

MARINE FISH MARKETING IN KANYAKUMARI DISTRICT

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Abstract: *Marketing is a chain of processes which links the producer and the consumer. Marketing has a place in the fishing industry. The marine fishing sector is highly unorganized and specifically Kanyakumari is no exception to this trend. The life bread of fishermen is determined by the selling price of fishes and the marketing system adopted. Most of the transactions are oral. The marketing of fish is influenced by many interrelated factors. The perishable nature of fish makes marketing more difficult particularly for transportation and storage. There are wide fluctuations in the quantity and quality of production. The units of production are much smaller and more scattered. All types of species do not have equal demand at the market. Moreover fishermen are reluctant to go directly to sell their catches in the market. Geographically the study is confined to Kanyakumari district. The district is selected for investigation because of the existence of all types of crafts and gears. The study is based on functional approach. This approach divides the entire marketing process into several significant services*

Index Terms – Crafts & Gears, Marketing, Channels, Price-spread

1. Introduction

Marketing is a chain of processes which links the producer and the consumer. Marketing has a place in the fishing industry. The marine fishing sector is highly unorganized and specifically Kanyakumari is no exception to this trend. The life bread of fishermen is determined by the selling price of fishes and the marketing system adopted. Most of the transactions are oral. The marketing of fish is influenced by many interrelated factors. The perishable nature of fish makes marketing more difficult particularly for transportation and storage. There are wide fluctuations in the quantity and quality of production. The units of production are much smaller and more scattered. All types of species do not have equal demand at the market. Moreover fishermen are reluctant to go directly to sell their catches in the market

1.1. Significance of the study

Geographically the study is confined to Kanyakumari district. The district is selected for investigation because of the existence of all types of crafts and gears. The district has sixty kms of the west coast and eight kms of Gulf of Mannar coast. The small district is noted for its marine fishing with 46 fishing villages and the high concentration of fishermen population forming 26 percent of the total fishermen population of Tamilnadu. The total number of households engaged in fishing accounts for 24.5 percent of the total state.

1.2. Sampling design

There are 46 fishing villages in Kanyakumari district. From this, 5 villages are chosen as sample villages for the present study on convenient random basis. The investigator has selected Colachel, Manavalakurichi, Kadiapattinam, Muttom, and Thengapattinam. The investigator has selected 20 fishermen from each village. In all 120 samples have been interviewed including the market functionaries.

1.3 Objectives

The objectives of the study are,

1. To know the existing marketing system.
2. To analyse the methods of fish arrival to the market.
3. To understand the marketing problems.
4. To analyse the price-spread of selected species.
5. To offer suitable suggestions.

2. Approach of the study

The study is based on functional approach. This approach divides the entire marketing process into several significant services. The activity by which the commodity and the consumers are brought together forms the functions of marketing.

❖ Assembling

As the production is scattered over a wide area they have to be assembled before distribution to the consumer. The collection of small marketable surpluses from numerous producers is the first step in the fish marketing which is called assembling.

❖ Mode of selling

The auction dominates the small and low priced varieties of fish. The export varieties like prawn, lobster, shrimp, cuttle fish and dried fishes are not auctioned. The fish traders have to assemble fishes either directly from the fishermen or through traders and fishermen societies.

❖ Pricing

The varieties of fish, the size and other factors determines the price at the time of arrival of catch to the shore. Freight charges, cost of the ice and curing are also calculated before settling the prices. Bargaining is the sine-qua-non in the fixing of the price. The master fishermen or the owner of the craft is responsible for quoting the price. As fish is perishable and its supply is uncertain, its demand plays pivotal role in determining prices.

❖ Auctioneer

The main function of the auctioneer is to auction the fishes and in the process to moderate the price bargaining of the bidders. He is the actual link between fishermen and fish traders. All general fish varieties are auctioned by him. For his function the auctioneer gets two to four percent commission on the value of the fish auctioned. He takes responsibility for the collection of money from the bidders.

❖ Storage and processing

Storage facilitates manipulation of supply with the demands in the market. It enables the producers and traders to dispose off their products in the market when price conditions are favourable. Due to perishable nature it has to be stored only in the cold storage to keep it fresh and to avoid spoilage. In the study area fishermen are familiar with the methods of packing with ice, curing with salt and drying.

❖ Standardisation and Grading

The fishermen in the study area lack market consciousness regarding efficient and gainful marketing. Highly perishable nature of fish and small lots of landings however make it difficult to fix standards and grade them. This can be done on the basis of size, varieties and economic value. It can be followed for the processed export products.

