

STUDY OF MARINE FISH MARKETING IN RATNAGIRI DISTRICT OF MAHARASHTRA : A SUPPLY CHAIN APPROACH

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ABSTRACT : With the objective of understanding the efficiency of the domestic Marine fish marketing system, the present study was undertaken in the Ratnagiri district of Maharashtra. Channel 2 is responsible for the majority of the fish disposal, *i.e.*, 51.12 percent, followed by channel 1 (15.07%). The marketing cost, marketing margin and marketing efficiency of all six marketing channels were analyzed in the study. The investigation revealed the existence of 6 prominent marketing channels prevalent in the district, out of which Channel 2 (Fisher-Auctioneers-retailer-consumer) was found to be the major channel in terms of quantity handled with the share of about 51 percent. The analysis shows that the market cost is highest in the wholesaler (Rs. 4.83 Rs./Kg) due to the high catch handled per day by them. The cost is incurred to the auctioneers (Rs. 2.68 Rs./Kg) due to low transportation costs and ice also minimum ice cost. The total price spread in the supply chain is estimated, and marketing efficiency is calculated for each supply chain. The fishers' share in the consumer rupee is calculated as Rs. 88.44 percent for the fourth channel. As the Fishermen's share in the consumer rupee increases, the marketing efficiency increases, as seen in the various marketing channels.

Key words :

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INTRODUCTION

In India, the fisheries sector has been transformed from a mere source of subsistence living to the status of a multi-crore industry contributing consistently about 1-1.4 percent of the country's GDP (Ayyapan *et al.*,). This transformation has been made possible through the developments in the fishery harvesting methods and consistent demand for fish and fish products both in the global and domestic markets. India is the second-largest producer of Fish in the world, contributing to 6.7% of global fish production. The fisheries sector is a source of livelihood for over 14.49 million people engaged fully, partially or in subsidiary activities pertaining to the sector. Fish and fish product exports emerged as the largest group in agricultural exports and, in value terms, accounted for Rs. 46663 crores in 2019-20. It has been recognized as a powerful income and employment generator as it stimulates the growth of a number of subsidiary industries

(DAHDF Report, 2020). Marine fish marketing in India has undergone rapid changes over the years. An increase in demand for Fish enhanced the fishing intensity, and excessive demand for certain varieties led to target fishing in our open-access fisheries. The perishable nature of Fish compels its quick disposal at each point of transaction. Several technological innovations and changes have taken place in the marketing pattern of Fish both in fresh or processed forms of disposal, preservation, storage, transportation, wholesale and retail marketing systems. The wastage in the marketing process has been considerably reduced due to the innovative technological changes introduced in this sector. Now the fishing harbors and major fish landing centers all along the coast are functioning as big primary markets and transformed into large commercial centers. Product diversification and value addition further promoted assured Price to the producer in the fisheries sector. Fish markets are unique in nature as both typical examples of

application of ICT tools for an efficient marketing system and uniform price transmission; modern retail outlets have to be promoted vigorously through state and Central government initiatives. The implementation of departmental Schemes to help fishermen to market their catch efficiently. The schemes include the provision of vehicles for transporting Fish from landing centers to markets and marketing implements like insulated boxes for transportation and marketing.

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