

# PROBLEMS OF FISH MARKETING IN THE COASTAL AREAS OF NAGAPATTINAM DISTRICT

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## Abstract

Fish exhibit greater species diversity than any other group of vertebrates, fish are an important resource for human worldwide, especially as food which benefit human beings in more than one way. Fishes are more common and widely distributed in all parts of the world. The species may be different, the quality and quantity may vary but are they used by man everywhere. Fish is a general term used for all types of aquatic forms including prawns, shellfish, lobsters and true fishes. Fish has been one of the main sources of animal protein for human beings. Present study was conducted to find out the existing fishing and marketing system in Nagapattinam District. The highest 49 % of the fishermen belonged to the age category of 30 to 45 years and lowest 7 % belonged to 60 to 75 years one third of the fishermen (33 %) were illiterate. The fishermen sold to the Wholesalers, Retailers and Consumers. This paper attempted to study the Problems of Marine fish marketing of coastal areas in Nagapattinam District, in Tamilnadu.

## Introduction

A Fish market is a Market place used for marketing of fish products. It can be dedicated to wholesale trade between fisherman and fish merchants or to the sale of seafood to individual consumers or to both retail fish markets, a type of wet market, often sell street food as well as. A fish is an animal which lives and breathes in water. All fish are vertebrates (have a backbone) and most breathe through gills and have fins and scales. Fish make up about half of all known vertebrate species. A combination of the number of fins and their characteristics, scale counts, general features, color, maximum length and distribution are used. Difference between male and female fish – In some species the male and female have differently shaped bodies or different coloring in other species there is no visible difference.

Indian Fisheries are an important component of the global fisheries and the sector has been recognized as a powerful income and employment generator. It is also a source of cheap and nutritious food. The sector's contributions to foreign exchange earnings are substantial and the earnings constitute 1.4 percent of the GDP. More than 6 million fishermen in the country depend on fisheries for their livelihood. The country with a long coastline of 8118 Km, has an Exclusive Economic zone (EEZ) extending to 2.02 million Sq.Km.-0.86 million Sq.Km on the West Coast, 0.56 million Sq.Km. on the East Coast and 0.60 million Sq.Km. around the Andaman and Nicobar Islands- which is highly suitable for developing capture fisheries.. India has also acquired the responsibility to conserve, develop and optimally exploit the living marine resources within this area.

## Statement of the Problem:

Fish marketing system in the coastal areas of Nagapattinam District, Tamil Nadu has been slowly transforming the facilities like transportation, communication, storage, preservation and processing. The fishery industries address numerous problems like climate changes, marketing problems, and fishing problems between the boundary lines of the countries. The other problems like availability of fishes, seasonal demand, and pricing of methods. Fish is one of the important food items of human beings and it constitutes more amount nutrient. With the help of seafood, numerous number medicine and health tonic is manufactured, it also most important one physical development of human beings. But, the other end, there is big problem and issues in fishing industries like quality, packing and cleanliness.

## Objectives of the Study

The following are the important objectives of the present study.

- To study the Socio-economic conditions of fisher folk.
- To analysis the various issues and problem faced by the fishermen.
- To identify the marketing problems of fishing industry in the study area.

## Age of the Fishermen in Fishing

The total were grouped in to four categories in accordance with their age, the first category was 15 to 30 years, second one was 31 to 45 years, third one was 46 to 60 years and fourth on was 61 above of the study area.

## Educational Qualification

Education is a vital factor to gear up the development of any society and nation. Study on education level of fishermen was conducted in selected area that 33 percent were illiterate, 46 percent were educated up to primary level and 21 percent were educated up to secondary level. No fishermen were found educated above secondary level. It is observed that one third of fishermen 33 percent were illiterate due to low income and involvement in fishing from the childhood. According to Indian Department of India (2011) the rate of literacy is 74 percent in our country. The illiterate fishermen cannot easily adopt the new techniques as the literate ones.

## Income of Fishermen

The fishermen had average month income range from Rs 2001 and 3000 and the second majority of the fishermen had ranging from the 3001 to 4000 so income of fishermen is not sufficient for leading the life in a bit improve condition for the fishermen in the present day.

## Marketing Problems

### Lack of Capital:

Indian fishermen is very poor, the fishermen using the old technology for catching marine and inland fishing but due to the adoption of the new economic policy (NEP) since entre in to the foreign companies are catching and exploiting tremendous fish from the ocean. After the New Economics Policy are using modern equipments, technology like mechanized boats, nets, purse nets, modern storage facilities, deep refrigeration, walky-talky, mobile, satellite system, GPRS Technology, monitoring fish

used on fish availability in ocean etc., but the poor marketing of fish on fishermen. The fish marketing area cannot use modern technology (warehousing, building, safety of fishermen). Therefore the Government provide the low rate of interest on credit or loan (short-term, medium and long-term loan) including (subsidy) to poor fishermen through various government and non-government agencies. To help full the fishermen financial and non-financial development to the society. The government using the fisheries cooperatives are getting credit from various agencies from state and central governments, but the credit is insufficient and with high rate of interest.

### **Lack of proper storage Facilities:**

Fish is an eatable food. It is clearly that fish is highly perishable goods, the fisher men can catch enough quantity of fish but due it lack of storage facilities and processing facilities they are compelled to sell it immediately in the near market the fisherman catching the fish sometimes above 6 hours on near to market place.