❖ Transportation

The physical nature of a product and the time factors determine the mode of transport. The perishable fish is to be moved through quick and well arranged mode of transport. The fish intended for interior market is preserved by packing with crushed ice and transported mainly through vans and autos. The head load vendors use buses and other light vehicles for transportation. Women are allowed to carry fish in the public transport buses in closed plastic and aluminium buckets.

❖ Channels of distribution

It is the channel of distribution that closes the gap by resolving geographical distance and time differences in supply and demand. The channel always includes both the producers the final users as well as intermediaries involved in the title transfer. It reveals the process of distribution of the products and the distribution channels with a number of intermediaries.

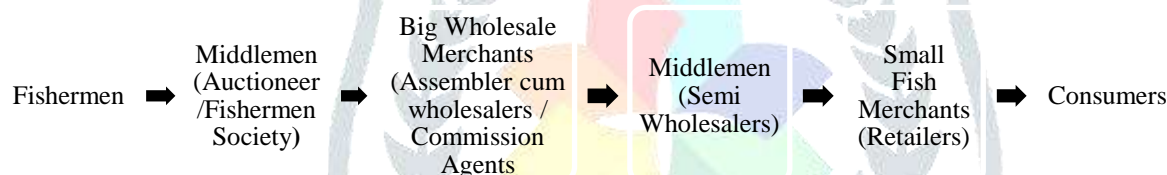
❖ Local Marketing

In the local marketing the fishes pass through two to three hands to reach the consumers. The fresh fishes are auctioned, the retailers bid and purchase directly and distribute them to the final consumers



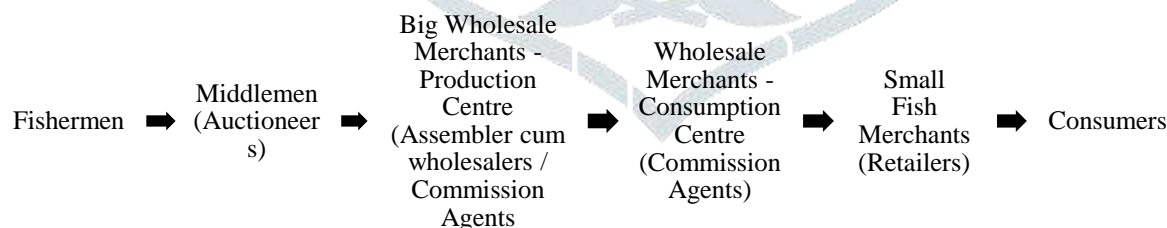
❖ Interior Marketing

Interior marketing the fishes pass through four to five hands to reach the consumer. The fishes are auctioned through auctioneers of fishermen societies from whom assembler-cum-wholesalers and commission agents procure them. They dispose them off to the wholesale merchants of the interior markets from whom the retailer get and distribute them to the consumers.



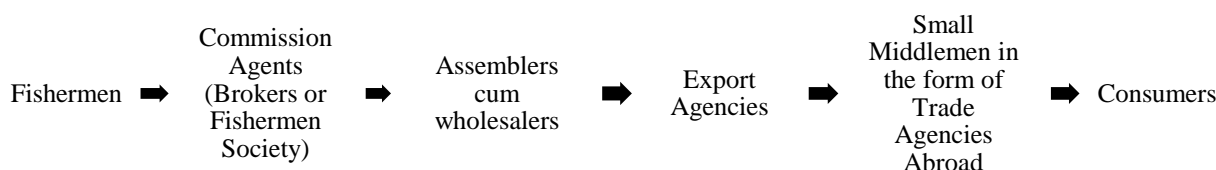
❖ Outstation Marketing

Here the fishes pass through five to six hands to reach the consumer. The fishes are auctioned through auctioneers or fishermen society from whom the assembler-cum-wholesaler and commission agents procure them. They dispose off to the commission agents of the outstation markets from whom the wholesale merchants procure them. The retailers collect the fishes from the wholesaler merchants and distribute them to the final consumers.



❖ Marketing of Export varieties

Generally export units do not procure them directly from the fishermen instead through commission agents, broker and assembler cum wholesaler. Those export varieties of fish pass through two hands except when assembler-cum-wholesaler comes in between.



The chain is no doubt the longest.

3. Price spread of fish

Price spread means the spread of the margin between the actual cost of production and the retail price of consumer goods. In other words it is the difference between the producer's price and consumers' price. Price spreads are fairly near to marketing costs incurred and profits earned by various intermediaries.

