MARKETING PROBLEMS OF FISHERMAN IN PARANGIPETTAI VILLAGE IN THE CUDDALORE DISTRICT

Dr.S.SHANTHI
Assistant Professor, Department of Economics, Annamalai University,
Chidambaram.

ABSTRACT

Indian fisheries are an important sector of food production, providing nutritional and livelihood security to a vast majority of the population and contributes significantly to the foreign exchange earnings. India occupies third position in world fish production and second in aquaculture production. The fish production in the country in 2012 was 7.13 million tonnes, of which 3.2 million tonnes was contributed by the marine sector and the rest by inland sector. Fish and fish products accounted for approximately Rs. 8,200 crore towards country's exports, which constitutes 18% of the national agricultural exports. Marine fisheries sector forms the source of livelihood for over 7 million traditional fishermen inhabiting about 3,600 coastal fishing villages situated along the country's coastal belt besides providing direct and indirect employment for several million people in fishing, processing, trading and ancillary activities. A significant proportion of the Indian population does not eat animal protein including fish. Among the fish eaters in the country, except in the southern and western regions, all other states prefer inland fish than marine fish. Hence fish produced by one state is moved to other states. The present study aims to find out the marketing problems of fisherman in Parangipettai Village in the Cuddalore District. A samples of 106 respondents selected randomly were studied. Primary data were collected by using a structured interview scheduled. All the respondents were asked the some questions in the same fashion and they were informed the purpose of study. Percentage analysis and Cross tabulation analysis were applied to test the hypotheses. The findings and observations are the result and outcome of the interpretations made during the study of analysis.

Key words : Marketing Problem and Demographic Variables

INTRODUCTION

Fishing is one of the oldest and natural occupations of mankind. Since three fourths of the earth's surface is covered by oceans, people living in the coastal areas went to sea in search of food. As population increased, fishing developed significantly to provide food for the growing population. As the demand for food increased, fishing activity expanded from shallow waters to deep sea. Fishing was considered as a way of life as fishermen had to work with the unpredictable natural conditions of the oceans in earlier times. The construction of fishing crafts for deep sea fishing and the fishermen's knowledge of the oceans was considered as the second line of naval defense in England by the Mercantilists. As fishing increased the food production in a country, there will be less import of food, making a country's balance of payments favorable. This naturally increased the riches of the country and the strength of the State. Hence the fisher folk were considered important both from the military and economic point of view. Exploring ways of food production from natural resources has been the pursuit of man ever since the dawn of civilization. But with the advent of science and technology a rational approach has been adopted to locate new and better food sources. Fishing, one of the oldest occupations of man, started as mere collection of animal food from the shallow waters by hand picking, later developed into an important industry. The rapid strides made in the development of advanced type of fishing gear, craft and advent of modern electronic fish finding devices have all contributed to the significance of fishing in world trade'. Fisheries have also a pivotal role in the socio-economic development of the poor in the coastal areas. Fishing development is a part of economic development, as it provides employment, contributes to gross national product and the foreign exchange earnings of a country. In a developing country like India, it assumes an added importance because of the potential social benefits it offers to fishing people.

Problems Related to Marketing

Marine fisheries have always been part of the market system as it was never only subsistence based. Fluctuating price mechanisms were prevailing in every fishing village. The middlemen decide the price of the fish once the fishermen land up after a heavy toll in the sea. Mismatch in the market price of fish in relation with the increase of fuel price. But it does not permit the traditional fishermen to revert back to the old style of fishing as it might only head to the poverty. The development in the communication sector has brought both advantages and disadvantages to the sector alike. Since the price of the fish is of fluctuating one, the communication divide helps the merchants and major players in the fishery sector to exploit the traditional fishermen. The price is dictated by the price of the fish in the global market of that time or at least in the nearby markets. Fish harvests are always fluctuating and sale prices are unpredictable. Fishermen are forced to sell their catch to traders at prices far below market rates. This is also discouraging fishermen from the occupation.

Problems Related To Storage

The cost of adjusting to the standards (certified processing plants) has been very challenging for smaller-scale processor. Domestic marine fish market chains are generally characterized by unhygienic conditions, poor handling of fish and loss of quality (from the boat to the final market). New developments in marketing channels such as mega-grocery stores are emerging in some towns, with modem fish handling practices and facilities. Smaller-scale

fishers are often unable to gain access to these marketing channels due to the poor quality of their product. Major contributors to this problem are the lack of easily accessible and low-cost credit, and the affordability of basic infrastructure such as ice, cold storage, and cold transport that would enable fishers to maintain better quality and obtain higher prices. The small-scale fishers and traders appear to lack adequate information about market requirements and emerging market opportunities. The lack of storage amenities and processing plants compel the fishermen to yield to the whims and fancies of the middlemen.

