

FISH MARKETING IN LAKHNADON, SEONI (M.P.)

Dr. R.S. Daheriya
Asst. Prof. Department of Zoology,
Swami Vivekanand Govt. College, Lakhnadon District Seoni (M.P.)

ABSTRACT: - The present study is based on a survey of Seoni fish market with the help of direct observation, interview in local language and standard format of queries which are filling up by the fish seller. The work is done between 2015-2016. The study reveals that the problems of fish seller during marketing time, which are discussed briefly in the paper.

KEYWORDS: fish marketing, field survey, Lakhnadon, Seoni.

INTRODUCTION:

The fishes are one of the prime important elements in the aquatic habitat and play key role in economy of many nations as they have been a staple item in the diet of many people. Fishes constitute economically very important group of animals. The nutritional and medicinal value of fishes has already been recognized (Hora and Pillay1962, Jhingran1982). Fish production plays an important role in the socioeconomic life in India. The growth of fish production and development is highly dependent on an efficient fish marketing system. The main source of fishes in Lakhnadone Seoni fish market is river Wanganga, and Bheemgarh dams. The supply of fish to the consumers in Seoni market in fresh condition. According to the Government of Madhya Pradesh, only the registered society is empowered for fish catching and marketing from these reservoirs. Fishing is done by nets. Gill net, cast net are useful. Mostly fisherman catch fishes all the days of months of the years except the months of July to September.

MATERIAL AND METHODS:

Lakhnadone, Chhapara is located in the district of Seoni, (M.P.). The present work is based on primary and secondary source of data. The primary data collected through the survey of fish market with direct observation. Queries and interview with Secondary data were collected from journal, Reports, Research, print media reports, research finding.

OBSERVATIONS:

It was found that marketing cost including handling and transportation of big size fishes are comparatively higher than that of small varieties of fishes. Fisherman selling in one market of Seoni. The fluctuation in prices of fish is very high because of the uncertain nature of production. Variation in short run supply, inelastic a bumper catch on any day will slash down the fish prices and small catch on any day will boost the prices to vary high level. After the closing time of the market the member of society.

Knowledge of fisherwomen –

Knowledge level of the fisherwomen showed that a good majority (52.00 %) of the fisherwomen had medium knowledge level followed by low and high knowledge level about the composite fish culture practices. Almost all the respondents were having knowledge about the composite fish culture practices but to the varying degree. This may be attributed to their needs, interest and other environmental factors.

Table-1. Distribution of fisherwomen according to the level of knowledge of Composite Fish Culture practices.

Sr. No.	Categories (Level of adoption)	Frequency (n-30)	Percentage
1.	Low (Score up to 5)	05	20.0
2.	Medium (Score from 6 to 15)	13	52.00
3.	High (Score 16 & above)	07	28.00

Extent of adoption- The categorization of smoked fisherwomen according to extent of adoption of smoked fish production Table- 2 shows that 76.66 percent of the smoked fisherwomen found to have adopted practices of smoking to high extent,

Table- 2 Distribution of fisherwomen according to their level of adoption of indigenous or traditional practices of smoking

Sr. No.	Categories (Level of adoption)	Frequency (n-30)	Percentage
1.	Low (score up to 3)	03	10.00
2.	Medium (score 4 to 7)	04	13.34
3.	High (score from 8 & above)	23	76.66

Only 10.00 percent of them were found to be low adopters. It may further be noted that 13.34 percent of smoked growers were found to be medium adopters. Impact of smoked fish in local fish market- Regarding the impact of smoked fish it may be noted from Table- 4 that majority of the fisherwomen mostly accepted two modes for marketing of smoked fish. These modes were direct sale to consumers (80.00 %). Sale through middlemen (13.34 %), sale to whole sellers (03.33 %) and 03.33% through sale.

Table- 3 Distribution of fisherwomen according to Impact of smoked fish in local fish market by them

Sr. No.	Modes of market	Frequency (n-30)	Percentage
1.	Direct sale to consumers	24	80.00
2.	Sale through middle men	04	13.34
3.	Sale to whole sellers	01	03.33
4.	Sale of processing industry	01	03.33



Fig. 1- Smoked fish in local fish market

RESULT AND DISCUSSION:

Harvesting and marketing of fish provides enormous employment opportunities. Sathiadhus et. al. (1994) reported that the postharvest operation of fish provide more employment to labor than the production sector. The prices of fish fluctuate for higher than any other agricultural commodity. The price changes may be due to the changes in supply besides due to prices of other fishes in the market when a bumper catch will boost the price to very high level. A similar study conducted by Sathiads and Narayan Kumar (1994).

Reported that the fluctuation in prices of fish very high inelastic. The study finding reveal that fish marketing system is not well arrange high cost storage facilities, a little attention from public agencies and mainly handled of intermediates in marketing channels, compared to the achievements in fish production. The fish marketing system is very poor and highly inefficient in India reported by Kumar et, al. (2008). Fish market of study area is faced many problems like greater uncertainty in fish production highly perishable nature of fish assembling of fish from numerous landing centers too many species and as many demands pattern violent and frequent fluctuation in prices difficulties in adjusting supplies to variation in demands and need for transportation of fish is specialized man of transport , erratic supply electricity , inadequate cold storage facilities, stall to display the fish arrangement of sitting

of market, etc. A similar study conducted by Liverpool fish market in Lagos state, Nigeria by Ayo-Olalusu et,al. (2010) which is highlighted the major problem are faced by fish marketers.

REFERENCES:

1. Ayo-Olalusu CI, Anyanwu PE, Ayorinde F, Aboyare PO. The Liverpool fish market in Lagos state Nigeria, *African Journal of agriculture research* 2010, 5(19):2611-2616
2. Kumar GB, Datta KK, Katiha PK, Suresh R, Ravisnkar T, Ravindranath K. Domestic fish marketing in India changing structure, conduct performance and policies *Agriculture Economics Research ,review* 2008;23:345-354.
3. Sathiadhas R, Narayan RK. Price policy and fish marketing system in India. *Biology education* 1994, 225-241.
4. Kumar, Ganesh B, Datta KK, Vaidya GSR, Muktha M. Marketing system and efficiency of Indian Major carps in India. *Agriculture economics research review* 2010; 23:105-113
5. Kumar R. Domestic marketing of fish and fishery products in India-opportunities and challenges. In: National workshop on development of strategies for domestic marketing of fish and fishery products held at college of fisheries sciences. Nellore, India, 2008 -43.