The value presented in the above table reveals that the spread is minimum for Tuna fish (10.33 percent) next Comes Big jawed jumper(11.95 percent) highest for Sardine which is (22.58 percent) ie., in the local market the difference between maximum spread is 12.75 which is the gap in the price spread.

Table 1: Price-spread of perches in local market

Sl. No	Details of Coasts / Functionaries	Selected Fish – Perches	
		Rs.	Percentage
1.	i) Fishermen's earnings	25.93	74.94
	ii) Agent's commission	1.37	3.96
2.	i) Retailers purchase price	27.3	78.9
	ii) Additional cost (Transportation, ice, marketing expenses)	2.55	7.37
	iii) Wastages & spoilages	2	5.78
	iv) Market margin	2.75	7.95
3.	Consumer's Price	34.6	100.00

Source : Survey data

Table 2: Price-spread of Mullet in local market

Sl. No	Details of Coasts / Functionaries	Selected Fish –Mullet	
		Rs.	Percentage
1.	i) Fishermen's earnings	15.96	71.09
	ii) Agent's commission	0.84	3.74
2.	i) Retailers purchase price	16.8	74.83
	ii) Additional cost (Transportation, ice, marketing expenses)	2.05	9.13
	iii) Wastages & spoilages	1.4	6.24
	iv) Market margin	2.2	9.8
3.	Consumer's Price	22.45	100.00

Source : Survey data

Table 3:Price-spread of Silver Belly in local market

Sl. No	Details of Coasts / Functionaries	Selected Fish –Silver Belly	
		Rs.	Percentage
1.	i) Fishermen's earnings	11.09	64.46
	ii) Agent's commission	0.63	3.51
2.	i) Retailers purchase price	12.2	-
	ii) Additional cost (Transportation, ice, marketing expenses)	1.55	8.63
	iii) Wastages & spoilages	1.85	10.31
	iv) Market margin	2.35	13.09
3.	Consumer's Price	17.95	100.00

Source : Survey data

Table 4: Price-spread of Ribbon fish in local market

Sl. No	Details of Coasts / Functionaries	Selected Fish –Ribbon Fish	
		Rs.	Percentage
1.	i) Fishermen's earnings	8.01	61.93
	ii) Agent's commission	0.48	3.71
2.	i) Retailers purchase price	8.5	65.64
	ii) Additional cost (Transportation, ice, marketing expenses)	2.05	15.83
	iii) Wastages & spoilages	1.05	8.11
	iv) Market margin	1.35	10.92
3.	Consumer's Price	12.95	100.00

Source : Survey data

Table 5: Price-spread of Sardine in local market

Sl. No	Details of Coasts / Functionaries	Selected Fish – Sardine	
		Rs.	Percentage
1.	i) Fishermen's earnings	5.98	60.41
	ii) Agent's commission	0.32	3.23
2.	i) Retailers purchase price	6.3	63.64
	ii) Additional cost (Transportation, ice, marketing expenses)	1.6	16.16
	iii) Wastages & spoilages	0.6	6.06
	iv) Market margin	1.4	14.14
3.	Consumer's Price	9.9	100.00

Source : Survey data

Table 6: Price-spread of Horse Mackerel in local market

Sl. No	Details of Coasts / Functionaries	Selected Fish – Horse Mackerel	
		Rs.	Percentage
1.	i) Fishermen's earnings	12.8	69.04
	ii) Agent's commission	0.64	3.45
2.	i) Retailers purchase price	13.44	72.49

	ii) Additional cost (Transportation, ice, marketing expenses)	2.4	12.95
	iii) Wastages & spoilages	0.55	2.97
	iv) Market margin	2.15	11.59
3.	Consumer's Price	18.54	100.00

Source : Survey data

4. Suggestions

1. The perishable nature of fish makes the marketing more difficult therefore the transformation and storage facilities should be expanded.
2. The government should provide subsidy loan with low interest rate so that the fishermen can go for the adoption of new technology.
3. The arrangement for institutional marketing in the study area are inadequate therefore the central and state governments should take steps to curb the activities of intermediaries.
4. The existing infrastructure facilities should be developed.
5. The government agencies should interfere and regulate the selling price of fisher and the marketing system adopted.

5. Conclusion

As a conclusion to this study the investigator would like to contribute the following – the existing traditional marketing system should be modified, the existing infrastructure facilities should be developed, steps should be taken to provide alternative employment, the government should provide subsidy loan so that the fishermen can go for the adoption of new technology

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