil carbon sequestration: A catalyic approach. Am Chem Soc Div Fuel cem 49(1): 366-367.

2. Cédric Le Bris, Benoit Cudennec, Pascal Dhulster, Djamel Drider, Guillaume Duflos, and Thierry Grard (2016)"Melanosis in Penaeus monodon: Involvement of the Laccase-like Activity of Hemocyanin"*Journal of Agricultural and Food Chemistry 64* (3), 663-670

3. https://sciencebusiness.net/news/68164/EMPA%3A-Bacterial-tyrosinase-for-biomaterials: EMPA , Technology offer, Bacterial Tyrosinase for Biomaterials

4. kafilzadeh F. Farhangdoost MA. Taher Y (2010) Isolation and identification of phenol degrading bacteria from lake parishan and their growth kinetic assay. Afr J Biotechnol (40):6721–6726

5. Nirmal, Nilesh & Benjakul, Soottawat. (2009). Melanosis and Quality Changes of Pacific White Shrimp (Litopenaeus vannamei) Treated with Catechin during Iced Storage. Journal of agricultural and food chemistry. 57. 3578-86.

Stakeholders feasibility analysis: A tool for successful entrepreneurship in fisheries

Jeyya Jeyanthi Pe. and Mohanty A.K.

ICAR- Central Institute of Fisheries Technology, Matsyapuri-P.O., Kochi-29

Corresponding author : tvjeyanthi@gmail.com

Stakeholders interest and attitude determines the success and failure of any enterprise. Hence, it is often treated predominant to examine the feasibility of stakeholders' during early stages of enterprise development. Stakeholders' feasibility analysis is the process of collecting and analyzing data prior to the new business start-up, and then using knowledge thus gained to formulate the business plan itself (Castrogiovanni, 1996). At the pre start-up phase, usually attempt is made to identify the potential stakeholders, which produce often unsatisfactory results due to lack of systematic approach while identifying the stakeholders.

An attempt was made using systematic method to assess the stakeholder feasibility towards establishing fish based enterprise at Kadamakkudy village, Ernakulam, Kerala with emphasis on identification and determination of stakeholders. The stakeholders' viz., end users and service providers were contacted for the study. The determination of stakeholders (service providers) was looked into as per Salience model using three attributes viz., power, legitimacy and urgency (Currie et al., 2009). A customized overall stakeholders feasibility index (OSFI) was developed for assessing the level of stakeholders' feasibility (end users).

Stakeholders' determination matrix

The criteria used for classifying the stakeholders were based on the possession of three attributes viz., power, legitimacy and urgency. Power is the 'extent of which one can gain access through coercive and normative means'; Legitimacy is that 'action is desirable within the prevailing social system'; urgency extents 'the degree of which the stakeholders require attention'. According to the Salience model, non-stakeholders are those who are not holding any attribute at the particular point of time. The stakeholders holding any one of the attributes are determined as dormant (power only), discretionary (legitimacy only) and demanding (urgency only). There were classified as latent stakeholders. Similarly, stakeholders holding any two of the attributes were classified as dominant (power and legitimacy), dangerous (power and urgency) and dependent (legitimacy and urgency). These three stakeholders were categorized into broad category called expectant stakeholders. The stakeholders who are holding all the three attributes and influence the business start up are classified as definitive stakeholders. Those who are not holding any attributes are known as disinterested stakeholders. The stakeholders' determination matrix shows the degree of interest of stakeholders and their capacity to support the fish based enterprise at the selected locality in the long run (Table 1).

	POWER	LEGITIMACY	URGENCY	TYPOLOGY
Latent Stakeholders		✓		Discretionary stakeholder
			✓	Demanding stakeholder
			✓	Demanding stakeholder
Expectant Stakeholders	✓	✓		Dominant stakeholder
	✓		✓	Dangerous stakeholder
		✓	✓	Dependent stakeholder
Definitive Stakeholders	✓	✓	✓	Definitive stakeholder
	✓	✓	✓	Definitive stakeholder
	✓	✓	✓	Definitive stakeholder
	✓	✓	✓	Definitive stakeholder

Table 1.Determination of stakeholders using Salience model of feasibility analysis

The service providers in the study village revealed that there is variation in determining stakeholders using the attributes. For establishing fish based enterprise, end-users (EU) and Self Help Groups (SHGs) were classified as demanding stakeholders. End users, Self Help Groups (SHGs), were the latent stakeholders. While local self government (village panchayat), activist groups and Co-operative Societies were classified as expectant stakeholders. Four stakeholders viz., Village Higher Secondary School (VHSS), Parents Teachers Association (PTA), Society for Assistance to Fisherwomen (SAF) and Indian Council of Agricultural Research (ICAR) research institute are the definitive stakeholders because of their predominant role in starting and executing the fish based enterprises starting from pre-start up to till implementation and follow-up.

Estimation of stakeholders feasibility index

Other than service providers, the end users stakeholders feasibility was estimated using five dimensions viz., resource availability, technol-

ogy support, financial assistance, information source and extension network. Likert scale was followed to measure the attitude or opinions of different stakeholders in a 5-point continuum. The customised index for overall stakeholder feasibility index (OSFI) showed that the overall stakeholders feasibility index was satisfactory for establishing fish based enterprises. Among other dimensions, technology support, extension network and information source valued high but only two dimensions, technology support and extension network were found significant in estimating stakeholders feasibility.

References

Castrogiovanni, G. (1996) Pre-Start up Planning and the Survival of New Small Businesses: Theoretical Linkages, Journal of Management, 22: 801–822.

Currie,R.R., Seaton,S. and Wesley, F. (2009) Determining stakeholders for feasibility analysis, Annals of Tourism Research, 36(1): 41–63