

## Prospectus and Problems of Marketing Fish With Special Reference to Mettur Reservoir



### Commerce

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### ABSTRACT

*Fisheries Cooperatives are to provide employment to fishing community through fishing and marketing of fish. They have the mandate of preserving and developing the indigenous fish varieties and go for exotic varieties without affecting the ecological balance. They operate on a small scale and need the support of other development interventionists to go for large scale production, processing and marketing of fish and fish products. Wherever we have natural and artificial water reservoirs, we can go for fisheries cooperatives. Fisheries Cooperatives create employment, ensure food security, and provide a better way for preservation and use of precious water resources for multiple purposes.*

*Though fishing is the breadwinning business of the entire population of Mettur taluk, Salem, Tamilnadu, it has not improved the standard of living of the local people. In spite of their hard work through out the year, they always fight for the existence and survival. In Mettur taluk, fishing is one of the major occupations. Due to lack of social awareness of the fish vendors, the development of business is not effective and they face a lot of problems. In this paper we are going to discuss about the prospectus and problem of marketing fish in Mettur.*

### INTRODUCTION

Fisheries constitute one of the oldest industries in India. As an industry, it has a great role to play in the welfare of humankind. It supplies food for millions of people all over the world. Food production from agricultural resources cannot keep pace with the ever-increasing human population of the world. Fish serves as food for humankind. Fish food is highly significant in that it helps to build up the health of the public. It helps to rejuvenate the undernourished, eliminate the effects of protein deficiency, enrich the diet of the common person and balance the carbohydrate predominant diet of the people, rich and the poor. Therefore, in rice eating countries where people suffer from malnutrition, fish food is of high nutritional value.

In developed countries like Japan, USA and certain European countries the fish meet most of their food requirements. According to FAO (Food and Agriculture Organization) statistics, the per capita consumption of fish is high in advanced countries.

### ROLE OF COOPERATIVE MARKET IN FISHERING BUSINESS

A marketing cooperative is set up in order to market and sell the surplus produce of its members, being such a surplus, as they cannot consume themselves. Marketing cooperatives generally sell agricultural produce, but there are also those, which sell fish produce or handicrafts. There are also other definitions of cooperative marketing. Margaret Digby defines a marketing cooperative as a system in which a group of farmers join together in order to carry out part or all of the processes involved in bringing the produce from the producer to the consumer.

Cooperative formed at the rural area of the different parts of the country where most of the people are farmers. It is a mechanism by which all farmers are helping each other on turn basis. Since each type of work is being done in time, the productivity per farmer can be increased. Generally, these three traditional forms of associations which are the values and customs of our society should be brought to modern form of cooperatives so that they can contribute to the economic and social development of the people of India. Some special features of Traditional Cooperatives in Relation to Modern Cooperative are as follows:

Established on the felt needs of members and voluntary membership

- Democratic control and administration
- Fair and equal compensation

- Equal contribution
  - Equal participation of each member.
  - Serve their members
  - Cultural development and other development activities
  - Political neutrality
  - Equal opportunity to all members
- They can be organized at working place, living area bases

### FISHERIES COOPERATIVES

Fisheries Cooperatives are to provide employment to fishing community through fishing and marketing of fish. They have the mandate of preserving and developing the indigenous fish varieties and go for exotic varieties without affecting the ecological balance. They operate on a small scale and need the support of other development interventionists to go for large scale production, processing and marketing of fish and fish products. Wherever we have natural and artificial water reservoirs, we can go for fisheries cooperatives. Fisheries Cooperatives create employment, ensure food security, and provide a better way for preservation and use of precious water resources for multiple purposes.

### NEEDS FOR FISHERIES IN METTUR MARKET

The literature survey reveals that there is no major study of significant nature, based on primary data to evaluate the prospects and problems of fish marketing particularly with reference to Mettur Reservoir. This fact itself provides ample justification for this study. Moreover, the fisheries co-operatives are expected to play a very significant role in the lives of the small scale fishermen as fishing is of an altogether different kind of traditional occupation based on the fishermen effort. The traditional small scale fishermen being mostly uneducated and landless cannot think of any alternative occupation to fishing. So the fisheries co-operatives have to play greater role than any other type of co-operative organization, as they deal with the poorest class among the poor. They have to provide finance, storing and marketing facilities to the members; have to educate them on co-operative principles; have to provide alternative occupations to the distinguished unemployed fishermen and have to create seasonal employment during off season. Fishing is a highly risky and uncertain occupation. The fisheries co-operatives are of paramount importance as they are expected to cover the risk of the members. The subsidies and financial assistance to the fishermen provided by the Government are channeled through the fisheries co-operatives. The present study, hence, is made to offer prospects and problems of marketing fish with special reference to Mettur reservoir.

