

# Assessment on Parbhani (District, Parbhani) Fish Marketing System, Maharashtra

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## ABSTRACT

In the present work attempts were made to assess the Parbhani fish market system, trades, fish species sold, demand of species, prices, consumer preferences were studied. There are about 14 fish shops and more than 20 fish species and some non fish organism were found.

*Catla catla* having more consumer preference in Indian major carp, then wild species like *Channa* species (Murrels), *Mastacembelus armatus* (Bam), *Tilapia mossambica* (Tilapia), more demand than culturable species. Wild species more demand than their availability. It is also found that inadequate infrastructure and facilities like fish storage, drinking water, unhygienic condition.

**Key words** – Fish market, traders, consumers, tilapia, Indian major carps.

## Introduction

Parbhani is a city in Maharashtra state of India. It is the administrative headquarters of Parbhani District. Is the fourth largest city in Marathwada region of Maharashtra. Around 200 kilometres away from regional headquarters of Aurangabad and 491 km away from the state capital Mumbai. Parbhani district lies between 18.45 and 20.10 North Latitudes and 76.13 and 77.39 East Longitude. Climate is tropical.

Water resources the main river in the district is Godavari river, other rivers are Purna and Dudhana which are tributaries of Godavari. Major dams in Parbhani district are Yeldari dam which is on Purna river, Lower Dudhana dam is on Dudhana river, Mudgal barrage on Godavari river, Masoli Dam on Masoli river, and Karpara Dam on Karpara river. Economy of Parbhani is largely depended on agriculture, and agribusiness. Marketing plays a crucial role in economic development as it stimulates production, controls fluctuations in price levels and reduces cost of production. A well organized marketing system is most important for the growth of any economic enterprise. Fish being perishable, the problem is more acute. There is practically no definite structure of fish markets in the country

(Pandey, et. al., 1984). Fish markets and the marketing system throughout the country suffer from several problems and constraints.

Parbahni fish market was established in 1982, located in Janta Bazaar. The fish market activity is controlled by Parbhani local government.

Fish passes through several intermediaries from the landing centre or fish pond to the consumer. The intermediaries are involved in providing services of head loading, processing, preservation, packing and transporting and these activities result in cost addition at every stage of marketing (Bishnoi, 2005). A big problem in documenting intermediaries in fish marketing is their multifunctional nature. There is no definite boundary between the functions of the intermediaries and in reality they perform several functions while marketing fish (Ganesh Kumar, et al., 2008). The key intermediaries in fish marketing are fish farmers / producers, hawkers, local traders, commission agents-cum-wholesalers and retailers (Singh, 2004). Retailers are the largest segment of marketing functionaries. They procure fish from fishermen / producer and local traders directly or through auction by commission agents.

Four to five intermediaries were present in fish marketing (Rahman, 2003; Yousuf, 2004; Gupta, 2004 and Thakur, 1974). The involvements of large percentage of the middleman and

commission agents reduce benefit to the fish products (Ahmed *et al.*, 1993 and Mazid, 1994). The commission agents usually earn about 3-4% commissions from the farmers. So, the price of fish increases in every stage by 20-40%. More or less results were found by Khanam *et al.* (2003). Producers – Wholesalers – Retailers – Consumers (2%), this the marketing channel.

In the present paper attempts were made on the structure and constraints of fish marketing system of Parbhani (District, Parbhani), on the basis of available literature and information gathered through observation, consultation with traders, costumers etc.

### Materials and Methods

Standard literature were used for identification of fishes (Day, 1971, Jhingram,1985 Jayram,1999; Khanna,1958). Fishes were collected from market and preserved in 4% formaldehyde solution in the laboratory. Then identification were done by using standard literature. Once in a week visited the fish market. During visit discussed with fish market owner and learned about their requirements. The same way also discussed with fish customer knowing their demands about fishes, some other demands.

### Results and Discussions

During the study following fishes were observed in the Parbhani Fish Market. Near about 20 species of fish and other non fish organism were found in the market. *Wallago attu*, *Mystus cavasius*, *Mastacembelus armatus*, *Notopterus chital*, *Catla catla*, *Channa straitus*, *Labeo rohita*, *Cirrhinus mrigala*, *Tilapia mossambica*, *Channa punctata*, *Channa morulius*, *Anabas testudineus*, Crab, Prawn (*Macrobrachium rosenbergi*), Shrimp, *Hypophthalmichthyes molitrix*, *Cyprinus carpio*.

