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An Economic Analysis of Fish Marketing in Karwar of Karnataka

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ABSTRACT

The marketing system in India is totally unorganized and dominated by the private traders. The study is been conducted in the fish landing centre of Karwar in Karnataka. This is one of the major fish landing centre in the coastal Karnataka. Attempt was made to study the awareness level of the fishermen regarding various welfare schemes for the fisherman and various costs associated with the sale of the fishermen was calculated. It was observed that majority of the fishermen were having the awareness of Matsya Ashrya Yojane. Fishermen consumer rupee was more in case of pomfret variety which was followed by sardine variety, mackerel and at last anchovy variety which were traded in the fish landing centre of Karwar. Government needs to create the awareness about the various schemes as well as facilitate in marketing of fishes by the fishermen in the landing centre.

Key words: Marketing, Garreet score, Price spread, Agent, Supermarket

Fish marketing system is mostly unorganized in the country as well as in the entire Asian continent. Since the fish varieties are mainly perishable in nature, it needs cold storage structure in the near proximity or at the landing centers. If there is a proper utilization of the cold storage then only the fish that is harvested/collected will be fetch better prices in the marketing system. Demand and supply are the two important factors in deterring the prices in market [1]. In the fish marketing supply pays a vital role in deciding the determination of the price. In the case of agricultural commodities, it is observed that demand plays a major role in determination of the price. An efficient marketing system is required for the development of fisheries sector. As fish marketing is mainly in India is mainly comprised of monopsony and oligopsony marketing conditions. Due to this prevailing marketing conditions, fishermen are unable to get the advantage of the product that they sell in the market. It can be witnessed that demand for fish in the national as well as in the international market it is increasing. When compared with the food grains and other livestock products the prices of fishes are comparatively high [2]. In the domestic market the fish is channelized

through the consumption of fresh, frozen and canned forms of different varieties fish. In the earlier days the fresh fish consumption of 50 per cent was mainly in the proximity of 20 to 30 kms of landing centers. Left over 30 per cent was consumed the proximity of 200 kms range [3]. The extent of wastage of the fish at various selling points have been reduced due to the technological improvements that is how to store and what type of vehicle need to be used in the transport facilities. This has become a major impact on the increase of fishermen's consumer rupee for different varieties of the fish.

MATERIALS AND METHODS

The study was conducted in Karwar fish landing centre of Karnataka. The study was conducted in the month of January, 2020. For the study 30 fishermen's, 20 functionaries were randomly selected who were the part of the marketing system. In order to arrive at the meaningful results following statistical tools were utilized percentage analysis, marketing efficiency and garret technique.

RESULTS AND DISCUSSION

Results of the investigation depicted in (Table 1) revealed that the extent of awareness about different welfare schemes among fishermen in Karwar landing centre. It can be observed from the table that around 29 fisher men's constituting to the tune of 96.67 per cent of the total are aware about the Matsya Ashrya Yojane which is one of the important scheme for the fishermen's. Next high level of

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awareness was found to be in CSS Housing scheme which was aware of 28 fishermen's which was having the share of 93.33 per cent. Around 24 fishermen are having the awareness about the group accidental insurance scheme which accounts for 80 per cent [4]. Distress relief scheme was known by 22 fishermen among the 30 and 21 fishermen

were having the awareness of CSS savings cum relief scheme. Majority of the fisher men are well aware about the Matsya Ashrya Yojane of the Government of Karnataka has introduced this Scheme with an aim of providing house to those fishermen who are houseless. Houses at the cost of Rs. 40,000/- are constructed under this Scheme.

Table 1 Extent of awareness about different welfare schemes among fishermen in Karwar landing centre

| List of welfare schemes | Number of fishermen | Percentage of awareness |
|-----------------------------------|---------------------|-------------------------|
| Distress Relief Scheme | 22 | 73.33 |
| Group Accidental Insurance Scheme | 24 | 80.00 |
| CSS Housing Scheme | 28 | 93.33 |
| CSS savings cum relief scheme | 21 | 70.00 |
| Matsya Ashrya Yojane | 29 | 96.67 |

Table 2 Price spread, marketing efficiency and fishermen share in consumer rupee in marketing channel in Karwar landing centre (Rs/Kg)

| Fish variety | Anchovy | Pomfret | Mackerel | Sardine |
|-----------------------------------|---------|---------|----------|---------|
| Agents Purchase price | 86.52 | 345.25 | 124.52 | 211.21 |
| Marketing Cost | 0.84 | 1.52 | 0.74 | 1.87 |
| Marketing Margin | 6.52 | 8.42 | 7.85 | 7.54 |
| Agents' Selling Price | 93.88 | 355.19 | 133.11 | 220.62 |
| Supermarket Purchase Price | 93.88 | 355.19 | 133.11 | 220.62 |
| Marketing Cost | 2.58 | 4.52 | 5.47 | 3.87 |
| Marketing Margin | 18.85 | 29.25 | 24.51 | 24.74 |
| Super Market Selling Price | 115.31 | 388.96 | 163.09 | 249.23 |
| Price Spread | 28.79 | 43.71 | 38.57 | 38.02 |
| Fishermen Share in Consumer Rupee | 75.03 | 88.76 | 76.35 | 84.75 |
| Marketing Efficiency | 4.01 | 8.90 | 4.23 | 6.56 |