Problems Related to Mechanized Trawling

From the early fifties Government started introducing development measures in the fisheries sector. Mechanization of fishing vessels and use of synthetic gear materials brought in drastic changes in the coastal area. The effects of trawling on the traditional fishermen in the fishing villages were disastrous. The main effect of mechanization through trawling and perseining were depletion of fish and drastic decrease of fish production. Perseining is another technique introduced in the state by Indo Norwegian Project for large scale of fishing. A perseine boat operates in the inshore waters where the traditional fishermen also fish and it affects the catch of traditional fishermen directly. Trawling technology also leads to environmental depletion as the trawling net scraps the bottom of the sea. They destroy the sea bed, plants, foliage and coral reef which make the marine ecology and breed many species of fish.

Less Catch and Reduction of Fish Resources

The economic and ecological destruction, fish production and decrease in fish production, decline in the share of traditional fishermen. The availability of fish catch is directly contributing the standard of traditional fishermen. The unexpected decline of fish population is leading to a sharp fall in their income. The fishing intensity by the trawlers affected the fish stocks in the inshore waters which eventually led to an overall decline in fish landings. Traditional fishermen were of the view that the depletion in the landing was caused by the operation of trawl net, purse seine and ring seine. Unmanaged marine fisheries face chronic economic overexploitation and overfishing largely because of open access characteristics. Marine catch levels in inshore waters are stagnating and fish stock health is showing some alarming signs of depletion. Another factor contributing to declining fish stocks may be expanding coastal development activities, including land reclamation, construction of ports, bridges, roads, and buildings for industrial and residential purposes, oil and natural gas exploration, pollution from agricultural run-off containing chemicals, fertilizers and pesticides and industrial effluents and urban sewage.

Lack of Availability of Operational Requirement

Another problem, faced by the traditional fishermen is the increased price in the case of kerosene and diesel over the years. The study shows that in the last many years, the price of the oil increased three times while the price of the fish in the market increased only by one and half times. Ultimately the price of the fish goes down to the traditional fishermen.

Occupational Risk and Lack of Safety Guards

Foreign fishermen make a good catch with the help of sophisticated fishing boats. The use of traditional fiber boats and small trawlers small fisherman is not able to act as them. The fisher folk overwhelmed with woes in large numbers are having tough time fulfilling their both ends meet. 'Our traditional profession at risk', The poor fisher folk, who are without sufficient safety guard such as life jacket, modem communication facilities and other health care equipments are facing an uncertain during fishing operation.

Marketing Costs

The costs incurred by fishermen after they become product fish, withholding tax, municipal tax, commission fee, and value added tax. These expenses are made by the broker on behalf of the producer in fish. The cost of the commissioners is the cost of the rent, the employee fee, electricity, water, telephone and other expenses. In the study, brokerage costs were calculated annually and divided by the annual amount of fish held, which was found to be brokerage cost per kg fish.

Retailers' costs include rent, employee fees, electricity-water, ice, transportation, taxes, shrinkage, and other expenses other than product purchases. Retailers' costs are calculated at 80% of the remaining value after deducting the purchase price from the fish sales price, based on the retailer's declaration.

Fish being a highly perishable commodity, its marketing assumes special significance. It needs good roads and quick transport facilities, suitable container, ice, cold storage to keep fish fresh for longer time, suitable agency (or agencies) as fishermen are poor, unorganized and cannot reach consumers. These facilities are generally not available up to their desired expectations and the fishermen face more problems. Hence the researcher attempted to study the problems of fish marketing in Parangipettai.

REVIEW OF LITERATURE

Ganeshetal (2009) in their study titled Domestic Fish Marketing in India Changing Structure, Conduct, Performance and Policies. This study has been conducted in all the major coastal states and some selected inland states to understand the domestic marketing of fish in India. The total marketing costs of auctioneer, wholesaler, retailer, vendor, marine fishermen cooperative society and contractor/freshwater fishermen cooperative society have been found to be Re 0.98, Rs 8.89, Rs 6.61, Rs 4.50, Rs 6.00 and Rs 3.51, respectively. The marketing efficiencies for Indian major carps (IMC), sardine and seer fish have been found to vary from 34 per cent to 74 per cent, depending on the length of market channel. The marketing efficiency has been found more in the case of marine species than freshwater species, since the latter travel longer distances from the point of production to consumption centre, passing many intermediaries as compared to the former. The fisherman's share in consumer's rupee has shown variations across species, marketing channels and markets. The infrastructure facilities at most of the surveyed landing centres, fishing harbours and wholesale and retail markets have been found grossly inadequate and poorly maintained. The study has highlighted the need for formulating a uniform market policy for fishes for easy operation and regulation so

that the country's fish production is efficiently managed and delivered to the consuming population, ensuring at the same time remunerative prices to the fishers.