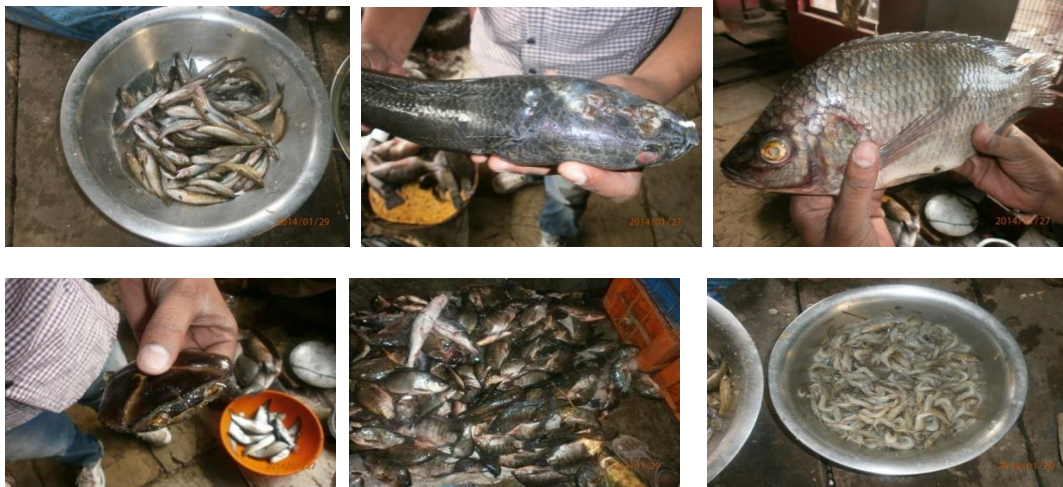
More than 14 fish shops were found, Tawade Fish Merchant, More fish merchant, Shankar fish merchant, Ganesh Fish merchant, Surat Fish merchant, Kale Fish merchant etc.

Price of Indian major carps Rs. 200/kg, Murrel Rs. 350/kg, Bam Rs. 400/kg, Tilapia mossambica Rs. 120 to 150/-. Common carp Rs. 150 to 175/kg. Other fishes near about Rs. 100 to 150 / kg. Parwn Rs. 500 to 600/kg, Crab Rs. 200 to 250/kg.

During the observation of the markets found that there were lacking parking space, availability of drinking water, number of shops limited, narrow road towards market occupied by vegetable shoppers these problem should be considered because these are the basic requirements of any fish market.

Lack of market update information on price, delay in settlement of sale proceeds, lack of drinking water facilities in market yard, high degree of dependency on middlemen for financial support, poor infrastructural facilities and absence of cooperative marketing.





**Photo Plates: Fishes and other non fish organisms (17):** Wallago attu, Mystus cavasius, Mastacembelus armatus, Notopterus chital, Catla catla, Channa straitus, Labeo rohita, Cirrhinus mrigala, Tilapia mossambica, Channa punctata, Channa morulius, Anabas testudineus, Crab, Prawn (*Macrobrachium rosenbergi*), Shrimp, *Hypophthalmichthys molitrix*, *Cyprinus carpio*.



**Photo Plates: Fish Shops** -Tawade Fish Merchant, More fish merchant, Shankar fish merchant, Ganesh Fish merchant, Surat Fish merchant, Kale Fish merchant.

All the problems need to be addressed with special care and utmost priority. Supervision and enforcement of regulations by public authorities are essential for making fish market competitive and efficient. The socio economic status of commission agents (*aratdars*) was very average. Some recommendation for improving existing marketing system that affect on the food, nutrition as well as export earnings are a) Establish conservation area for fishes b) Ensure better marketing and distribution of fishes c) Improve season based modern storage system d) Maintain sanitation and hygienic conditions in the fish markets e) Introduction of modern wholesaling and retailing facilities f) Keep the constant price of fish by government g) Establish the documentation of the contribution of fish to livelihood of commission agents (*aratdars*), income and nutrition in rural areas. (Fawzia et. al., 2012).

In the present study the marketing channel was traditional and remains in the hands of private traders. So, the price of the fish fluctuates of the different intermediaries: beparies, retailers, and aratdars (commission agents).

Fish storage in the ice box. In fish markets, observed that the fish markets were poorly endowed with basic infrastructure and services.

Das et al. (2013) while studying the fish consumers' behaviour at selected fish markets of Tripura identified several problems faced by fish farmers during purchase of fish which detains consumption of fish below desired level. Besides the factors like fish price (level and fluctuations), non-availability of fresh fish and preferred species, the study have identified poor marketing facility and unhygienic condition of market premises which, according to them, not only discourage people to purchase fish but also may cause health hazards. Same conditions were also found in Parbhani fish market.

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