

Indian Scenario in Fish Marketing

Rohit Kumar Sharma

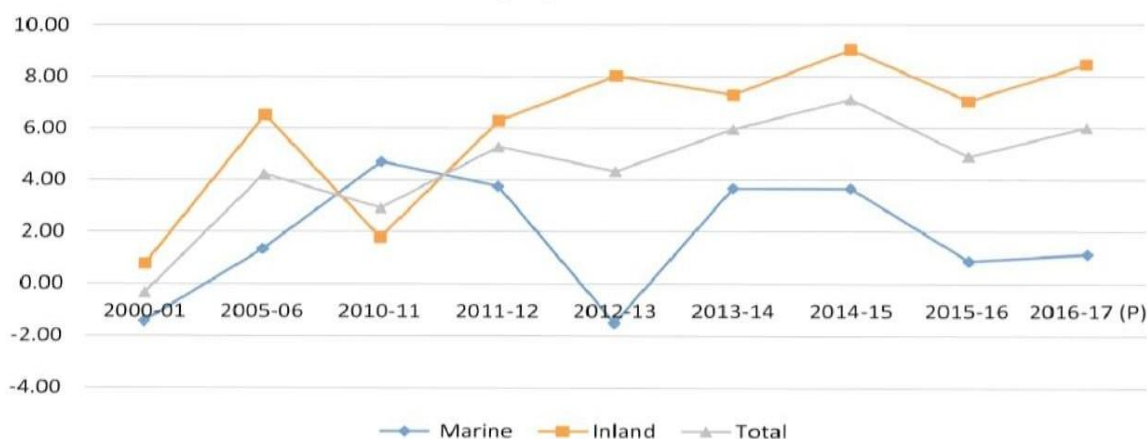
International Agribusiness Management Institute,
Anand Agricultural University Anand, Gujarat

ARTICLE ID: 115

Introduction

Fishery is Sunrise sector in India. Its contribution to total GDP is 1.07% and in agricultural GDP is 6.58% (2020-21). It provide employment to 14.49 million people .There are 10,363 registered societies and 11, 22,000 members. Global fish production has grown undeviatingly in the last five decades. Average annual growth rate of 5.8 percent and reached 171 million tons during 2016 with 90.9 million tons from capture fisheries and 97.2 million tons from aquaculture. Marine fisheries is the dominant sub sector contributing about 70% of the total fish production globally. The global trade of fisheries and fishery product is to the

