



Fish Marketing System in Bhopal (M.P.)

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ABSTRACT: The present study is based on a survey of Bhopal fish market with help of direct observations, interview technique and a standard format of questionnaire which are filling up by fish seller. The study revealed the problem of fish seller during marketing times, which are briefly discussed in the paper.

Key words: Fish market structure, Fish seller problem, fish marketing.

INTRODUCTION

The fisheries sector has been recognized as a powerful income generator as it stimulates growth of a number of subsidiary industries and is a source of cheap and nutritious food. Fish production plays an important role in the socio-economic life of India. It is an important source of income and employment to millions of rural farmers particularly women. The growth of fish production and development of fishery sector is highly dependent on an efficient fish marketing system. The main source of fishes in Bhopal fish market is Upper Lake, Lower Lake, Kaliasote reservoir, Shahpura lake and Hathaikheda pond, which supplies various varieties of fishes.

The supply of fish to the consumers are in the form of fresh, dried and pieces of fishes in the local hat and Itwara & Budhwara fish market. According to the existing policy of M.P. Govt. only the registered co-operative society are empowered for fish catching and marketing of fish from these water bodies. Fishing is done by two types of conventional gears, i.e. Gill net and cast nets. Gill nets are suspended at intermediated depths for overnight. Mostly fishermen catch fishes all the days of the months of the years except two months from 15 June to 15 August.

MATERIAL AND METHODS

The present work is based on both primary and secondary sources of data. The primary data are collected through intensive survey of fish market with help of direct observations, questionnaire and interview technique. Secondary data were collected from published data like journals, reports, research findings etc.

OBSERVATION

It was found that, marketing costs including handling and transportation of big size fishes are comparatively higher than that of small varieties of fishes. Fishermen selling fishes is one market / weekly hats, but weekly hats are all most common. The fluctuation in prices of fish is very high because of the uncertain nature of production, perishable nature and variation in short run supply. Because the supply of fish is highly inelastic, a bumper catch on any day will slash down the fish prices and a small catch will boost the prices to very high levels. After the closing time of the market, the members of co-operative society stored their unsold fishes in refrigerator and those people who are not member of the co-operative society are willing to sell their fishes at comparatively low rates. Following the day wise list of whole sale market and retail markets:

Table 1: Show the list of Whole sale fish markets in Bhopal.

S. No.	Name of markets	Day of market
1.	Budhwara fish market	Daily
2.	Itwara fish market	Daily
3.	Bairagarh fish market	Daily

(Source – Field survey 2010-2011)

Table 2: Show the list of Retail selling fish markets in Bhopal.

S. NO.	Name of place	Day of market	S. NO.	Name of place	Day of market
1.	Piplani	Thursday	08.	Nehru nagar Kotra	Wednesday
2.	Govindpura	Monday, Friday	09.	New market	Sunday
3.	Shahpura	Monday, Friday	10.	Habibganj	Friday
4.	Sindhi colony	Daily	11.	10 no.	Tuesday
5.	Housing Board colony	Daily	12.	Bitten market	Monday, Thursday & Saturday
6.	PNT chouraha	Daily	13.	Ayodhya nagar	Sunday
7.	Jahangirabad	Saturday	14.	Naya pura (Kolar road)	Tuesday, Friday

(Source – Field survey 2010-2011)

During the study period following chart indicating the path of movement of fish from the producers to the consumers:--

1. Fishermen – Auctioneers – Wholesalers – Retailers – Consumers.
2. Fishermen – Auctioneers – Retailers – Consumers.
3. Fishermen – Auctioneers – Commission agents - Wholesalers – Retailers – Consumers.
4. Fishermen – Auctioneers – Consumers.

RESULT AND DISCUSSION

Harvesting and marketing of fish provides enormous employment opportunities. Sathiadhas et al (1994) reported that the post harvest operations of fish provide more employment to labor than the production sector. The prices of fish fluctuate far higher than any other agricultural commodity. The price changes may be due to changes in supply besides due to the prices of other fish varieties in the market, when a bumper catch on any days will slash down the fish prices and a small catch will boost the prices to very high levels, a similar study conducted by Sathiadhas and Narayana Kumar (1994) reported that the fluctuation in prices of fish is very high because the supply of fish is highly inelastic. The study finding revealed that fish marketing system is not well arrange, high cost of storage facilities, a little attention from public agencies and mainly handled of intermediaries 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 areas is faced many problem like greater uncertainty in fish production, highly perishable nature of fish, assembling of fish from numerous landing centers, too many species and as many demand pattern violent and frequent fluctuations in prices, difficulties in adjusting supply to variations in demand and need for transportations of fish in specialized means of transport, erratic supply of electricity, inadequate cold storage facilities, stalls to display the fish, proper arrangement of sitting of marketers etc. a similar study conducted in Liverpool fish market in Lagos State, Nigeria by Ayo-Olalusi et al.(2010) which is highlighted the major problems are faced by fish marketers, and Kumar R. (2008) also reported the problem of domestic marketing of fish and fishery products in India.

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