Jackie et al (2010) in his study titled Adoption of Hygienic Fish Handling Practices by Fishermen. This paper attempts to explore the extent of adoption of hygienic fish handling practices among the mechanized fishermen of Thoothukudi district in Tamil Nadu. Data on the extent of adoption of hygienic fish handling practices among the fishermen were collected through personal interview. Of the 10 practices evaluated, the adoption scores were higher for five practices viz., Icing of fish (96.67%), Cleaning of deck (94.17%), Cleaning of fish hold and accessories (90.83%), Packaging of fish (77.50%) and Personal Hygiene (60.83%).It was observed that erratic price fluctuations; lack of cold storage; and insufficient loans and subsidies were the major problems faced by the fishermen in practising the hygienic fish handling practices. Price regulation by Government intervention; establishment of cold storage in auction hall; and providing sufficient loans and subsidies without collateral security from banks were the suggestions of the fishermen for the perceived problems.

Objectives of the Study

1. To Know marine fisheries welfare schemes in Tamil Nadu
2. To study fisheries policies of the Government of Tamil Nadu.
3. To explore the problems of fish marketing in Parangipatti.
4. To offer suitable suggestions based on the findings of the study.

METHODOLOGY

The research methodology describes the step by step process of the study. It provides for clear guidance to the researcher to proceed with the study. It includes the sampling method, sample size and collection of data. The present study has been based on primary data collected from the fishermen. The data has been collected with the help of the questionnaire and the respondents are selected by convenience sampling. The sample size for the study is 106 fishermen. The investigator has selected the "convenient sampling" to collect data from the respondents. Respondents were selected from the fisher folk through random sampling. It has selected for 106 responders are Parangipettai fisheries. The data required for the study have been obtained from both primary and secondary source. The primary data were collected through interview schedule and secondary source of data were collected through, journals, magazines, and websites. The data have been analyzed using simple percentage analysis. No significant studies have been conducted on the problems of the fish marketing; so there exists a wide data gap or blank past in this regard. This study must be essentially seen as a starting point in attempting to reveal the facts of a marginalized community. Non-availability of sufficient and reliable secondary data is one of the major limitations of the study. In the absence of proper records the study exclusively depends on data provided by the participants regarding their conditions.

ANALYSIS AND DISCUSSIONS

Table -1

Gender of the Respondents

Gender	Frequency	Percentage
Male	59	55.7
Female	47	44.3
Total	**106**	**100.0**

Source: Primary data

Table 1 shows that, out of the 106 respondents 55.7 percent of respondents are belong to the male. 44.3 percent of respondents are belong to the female. Hence, the majority of the respondents are male.

Table-2

Age wise of the Respondents

Age	Frequency	Percentage
Below-20	10	9.4
20 to 25	19	17.9
25 to 30	45	42.5
Above 30	32	
Total	**106**	**100.0**

Source: Primary data

Table 2 shows that, out of the 106 respondents 9.4 percent of respondents are belong to the age group of below- 20 years. 17.9 percent of respondents are belong to the age group of 20 to 25 years. 42.5 percent of respondents are belong to the age group of 25to30 years. 30.2 percent of respondents are belong to the age group of above 30. Hence, the majority of the respondents are above 30 age group.

Table 3

Education level of the respondents

Education	Frequency	Percent
Illiterate	55	52
SSLC/HSC	48	45.3
Collage level	3	2.8
Total	106	100

Source: Primary data

Table 3 shows that, out the 106 respondents 52 percent of respondents are belong to the upto illiterate. 45.3 percent of respondents are belong to the under SSLC/HSC. 2.8 percent of respondents are belong to the college level. Hence, the majority of the respondents are under Illiterate.

Table-4

Marital status of the respondents

Marital	Frequency	Percent
Married	80	75.5
Unmarried	26	24.5
Total	106	100.0

Source: Primary data

Table 4 shows that out of the 106 respondents 75.5 percent of respondents are belong to the married. 24.5 percent of the respondents are belong to the unmarried. Hence, the majority of the respondents are 75.5 married.