The storage of catching fish, Ice is very important commodity for preservation of fish but there is lock of enough ice factories at coastal areas. The reason for due to lack of fresh water, limitation on the ice factors. In the study, it is found that out of the total marketing cost of fish 10% Cost is incurred in ice.

### **Non-awareness of equipment and technical knowledge.**

The Indian fisheries for the coastal and deep fishing, it is necessary to use very advanced and modern equipments are also crude and primitive in some parts of coastal areas, Now a-day financial rich fishermen are using the modern or new technology and trawlers and boats as well as nets, but the proportion of this is very limited with poor in inland country.

### **Non-proper transport facilities:**

This is a basic and important factor in fishermen marketing to the fish. A study areas in Nagapattinam District in 6 Taluk in Marine fish catching and market in several in retail, whole marketing n the study area. Fish marketing centre out of the 15 to 30 k/m is distance. The retailer, whole sellers mostly send on fish transfer one place to another place Government busses, private busses, auto, wen etc., The fish should get remunerative price and it is necessary to transportation. The transporting the fish in availability of low rate of transport are limited for the reason roads are not well constructed that reached up to the landing centre the seller sometimes the cost of transport is very high so the price of fish remains very low affected to loss to the fishermen.

### **Calamities Changes:**

The natural is playing very big (or) very important role in fishing industry. Fishing environment will be changed due to Tsunami, monsoon, strong trade winds and cyclones etc., This makes to catching fishing is very difficult and risky especially in certain months during June to September in western part of India.

### **Low Plankton Content:**

Plankton is a major fish food in the sea water but due to increasing the temperature in sea water the growth of plankton going downwards in sea water and their blocks is also try to prevent. Insufficient plankton food has affected the growth of sea fish. Therefore fishermen catching of fish are decreasing in year by after year.

**Problem of Social and Religious Values:**

Due to social and religious values and prejudices there are number of people was unfavorable opinion formed in advance of knowing the full facts the coastal and outside the coastal area. The people are not of eating fish and fish product during certain months in a year. This tendency is affecting the entire seafood marketing.

**Insufficient Marketing Facilities:**

A Study of Nagapattinam district 20 fish marketing place, the fish procurement from the member or non-member are properly arranged, at the sometime the Government regarding (societies) have not made any arrangement regarding the collection, grading of the fish. The fish was sold through private traders, middlemen, wholesaler, and retailer so that the fishermen are getting low price and low income earned for fish marketing.

**In-Sufficient transport facilities:**

. The fishermen spent on more cost in transport to fish into the market place. Transport cost is affected to profit of the fishermen the fish shout get remunerative price and it is necessary to transport fish in internal parts of the country. This study area in coastal district the availability of fish is more so low rate of fish and cheap. It means transports are limited. Road are not well constructed that reached up to the landing market centers so limited portion of marine catch goes to fish coastal area to market centre in physical affected on health the result is not the price of fish remains very low, which results into loss to the fishermen.

**Lack of enough infrastructural facilities:**

Coastal district in the study area many fishermen are facing this problem seriously. There is lack of proper and enough landing centers, roads, transport facilities, market yards, water, ice supply, electricity, storage, processing, canning facilities and rest room etc.,

**Delay for Financial assistance:**

The Government and Financial Institutions are extending financial assistance to fishermen not in correct time. The fishing community totally affected for other reasons like diesel subsidy, loan, loan subsidy, subsidy for boat, building, net and non fish catching period provide the subsidy (45 days) during fish growth period. This are all affecters affected the fishermen to stop the fish catching so fishermen non income earned this situation exists in boat building and net making business activities also so fish price was increased but fishermen life affected on low income or no income.

## Suggestions

- ✓ The Government provides the subsidy like nets, equipment, training for helpful to fishermen increasing fish catching to the fishermen.
- ✓ Fish is an eatable food and it is very perishable goods, storage is warehouse is very important so construction on new buildings on warehouse.
- ✓ The Government encourages the fishermen to provide the training. The transportation facilities on road way and bus, van services the fishermen easy to market on fishermen.
- ✓ Fisher folks and aquaculturalists are producing fish products for domestic consumption as well as export. The small scale, family household fisheries model was suitable at the early stage of the sector's development, but it may not be suitable with processing fisheries industrialization and modernization. Moreover, fish product specialization was rather low, especially in the fishing sector. Only small portions of the producers are specialists (e.g. shrimp farming, squid or ocean tuna catching).

## Conclusion:

Fishing industries play an important role of economic development our country as well as it is a main income generation and livelihood fisherman. The fishermen are directly involved in fishing and marketing activities but their existing fishing method and marketing activities are not enough structured to carry out the sustainable fisheries development. It has been seen in the above result that most of the gears are being illegally used by fishermen and most of the species are caught illegally throughout the year. Catching under size fish should be stopped through increasing awareness among the fishermen. The Government should supply healthy fish fry to the open water prior to the rainy season. The marketing channel should be developed by Government interferences, so that the fishermen obtain their actual price of their products. There are no strict rules and regulations as well as awareness among the people in the study area. The Government should provide loan to the fishermen and established strict rules and regulations for developing the existing fishing and marketing channel practiced by fishermen.

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