Though fishing is the breadwinning business of the entire population of Mettur Taluk, it has not improved the standard of living of the local people. In spite of their hard work throughout the year, they always fight for the existence and survival. In Mettur taluk, fishing is one of the major occupations. Due to lack of social awareness of the fish vendors, the development of business is not effective and they face a lot of problems.

The fishermen in the study area though they are members of the fishermen co-operative societies they have to face the number of problems like investment in fishing vessels, maintenance of nets, seasonal variations in the catchment of fish, storage in cold storage ice boxes, transport, commission to the agents, and so on. The problems faced by the fishermen varies depending upon the sex, age, experience, investment in vessels and net, number of fishing days and so on. Though the formation of the fishermen co-operative societies are a welcome step for the development of the fishing community, there are difficulties in availing the services of the co-operatives by the fishermen.

### PROSPECTS OF MARKETING FISH

The fishermen registered in the Mettur Reservoir Cooperative Society have been catching fish in their specified area and sell the fish to the society. The society agrees to take certain types of fish only and that too based on the quality of the fish. The remaining types of fish are not accepted by the society and the fishermen in turn sell those types of fish in the outside market. For the varieties of fish sold to the society, the price is fixed by the society and the member-fishermen have to sell the fish to the society at that price. Under these circumstances, an attempt has been made in this study to explore the prospects of the fishermen.

1. Provision of financial assistance would enhance the efficiency of the fishermen.
2. Provision of housing facilities is necessary.
3. Prohibition and prosecution of unregistered persons is must.
4. Co-operative society should provide cheaper inputs.
5. Fishermen should be provided subsidy during non-fishing period.
6. Adequate insurance facility should be provided to fishermen.
7. Co-operative society should provide preservation facilities.
8. Price of fish should be moderate and reasonable.
9. Adequate training should be provided to the fishermen.
10. Co-operative society should create awareness to increase per capita fish consumption.
11. The Government should take steps for the export of fish.
12. Sale of dry fish provides additional earnings.
13. Co-operative society should help to solve conflicts among fishermen.
14. Co-operative society should provide educational and health facilities and
15. Selling at different points will yield more income to improve the standard of living of fishermen.

### PROBLEMS OF MARKETING FISH

In every field of occupation, the persons involved are subject

to certain problems which they have to face while carrying out their work. In the marketing of fish, the fishermen are also facing certain problems. The problems are related not only to the sale of fish but also to fish catching, membership, inputs used, etc. For the purpose of the present study, the problems faced by the fishermen have been identified as follows:

1. Transport facility from residence to reservoir is not frequent.
2. Proper and safe parking facility is not provided for own vehicles.
3. Fishermen have conflicts among themselves regarding fishing ground.
4. Un-registered or unauthorized persons are fishing without permission.
5. Co-operative society does not provide inputs.
6. Co-operative society does not provide financial assistance.
7. Most of the fishermen use the old boats and nets only.
8. Modern boats are costly.
9. Fishing is seasonal.
10. Political interference is high.
11. Price fixed by the co-operative society for fish is too low.
12. Co-operative society does not accept all varieties of fish.
13. Fishermen find it unaffordable to arrange for preservation and storage facilities.
14. Money lenders charge huge rate of interest.
15. Co-operative society officials behave harshly in the event of failure to pay or tolerate delay in renewal of membership.

### SCOPE FOR FURTHER RESEARCH

- A behavioral study may be undertaken among the fishermen who sell their catch to the society or to the public through direct sale.
- A study may be conducted for reservoir fish processing both for domestic consumption as well as to export.
- A study on the economics of cost and pricing of fish and fish products within and outside India.
- Application of margin theory or replacement theory with reference to reservoir fish marketing.

### CONCLUSION

Fish consumption seems to be increasing all over the world. Fish and fish products are becoming popular among the youngsters. The medicinal features of fish products should be explored to the consumers. The problems of fishermen need to be solved and prospects could be improved by the society by increasing its quality of services. It results in the enhancement of level of satisfaction of fishermen towards the society. The earnings could be increased by providing cheaper inputs, financial assistance, accident benefit scheme and insurance facilities. The role of co-operative fisheries in the provision of various services to the fishing community is considered remarkable. The problems faced by the fishermen could be solved easily and the prospects of fish marketing are gradually increasing by various steps taken by the society as well as the Government

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