Table-5

Family type of the Respondents

Family	Frequency	Percentage
Join	39	36.8
Nuclear	67	63.2
Total	**106**	**100.0**

Source: Primary data

Table 5 shows that out of the 106 respondents 36.8 percent of respondents are belong to the join. 63.2 percent of respondents are belong to the nuclear. Hence, the majority of the respondents are nuclear.

Table-6

Income of the Respondents

Income	Frequency	Percentage
Below Rs.5000	18	17.0
Rs.5001-10000	37	34.9
Rs.10001-1500	33	31.1
Rs.15001-20000	18	17.0
Total	**106**	**100.0**

Source: Primary data

Table 6 shows that out of the 106 respondents 17.0 percent of respondents are belong to the below Rs. 5000. 34.9 percent of respondents are belong to the Rs. 5001-10000. 31.1 percent of respondents are belong to the Rs. 10001- 15000. 17.0 percent of respondents are belong to the Rs. 15000-20000. Hence, the majority of the respondents are Rs. 5001 to 10000.

Table-7

Family size of the Respondents

Family size	Frequency	Percentage
3 members	24	22.6
4 members	33	31.1
5 members	24	22.6
More than 5	25	23.6
Total	**106**	**100.0**

Source: Primary data

Table 7 shows that out of the 106 respondents 22.6 percent of respondents are belong to the 3 members. 31.1 percent of respondents are belong to the 4 members. 22.6 percent of respondents are belong to the 5 members. 23.6 percent of respondents are belong to the more than 5. Hence, the majority of the respondents are 4 members.

Table- 8

Experience of the Respondents

Experience	Frequency	Percentage
Up to 10 years	24	22.6
11 to 20 years	36	34.0
21 to 30 years	25	23.6
Above 30 years	21	19.8
Total	**106**	**100.0**

Source: Primary data

Table 8 shows that out of the 106 respondents 22.6 percent of respondents are belong to the up to 10 years. 34.0 percent of respondents are belong to the 11to 20 years. 23.6 percent of respondents are belong to the 21to 30 years. 19.8 percent of respondents are belong to the above 30 years. Hence, the majority of the respondents are 11to 20 years.

Table- 9

Vessels of the Respondents

Vessels	Frequency	Percentage
Canoe without outboard motor	50	47.2
Canoe with outboard motor	49	46.2
Ships	7	6.6
Total	**106**	**100.0**

Source: Primary data

Table 8 shows that out shows that out of the respondents 47.2 percent of respondents are belong to the canoe without outboard motor. 46.2 percent of respondents are belong to the canoe with outboard motor. 6.6 percent of respondents are belong to the ships. Hence the majority of respondents canoe without outboard motor.

Table- 10

Problem faced in Fish Marketing

S. No.	*Sources*	SA	A	N	D	SD	*Total*
1	Price fluctuating	19	25	24	21	17	106
		17.9	23.6	22.6	19.8	16.0	100
2.	Inadequate demand	23	27	24	12	20	106
		21.7	25.5	22.6	11.3	18.9	100
3.	Fish low price offered by the buyer	19	27	21	18	21	106
		17.9	25.5	19.8	17.0	19.8	100
4.	Storage problems	22	22	29	21	12	106
		20.8	20.8	27.4	19.8	11.3	10
5.	Inadequate market knowledge	25	13	47	9	12	106
		23.6	12.3	44.3	8.5	11.3	10 0
6.	Competition from other sellers	20	23	27	24	12	106
		18.9	21.7	25.5	22.6	11.3	100
7.	High expenses of transport	57	17	6	9	17	106
		53.8	16.0	5.7	8.5	16.0	100
8.	Delay in payment	25	16	22	24	19	106
		23.6	15.1	20.8	22.6	17.9	100
9.	Lack of facility in market place	13	7	15	28	43	106
		12.3	6.6	14.2	26.4	40.6	100
10.	Low sale of ritual days	10	13	6	22	55	106
		9.4	12.3	5.7	20.8	51.9	100

Table 10 that clearly indicate that out of 106 respondents in agree 41 per cent of the price fluctuating to the price , 47 per cent per cent Inadequate demand of the respondents are belong to the per cent of the respondents are belong to the to the baby shampoo, 44 per cent of the per cent of the respondents are belong to the fish low price offered by the buyer to the baby powder, 42 per cent of the storage problems to the baby oil,36 per cent of the respondents are belong to the inadequate market knowledge to the baby soap, 41 per cent of the respondents are belong to the are competition from other sellers, 69 per cent of the respondents are belong to the high expenses of transport sale of ritual days,38 per cent of the respondents are belong to the delay in payment,19 per cent of the respondents are belong to the lack of facility in market place, 21 per cent of the respondents are belong to the low sale of ritual days .

