Abstract: The present investigation was taken up to study the market performance and socio-economic status of wholesale vendors Naveen Machhali Mandi Mahanva of district Gorakhpur (Uttar Pradesh) during the year 2014 with covering 30 respondents. A pre-tested interview schedule was used for collection of the information from fish sellers. The demographic variables viz. age, education, caste, family size, educational status, experience and occupation whereas market performance viz. marketing channels, producer’s share, marketing margins, marketing efficiency and marketing channels were studied through a general information schedule. The data were analyzed statistically using descriptive statistics. The results of the study revealed that fish trading were carried out only by men. Three marketing channel were identified and marketing channel III was found to have highest marketing efficiency (59.17%) followed by marketing channel I and II. The constraints faced by stakeholder were also identified. There is need to impart training to stakeholders to strengthen the knowledge about fish trading. In order to improve trading efficiency, Govt. and extension worker would plan and execute need based training programme. This would certainly increase the trading as well as revenue to stakeholders.

Key words: Socio-economic status, Market performance, Fish market, Consumer price.