

## Study of Fish Marketing System of Daryapur, District Amravati (Maharashtra)

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### Abstract

This study was conducted on marketing system of Daryapur to study the types of available fresh water fish species in the market, the water resources for fish catching, the market's state, its facilities, cold chain, cleanliness, the major species sold, and its price structure. The 14 different fish species were sold in this market. The most commonly sold species are Catla, Rohu, Mrigal, Murrall, Poshti, Suwa, Ktarna, Pankaj, Gobi, Chala Chanda, Singhade etc. The most important fish during this study Daryapur fish market fish species including Catla, Rohu, Murrall, Mrigal were sold in huge quantities in market. Most of the fish seller catches the local fishes from the different resources like Purna river, Chandrabhaga river, and small water reservoir nearby Daryapur and they sell the fish in the market. The price fluctuation in fishes is very high because of the uncertain of catch production and sort run supply. Fish vendors in Daryapur fish market do not have proper refrigeration and freezing facilities. They rely on ice for fish storage. Hygiene conditions at the Daryapur fish market, which was the subject of the study, were very poor. Fish were offered for sale on plastic sheets, plastic sacks, and open flour. Cutting knives and platforms were not properly stored and often lay on open ground full of dirt, mud and dust.

**Keywords:** Fresh water, Cold chain, Fish vendors, Water reservoir, Hygiene, Cutting knives

### Introduction

Daryapur city is located in Amravati district and is surrounded by many villages. Most people come to Daryapur to buy fresh local fish. The main source of fish is rivers, small ponds and reservoirs near Daryapur. The fisherman goes to various water sources near Daryapur to catch fish and sell them in this market. The fishermen used the local resources and brought their catches to the market. Daryapur fish market is very popular among the nearby villages as fish are timely available as per the need of buyers. The very important thing of this market is that

the local fish like Katarna, Chanda, Pankaj, Gobi, Chala, Kolshi are made available for the buyers. Making fish available to consumers at the right time and place requires an effective marketing system. According to Adrika (1977), marketing performs so many functions in an economic system, including: it connects buyers and sellers, enabling an exchange relationship; it improves the way of life: aggressive marketing has been largely responsible for the high standard of living of most advanced countries. The growth of fish production and the economic and infrastructural development of the fisheries sector are highly dependent on an efficient fish marketing system (Chourey *et al.*, 2014). In India most of the fish production and capture sold in local markets. Most of the markets are still in development stage and only few having facilities. Major hindrance in fish marketing includes perish ability and large quantities, storage, transportation, quality and quantity of commodity, low demand elasticity and high price spread (Ravindranath *et al.*, 2008). The main sources of fish for the Daryapur fish market are a dam, a river, small waterways, and ponds that provide a variety of fish species. River and Dam are the primary sources of fish in the fish market. The current project examined the fish market, cold chain, cleanliness, most commonly sold species, and pricing structure.

### Material and Methods:

The purpose of the current study was to analyses the market's state, its facilities, its structure, the major species sold, and its price structure. The data used in this study came from primary sources. With the aid of direct observation, an interviewing approach, and a questionnaire, the primary data are gathered through a study of the fish market. The information gathered through a field trip, individual interviews, and market observation in the study area.

### Observation and Results:

Fishermen go to different waters resources nearby to catch fish and sell them in the market. Many of these people do not catch fish from the river on Monday. The price fluctuation of fish is very high due to uncertain catch production and sort run supply. (Vala *et, al* 2020).

Sr. No.	Local name	Scientific name	Size of Fish	Price/Kg	Demand
01	Bam	<i>Mustocembelus pancalus</i> (Ham.)	Medium	150-180	High

02	Catla	<i>Catla catla</i> (Ham.)	Medium	160-200	High
03	Chala	<i>Salmostoma phulo</i> (Ham.)	Small	100-120	Medium
04	Chanda	<i>Chandanama</i> (Ham.)	Small	100-120	Medium
05	Gobi	<i>Glossogobius giuri</i> (Ham.)	Small	80-120	Medium
06	Katarna	<i>Myctus cavasius</i> (Ham.)	Small	160-180	High
07	Kolshi	<i>Puntius Kolus</i> (Sykes.)	small	100-120	Medium
08	Mrigal	<i>Cirrhinus mrigala</i> (Ham.)	Medium	120-140	High
09	Murrall	<i>Channa marulius</i> (Ham.)	Medium	240-360	High
10	Pankaj	<i>Pangasius pangasius</i> (Ham.)	Medium	100-120	Medium
11	Poshti	<i>Puntius sarana</i> (Ham.)	Small	60-80	Medium
12	Rohu	<i>Labeo rohita</i> (Ham.)	Medium	160-200	High
13	Singhade	<i>Heteropneustes fossilis</i> (Bloch.)	Medium	240-320	High
14	Suwa	<i>Xenetodon cancila</i> (Ham.)	Small	60-80	Medium

**Table.1 Average Selling Price (kg) and Demand of available Fishes in Daryapur market.**

The larger fish are bought from the dam and sold in the market at a higher price. The smaller sized local fish are caught from the surrounding waters using special fishing nets. Fish prices are kept high on the day when fish are particularly scarce in the market. Due to the high availability of fish on the market day, prices for some fish are kept low by fish sellers. The fish that are not sold at the market are stored in ice and sold again at low prices on the next market day. Alam *et al.*, (2010) also reported influence of market structure, species quality, size and weight in price of fish. The fish sellers of Daryapur have no special facility to sell their fish.

The fishermen and fish sellers cover their fish with temporary roofs, plastic bags and plastic bags to protect them. The main tools used by fish sellers are knives, scrapers and wooden platforms to cut the fish. In Daryapur markets, no fish seller was observed using a refrigerator to store fish. Since it is a perishable commodity, cold chain is an essential part of fish marketing (Markad *et. al* 2019). Fish vendors in Daryapur fish market do not have proper refrigeration and freezing facilities. They rely on ice for fish storage. They use boxes of fish mixed with ice. The most commonly sold species are Catla, Rohu, Rigal, Murrall, Poshti, Suwa, Ktarna, Pankaj, Gobi, Chala Chanda, Singhade etc.

The most important fish during this study Daryapur fish market fish species including catla, rahu, Murrail, Mrigal were sold in huge quantity. Prices for individual species of fish vary considerably, depending on availability, freshness and condition of the specimen. Hygiene conditions at the Daryapur fish market, which was the subject of the study, were very poor: fish were offered for sale on plastic sheets, plastic sacks, and open flour. Cutting knives and platforms were not properly clean.

### **Summary and Suggestions**

The marketing system of fish market in Daryapur was found to be simple one. Fishermen families bring their fish catches and sell in market. Mostly fishes caught in morning time and were brought to the market by evening time. Most of the fisherman tries to sell their whole catches on the same day due to unavailability of proper cold storage facilities. Role of whole seller are limited in Daryapur marketing system. Most of the fishermen were found working in individually for fishing.

The fundamental source of fishes in Daryapur fish market is dam, River, little water ways and ponds which supply different varieties of fishes. It became the main income source of these people. Few fish seller catches different fishes from the river with help of fishing net and brought to the market and sold it at specific price.

1. There is a need of cold storage and preservation facilities.
2. Improvement of existing fish market structure
3. Improvement of sanitation, hygienic condition, drainage and washing facilities.
4. In conclusion, condition of Daryapur fish market is poor facilities. Need to have some development of this fish market.
5. Local government should support to develop some basic facilities and infrastructure in this fish market.
6. Fisherman should be aware and trained in hygienic fish handling and fish processing.

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