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Prawn and Fish Marketing system in Tehsil Sironcha, Dist. Gadchiroli (M.S.), India

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ABSTRACT

The present paper study is based on a survey of Sironcha Prawn and fish Market with the help of direct observation, interview (local language), and standard format of queries which are filling up by fish seller. The field survey done in between 2012-2013. The study reveals that the problems of fish seller during marketing time, which are discussed briefly in the present paper.

Keywords: Prawn and Fish marketing, fish seller problem, prawn and fish market structure, field survey 2012-2013.

1. Introduction

The Prawn and Fishes are one of the prime important elements in the aquatic habitat and play key role in economy of many nation as they have been a stable item in the diet of many people. Prawn and fishes constitute economically very important groups of animals. The nutritional and medicinal value of fishes has already been recognized (hora and pillay 1962, Jhingral 1982). Prawn and Fish production plays an important role in the socio-economic life of India. It is an important source of income and employment of rural farmers particularly woman. The growth of prawn and fish production and development of is highly dependent on an efficient prawn and fish marketing system. The main source of prawns and fishes in Tehsil Sironcha Prawn and fish market is Pranahita, Godavari and Indravati River. Which supplies various varieties of Prawns and Fishes.

The supply of Prawn and fish to the consumers are in the form of fresh freeze, Dried, Saltinated and pieces of Prawn and fishes in the Sironcha fish market. According to the Government of Maharashtra only the registered society are empowered for Prawn and fish catching and marketing from these water bodies. Prawn and Fishing is done by nets. For fishing, gill net and cast net are used. Gill nets are suspended at intermediate depth for overnight. Mostly fisherman catch fishes and prawn all the days of the months of the years except months July-September.

2. Material and Methods

Sironcha Tahasil is located in the district Gadchiroli, Maharashtra. Sironcha situated at the border of Andhra Pradesh (Kaleshwaram) and Chhattisgarh (Bhopalpatnam) The present work is based on primary and secondary sources of data. The primary data are collected through survey of prawn and fish market with the help of direct observation, queries and interview with Valmiki fish society members (Narayan Tokala President, Srinivas Kaperboina Fish and Prawn Retailers, Shankar Tokala Prawn wholesalers). Secondary data were collected from published data like journals, Reports, Research, Print media Reports, and Research findings etc.

3. Observation

It was found that, marketing costs including handling and transportation of big size fishes are comparatively higher than that of small varieties of prawn and fishes. Fisherman selling prawn and fishes in one market in the Sironcha. The fluctuation in prices of prawn and fish is very high because of the uncertain nature of production, Variation in short run supply, highly inelastic a bumper catch on any day will slash down the prawn and fish prices and a small catch on any day will boost the prices to very high level. After the closing time of the market, the members of Valmiki society stored their unsold prawn and fishes in Refrigerator and those people who are not of Valmiki society are willing to sell their fishes at comparatively low rates.

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Table 1: show whole sale prawn and fish and retail market in Sironcha

Sr. No	Name of Place	Day of Market
1	Sironcha	Daily

Table 2: Show the list of retail selling prawn and fish market in Tahasil Sironcha

Sr. No.	Name of Place	Day of Market
1	Ankisa	Tuesday
2	Bamni	Wednesday
3	Jimmagatta	Daily
4	Asaralli	Friday
5	Tekada	Daily
6	Umannoor	Sunday
7	Gadchiroli	Daily
8	Chandrapur	Daily

During the study period following chart indicating the path of movement of fish from the producer to the consumer:-

- 1) Fisherman-Auctioneers-wholesalers-Retailers-Consumers.
- 2) Fisherman-Auctioneers-Retailers-consumer.
- 3) Fisherman-Auctioneers-commission agent-wholesaler-Retailer-consumer.
- 4) Fisherman-Auctioneers-Consumer.

4. Result and Discussion

Harvesting and marketing of fish provides enormous

employment opportunities. Sathiadhas *et al.* (1994) ^[2] reported that the postharvest operation 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 the changes in supply beside due to the prices of other fishes in the market when a bumper catch on any days will slash down the fish price and a small catch will boost the price to very high level a similar study conducted by Sathiadas and Narayan Kumar (1994) ^[2] Reported that the function 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 intermediaries in marketing channels. Compared to the achievement in fish production, the fish marketing system is very poor and highly inefficient in India reported by Kumar *et al.* (2008) ^[3].

Fish market of study area 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 demands pattern violent and frequent fluctuation in prices difficulties in adjusting supplies to variation in demands and need for transportation of fish is specialized mean of transport, erratic supply of electricity , inadequate cold storage facilities stalls to display the fish proper arrangement of sitting of market etc. a similar study conducted in Liverpool fish market in Lagos state, Nigeria by Ayo-Olalus *et al.* (2010) ^[5] which is highlighted the major problem are faced by fish marketers and Kumar R./ (2008) ^[3] also reported the problem of domestic market of fish and fishery products in India .



Fig 1: Prawn and Fish Whole Sale Market Sirocha Operator.

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