The price spread, Marketing efficiency and fishermen's consumer rupee for the Karwar landing centre is presented in the (Table 2). It can be observed from the table that four important fish variety are traded in the Karwar landing centre. In case of the variety such as Anchovy, on an average the agent purchases the price at the rate of Rs 86.52 per kg, Rs 0.84 is incurred towards the marketing cost. Agent sells the Anchovy variety of fish to the Agents of Super market at the rate of Rs 93.88 by keeping the marketing margin of Rs 6.52 per kg. Super Marketing agent incurs the marketing cost at Rs 2.58 and he sells to the consumer at the rate of Rs 115 per kg and keeps the marketing margin of Rs 18.85 per kg of the Anchovy fish variety. Price spread observed to be Rs 28.79 per kg of Anchovy variety [5]. Karwar fish landing centre traded with Pomfret fish variety also which can be observed from the table. Agent purchased the pomfret from the fisher men at the rate of Rs 345 per kg and has incurred the marketing cost of Rs 1.52 per kg. The agent has sold this fish variety to the supermarket agent at the rate of Rs 355 per kg by keeping the marketing margin at the rate of Rs 8.42 per kg. Super market has incurred the marketing cost of Rs 4.52 per kg in handling the fish variety and sold to the consumer at the rate of Rs 388.96 per kg by keeping the marketing margin to the tune of Rs 29.25 per kg. Price spread was to the extent of Rs 43.71 per kg. Next fish variety that was traded was Mackerel, the agent purchased the fish at the rate of Rs 124.52 per kg from the fishermen [6]. Agent has incurred the marketing cost to the rate of Rs 0.74 per kg. Agent has sold the Mackerel fish variety to the supermarket agent at the rate of Rs 133.11 per kg. The marketing cost that is incurred by the

super market agent in selling the fish variety to the consumer was Rs 5.47 per kg. The consumer purchased the Mackerel variety at Rs 163.09 and the price spread was observed to be Rs 38.57 per kg. The last variety that was traded in the Karwar landing centre which was selected for the study was sardine. Fishermen sold the sardine variety to the agent at the rate of Rs 211 per kg, the agent sold to the supermarket agent at Rs 220.62 per kg by incurring the marketing cost of Rs 1.87 per kg. The marketing margin which was obtained was Rs 7.54 per kg. Consumer purchased the variety at the rate of Rs 249 per kg which was inclusive of the marketing cost at Rs 3.87 per kg and marketing margin was Rs 24.74. The price spread was around Rs 38.02 per kg of the sardine [7]. Fishermen consumer rupee calculated and was high in case of pomfret which was round Rs 88.76 per kg, the same was followed by sardine fish variety with Rs 84.75 per kg, Mackerel variety with Rs 76.35 per kg and at last Anchovy variety with Rs 75.03 per kg [6]. The marketing efficiency was high in case of Pomfret with 8.90 which was followed by Sardine with 6.56, Mackerel 4.23 and Anchovy variety with 4.01 [8-9].

The problems faced by the fishermen in marketing of the fish was analyzed through the garret ranking which can be observed in the (Table 3). The first problem which was observed was over exploitation of intermediaries with the score of 68.37. The second problem was price fluctuations of the fish variety which was with the score of 65.97. The storage problems were the third issue which was with the score of 57.90. The fourth problem observed to inadequate demand with the garret score of 52.57 [10]. The fifth problem identified as per the garret score was competition

from other sellers. This was followed by exploitation regarding quality issues by the middle men which was at the position of sixth with the garret score of 41.53. The seventh problem exhibited by the fishermen as their problem as inadequate market knowledge which was with the score of

41.30. Fishermen exhibited the other problems to be as transportation problem, delay in payment and low price offered by the purchaser which was scored with 41.30, 41.00 and 40.04 garret score respectively [11].

Table 3 Problems faced by fishermen in marketing of fishes in Karwar landing centre

| Problems | Gareet Score | Rank |
|---------------------------------------|--------------|------|
| Over Exploitation of Intermediaries | 68.37 | 1 |
| Price Fluctuations | 65.97 | 2 |
| Inadequate demand | 52.57 | 4 |
| Low Price offered by the purchaser | 40.07 | 10 |
| Storage Problems | 57.90 | 3 |
| Exploitation regarding quality issues | 41.53 | 6 |
| Inadequate market knowledge | 41.30 | 7 |
| Competition from sellers | 45.73 | 5 |
| Transportation Problems | 41.00 | 9 |
| Delay in payment | 41.30 | 8 |

CONCLUSION

Government has to take necessary steps to create awareness among the fishermen about different welfare schemes since majority of the fishermen are unaware about the schemes. The institutional arrangement should be made for encouraging the transparency in marine fish trade and

display of fish market information on supply chain regular basis which would benefit the all stakeholders of marine fish supply chain for improving marketing efficiency. The fishermen should be given the training by the state fisheries department for the effective adoption of fishing technologies in order to minimize their operational costs and sustainable harvesting of fish.

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