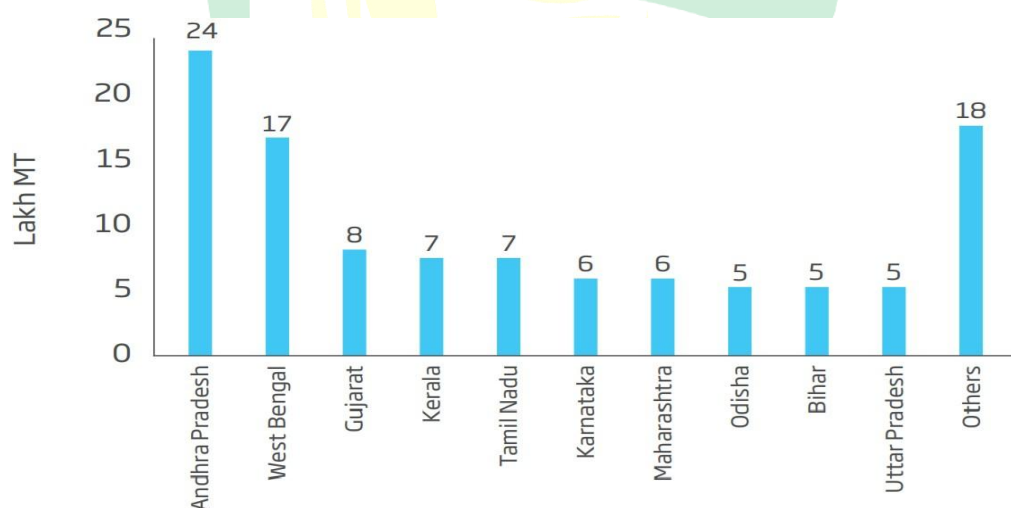
Growth rate (%) of Fish Production



tunes of US\$ 148.3 billion (FAO 2016).china is global leader with production of 66.8 MT .India stand second with 12.6 MT production.In India, there is Spectacular growth from 5.66 MT (2001) to 12.60 MT (2017-2018), 6.3% of global fish production (FAO 2016), Global position 2nd in capture fisheries and 2nd in aquaculture, Fish export earnings- 37870.90 crore US\$ 5.8 billion, 10.51 lakh tons in volume, 20% of Agri export contributed by fishery sector.The marine fisheries sector contributes 3.58 MT (36%) while the inland sector contributes 7.21 MT (64%) of the total production. (DAHD&F) 2017.

Fisheries have emerged as the fastest growing food production sector in the Indian economy. The market performance make a marked change in the form from subsistence sector to the status of a multi-crore industry during the last six decades. Marketing of fishery resources, unlike agricultural or other products faces composite problems mainly due to high perishability. The fishery resources need a lot of effort in assembling, storing, grading and other marketing functions. In India, The fish marketing system is neither efficient nor modern and is mainly carried out by private traders with a huge number of intermediaries between producer and consumer, thereby reducing the fisherman's share in consumer's rupee. In all types of fish markets Physical facilities and infrastructure are far from satisfactory. An efficient fish marketing system could eliminate some of the depressed pockets of malnutrition by supplying fish at reasonable prices the world market is characterised by an overall growth in demand while supplies tightened. India may reap the benefits of this situation. EU, US showed an increase in demand while Japan showed a decrease in demand. India has a huge potential for fisheries.

State Wise Total Fish Production



Fish processing in India is mainly export driven with minimum emphasis on domestic market. However, in terms of volume, almost 74% of the fish caught is marketed fresh, the remaining is used for processing, drying, smoking and reduction to fish meal etc. Domestic marketing infrastructure is not adequate, considering the perishable nature of the fish products. Lack of domestic storage, marketing and cold chain infrastructure could be



understood from the share of fish marketed fresh in India at 74%. The disposal of fish in India in comparison with global status indicate the need for adequate cold chain facilities. Fish move through several intermediaries from the landing centre or fish pond to the consumer. The intermediaries in marketing of fishes are concerned in providing services of head loading, processing, preservation, packing and transporting and these activities result in cost addition at every stage of marketing. The main intermediaries in fish marketing are: auctioneer, wholesaler, retailer and the vendor. Many other intermediaries like local fish collectors and fishermen cooperatives also survive in several markets. There is no clear cut demarcation in functioning of the various intermediaries as they are often involved in multifunctional performances. There is no precise boundary between intermediaries and they perform several functions while marketing fish. The break-up of cost incurred by all these market intermediaries and price spread in various marketing channels gives idea regarding the marketing efficiency and producers share in consumer rupees. There is wide variations in fishermen's share and fish marketing scenario as a whole in the country

Under the Constitution of India, Fishery is a state subject. Recently in 2019 a new department called department of fisheries has been created out of the erstwhile department of Animal husbandry dairy and fisheries. Many state fisheries departments, state fish development corporations and apex fishermen cooperative societies have schemes to help fishermen to market their catch efficiently. Various organizations have been set up at the national level to promote the fisheries sector and help the fishermen. These include National Cooperative Development Corporation (NCDC), the National Federation of Fishermen's Cooperatives Ltd. (FISHCOPFED) and the National Fisheries Development Board (NFDB). NCDC's fisheries related activities include formation of infrastructural facilities for fish marketing, ice plants, cold storages, retail outlets, etc. Though domestic fish marketing in India holds a huge potential, still it is highly unorganized and unregulated in India. Though various organisations and schemes are there to address marketing of fish, still there is need for a uniform marketing policy throughout the country. Lack of price information, infrastructure unavailability, unhygienic conditions of market places and dominance of intermediaries are some of the key issues in domestic fish marketing in India. Improvement of fish marketing system will contribute to demand supply gap and goal of nutritional security of the country.