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A study of marketing of marine fishing in Visakhapatnam district of Andhra Pradesh

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Abstract

Nine out of 13 districts of Andhra Pradesh are along the coastline and the total length of the coast is around 974 km. Visakhapatnam district is one of the important maritime districts of Andhra Pradesh, the fishing households are busily engaged in all the sea shore- based activities like sorting, weighing, salting, drying, marketing, etc. Fishing households, particularly in the fishing communities are the most disadvantaged group. They have a very low status in the society. The study has been selected two sample mandals one is Nakkapalli mandal and other mandal is Visakhapatnam urban. From each mandal 3 villages, from each village 50 sample respondents were selected. The main objective of the study is to analyze the difference between traditional and motorized boats of fishermen relating to income and marketing of fish in Visakhapatnam district. The study observed that there are wide variations in illiteracy levels, number of earning members and average annual income is significantly higher among the respondents of motorized boats (Rs. 79,671) and it is Rs. 50,384) in traditional boats. The study suggests that high priority should be given for the development of suitable infrastructure facilities for effectively linking up the fishing colonies with the urban centres.

Keywords: Age group, Literacy, Marine Fishing, Marketing, Income, Trade, Traditional crafts, Fisherman, Motorized boats

Introduction

India with a coastline of 8118 Km. and an Exclusive Economic Zone (EEZ) of 2.02 million Sq.km has a tremendous potential for marine sector growth. Nearly 3.52 million fishing community members belonging to 75621 households live in 3202 marine villages of India (Bay of Bengal News September 2006). The average family size of fishermen households in India is 4.7.

Marine Fishing in Andhra Pradesh

Nine out of 13 districts of Andhra Pradesh are along the coastline and the total length of the coast is around 974 km. The total continental shelf is more than 33,227 Sq.km. The total marine fishermen population in the state is around 6.05 lakh and sea going fishermen are around 1.5 lakh. The total fishing crafts in the state are around 31,741 with around 10,737 motorized crafts, 3,167 Mechanized and 17,837 traditional crafts. There are 4 fishing harbors 353 fish landing centers and 555 fishing villages.

The State has large marketing potential for fish products in urban areas within the state and in other states of India. In India, 60% of population is non-vegetarians and hence there is demand of fish consumption. At Present the national fish consumption is 11 Kgs and in AP it is estimated at 7.4 Kgs. The world fish consumption is 21.0 Kgs. Hence, there is a huge gap in consumption which can be filled up by A.P by promoting domestic market.

Marine Fishing in Visakhapatnam

Visakhapatnam district is one of the important maritime districts of Andhra Pradesh, the fishing households are busily engaged in all the sea shore- based activities like sorting, weighing, salting, drying, marketing, etc. However, their economic activities go unnoticed. The present study aims at the fisheries households conditions of Marine Fishing in Visakhapatnam District.

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Statement of the Problem.

Fishing households, particularly in the fishing communities are the most disadvantaged group. They have a very low status in the society. There are about 6.05 lakhs fishermen in Andhra Pradesh. There were 1,40,089 fisherfolk engaged in fishing allied activities, such as labourers 46.00 per cent, marketing 28 per cent, curing/processing 12 per cent, making/repairing net 10 per cent and peeling 2 per cent. They have the potential to play an active and sometime dominant role in fishing related activities. There are some important studies relating to marketing of marine fishermen lik. Chidambaram, K: and Soundrarajan, A (1990) [1], Salagrama (1997) [2]; Lilian Fay-Sauni (1998) [3], Yoshiaki Mastuda (2000) [4], Ganesh Kumar, B., Ravisankarb, T (2010) [5].

Objectives of the Study

- To analyze the socio-economic features of the fishermen in Visakhapatnam district
- To find out the income of traditional and motorized boats of fishermen in the sample district
- To examine the types of marketing among fishermen in Visakhapatnam
- To identify the sale and value of fish among the marine fishing households in the sample district
- To suggest the policy measures for strengthening of marketing and sale of fish in the study area.

