COST EFFECTIVE MECHANISMS FOR MOBILIZING THE YOUTHS FOR FISH PRODUCTION AND MARKETING IN NIGER DELTA REGION OF NIGERIA

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ABSTRACT

The study was carried out to identify the cost effective mechanisms for mobilizing the youths in the Niger Delta region of Nigeria for fish production and marketing. Three research purposes guided the study. The study adopted descriptive survey research design. The population for the study comprised of 400 youths in the region. The instrument for data collection was structured questionnaire. Each item in the questionnaire was assigned four response options of Strongly Agree (SA=4), Agree (A=3), Disagree (D=2) and Strongly Disagree (SD=1). Three lecturers from the Department of Vocational Teachers Education University of Nigeria, Nsukka validated the questionnaire. The reliability of the questionnaire items was established using Cronbach method and a co-efficient of 0.71 was obtained. The researchers administered copies of the questionnaire to the respondents with the help of research assistants. Criterion mean value of 2.50 was used for decision making. The study found out nine and ten cost effective approaches for mobilizing the youths for fish production and marketing, respectively, and recommended that the identified strategies should be taught to the youths and adopted by relevant government and non-governmental organizations, especially those in the Niger Delta region of Nigeria.

Keywords: Production, Marketing, Cost-effective mechanism, Fish Farming.

JEL Index Classifications: D51, E20-29, M31.