Table 11

Affecting General Problems of Fisheries

S. No.	*Sources*	SA	A	N	D	SD	*Total*
1	Weather condition	18	13	13	16	46	106
		17.0	12.3	12.3	15.1	43.4	100
2.	lack of convenience vessels	10	13	52	15	16	106
		15.1	14.2	49.1	12.3	9.4	100
3.	Damage to the ocean floor	31	28	28	7	12	106
		11.3	6.6	26.4	26.4	29.2	100
4.	Fishing of area problem	66	13	7	13	7	106
		62.3	12.3	6.6	12.3	6.6	100
5.	Immediate rotting	16	16	31	25	18	106
		15.1	15.1	29.2	23.6	17.0	100
6.	Lack of freezing	13	12	25	22	34	106
		32.1	20.8	23.6	11.3	12.3	100
7.	Poor fisheries management	19	10	10	21	46	106
		17.9	9.4	9.4	19.8	43.4	100
8.	Degrees of fish weight	19	18	46	13	10	106
		17.9	17.0	43.4	12.3	9.4	100
9.	Problems of preservation	19	25	31	21	10	106
		17.9	23.6	29.2	19.8	9.4	100
10.	Spoilage of quality	19	19	36	16	16	106
		17.9	17.9	34.0	15.1	15.1	100

Per cent of the respondents are belong to the table 2.29 per cent of the respondents are belong to the weather condition,29 per cent of the respondents are belong to the lack of convenience vessels,17damage to the ocean floor,74 per cent of the respondents are belong to the fishing of are problem,30 per cent of the respondents are belong to the Lack of freezing, 52 per cent of the respondents are belong to the lack of freezing, 27 per cent of the respondents are belong to the poor fish management,34 per cent of the respondents are belong to the degrees of fish weight,42 per cent of the respondents are belong to the problems of preservation, 35 spoilage of quality.

CONCLUSIONS

In order to reduce the problems of fish marketing, the fishermen should be provided with good storage facilities. They should be provided with proper preservation facilities with a view to preserve the fish because of its perishable nature. The provision of cheaper inputs by the society would enable the fishermen in minimizing their costs. In order to enhance the level of satisfaction, the society has to take steps to collect the fish at the catching point. The price for fish should be fixed reasonably and should be disbursed at the earliest. The society should accept the different varieties of fish. The fishermen and their family members should be given at least secondary education. The educational level could help the fishermen to identify the different selling points where the fish products could be sold, so that their market knowledge gets increased. The government should take steps for the export of fish. Hence, the fishermen could get more profit by exporting fish and fish products. The society should also ensure that its officials are behaving politely with the fishermen. The fishermen should be invited for meeting frequently so that

they will get a chance to discuss various problems they have faced. It is also suggested that the fishermen should be provided training for increasing their fishing ability and marketing skills. The fishermen are also to be provided with accident benefit schemes and insurance facility. The infrastructure facility should be improved and Government should take various steps to solve the problems faced by the fishermen in marketing their products. More markets and processing units should be open for the marketing of the fish.

The livelihood process will create opportunities for more income as well as improve the resource base of the poor people of coastal areas. Moreover, institutions involved in income generating activities and other support services may work in close cooperation among themselves for development of sustainable livelihoods system and thus the process will ensure more sustainable use of natural resource base of coastal fishing communities of Parangipettai village, Most of the fishermen's main problem in raising finance is their inability to give security for the loan. Even for getting financial aids through government banks Security is essential. By way of providing alternate employment the standard of living of the fishermen family will be upgraded due to additional income of the family and also leisure time could be spent effectively. Furthermore need food assistance and cash grants from government and non-governmental organisations, as well as donations of boats and fishing gear and boat repair stations were all available to them.

REFERENCES

Abdul Razaque and Siti Zobidah (2008) Use of mobile phone among fishermen for marketing and weather information, archives des sciences, Volume 65, Issue 8, pp 107-119.

Ajay bailey (2009) left at sea: HIV vulnerability among migrant Fishermen in Goa, India, via medica, volume 62,issue 2, pp116–122.

Ganesh et al (2009) domestic fish marketing in India changing structure, conduct, Performance and policies, Agricultural Economics Research Review, Volume 21, pp 345-354.

Jackie Singh, R. Santhakumar. D. Pandey, H. Bharati and Debroy.P (2010), Adoption of hygienic fish handling practices by fishermen, Indian Res. J. Ext. Edu, volume 12, Issue 1, pp 36 -38.