Methodology

The present study has considered Visakhapatnam district as the study area since it has the lengthiest coast of Andhra Pradesh. The study has been selected two sample mandals one is Nakkapalli mandal and other mandal is Visakhapatnam urban. From each mandal 3 villages, from each village 50 sample respondents were selected. Al together, the study covered 6 villages, 300 sample respondents in the study aera. The sample villeges are Rajayya peta, Bangaramma peta and D.L.Puram villages

from Nakkapalli mandal and Pedejalari peta, Kottajalari peta and Mangamari peta villages are selected from Visakhapatnam (U). From each mandal 75 fishing households from traditional craft and another 75 fishing households from traditional motorized boats. The primary data were collected from the selected households with the help of a comprehensive pretested interview schedule through personal interview method. The data were collected over a period of one year commencing from May 2014 to March 2015.

Socio-Economic Features of Sample Marine Fishing Households

The prime objective of the study is to analyze the economic activities and to assess the socio-demographic conditions of the marine fishermen in Visakhapatnam district, one of the important maritime districts of Andhra Pradesh.

Age-wise Composition of the Respondents

Age is one of the determining factors of employment. A family which contains more number of children and aged people will suffer since their earning capacity is low. On the contrary, a family would better off, if it contains more working class people. The age-wise composition of the respondents is shown in the following Table-1. It could be seen from Table 1 that 29.00 per cent of the fishing households engaged in various fishing activities belong to the age group of 41-50, and 18.00 per cent belong to the age group of 31-40. 17.00 per cent are in the age group of 51-60. An interesting feature is that men in the age group of more than 60 years are 13.00 per cent. This indicates that the fishermen community is custom bound and that it prevents the men in the most productive age from work participation. After the age of 65 the male members keep away from fishing, and they are cared by their children. 10.00 per cent belong to the age group of below 20. This indicates that the young fishermen community does not like these fishing activities.

Table 1: Age-wise Composition of the Respondents

Age Group (in Years)	Craft group		Grand Total
	Traditional Craft	Traditional motorized boat	
Below 20	18 (12.00)	12 (8.00)	30 (10.00)
21-30	23 (15.00)	20 (14.00)	43 (15.00)
31-40	29 (19.00)	24 (16.00)	53 (18.00)
41-50	46 (31.00)	41 (28.00)	87 (29.00)
51-60	21 (14.00)	29 (19.00)	50 (17.00)
Above 60	14 (9.00)	24 (16.00)	38 (13.00)
Total	150 (100.00)	150 (100.00)	300 (100.00)

Source: Field Survey

Educational Status

Education is the level of development in any society. A greater percentage of the fishing households are either illiterate or educated at primary or second school level. The distribution of fishing households based on their educational status is presented in table 2.

Table 2 clearly shows that nearly 23.00 per cent of the respondents are literates. It is a peculiar situation in this

study area that all people have a positive attitude towards education. However, 15.00 per cent of the respondents have studied primary level of education, 11.00 per cent of the respondents have studied secondary school level of education. 49.00 per cent of the respondents are illiterates, but they also try to educate their children to the maximum extent possible.

Table 2: Educational Status-wise Distribution of the Respondents

Educational Status	Craft Group		Grand Total
	Traditional Craft	Traditional motorized boat	
Illiterate	88 (59.00)	58 (39.00)	146 (49.00)
Literate	27 (18.00)	42 (28.00)	69 (23.00)
Primary	27 (18.00)	25 (17.00)	46 (15.00)
Secondary	14 (9.00)	18 (12.00)	32 (11.00)
Inter	0 (0.00)	2 (1.00)	2 (0.50)
Degree	0 (0.00)	3 (2.00)	3 (1.00)
Technical	0 (0.00)	2 (1.00)	2 (0.50)
Total	150 (100)	150 (100)	300 (100)

Source: As ex ante

Earning Members in the Family

The number of earning members in the fishermen families vary from a minimum of one to a maximum of three. 300 samples, 164 respondents families (55.00%) are having one

earning member each. 98 respondents families (32.50%) are having two earning members each and 38 respondents families (12.50%) are having three earning members per family. These details are shown in table -3.

Table 3: Earning Members in the Family

Earning Members	Earning Members		Grand Total
	Traditional Craft	Traditional motorized boat	
1	88 (59.00)	76 (51.00)	164 (55.00)
2	48 (32.00)	50 (33.00)	98 (32.50)
3	14 (9.00)	24 (16.00)	38 (12.50)
Total	150 (100.00)	150 (100.00)	300 (100.00)

Source: As ex ante

Income of Marine Fishing Households

An attempt is the main source of income of the fishermen households in Visakhapatnam District in the study area is either fishing or fishing-allied activities. Data relating to its gross income from each sample household are added to arrive at total gross income from all the sources. The annual average per capita income and the household disposable income have been calculated for further analysis. The analysis of household income has been discussed under the heads of traditional craft, Traditional motorized boat.

sources. Tabl- 4 presents the gross income of the respondents.

The average annual income is significantly lower in Traditional (Rs.50, 384) compared to motorized boats (Rs.79, 671). It is observed from the income from fish catching constitutes a major source of income in traditional craft and Traditional motorized boat. 52.79 per cent and 53.45 per cent of the total annual gross income have been derived from fish catching in traditional craft, Traditional motorized boat respectively. Next in area, business gives a considerable amount of income to the households family in two craft groups. 24.30 per cent and 36.25 per cent of the gross income were received from business in traditional craft and Traditional motorized boat respectively. Income from salaries are the third major source in Traditional as well as motorized boats in the study area.

Source of Income of the Respondents

Information regarding the income earned from all sources is an essential pre-requisite to analyze the income and consumption pattern of the households. Therefore, in order to get a correct idea about the income pattern of the respondents, it is necessary to include the income from all

Table 4: Source wise Income Distribution of the Respondents

Source of income	Traditional		Traditional motorized boat	
	Annual income (Gross)	Percentage share in total	Annual income (Gross)	Percentage share in total
Fish catching	4518600	59.79	6387500	53.45
Land income	518000	6.85	498500	4.17
Business	1836500	24.30	4332200	36.25
Salaries	684500	9.06	732500	6.13
Total	75,57,600	100.00	119,50,700	100.00
Average annual income per households	50,384		79,671	

Source: As ex ante

Fish Marketing

An attempt is made to analyze the prevailing fish marketing conditions of the marine fisheries in the study area. The findings of the survey conducted for the present study on marketing agencies type of traders natures of payments in the fish marketing system.

Fish Marketing in the Marine Fisheries Sector

Inadequate arrangements for systematic marketing of fish, prevalence of numerous middlemen, inadequate infrastructure that brings the producer and the consumer together and lack of transportation facilities for organized marketing of fish are some of the important reasons for the low returns from the traditional fishing enterprise. The

important fish consumption centres available cannot be quickly transported in the absence of good roads and transportation. In urban areas are sold by fish in a the interior markets.

Agencies of Marketing fish

It has been observed that the fish marketing is conducted through different agencies namely, the trader, trader-lender

(local), Trader-lender (out-sider), fisheries corporation, direct sales through their women-folk and others (include small traders).The sample households are classified according to the type of agency to whom their fish is sold. The data reveal that the trader is dominating the fish marketing in all the sample villages (see Table – 5).

Table 5: Distribution of fishing households according to the type of agency through whom fish is marked

Sl. No	Village	Trader	Trader Lender (local)	Trader Lender (non-local)	Direct	Other	Total
Nakkapalli (Rural)							
1	Rajayya peta	28 (56)	--	7 (14)	3 (6)	12 (24)	50 (100)
2	Bangaramma peta	32 (64)	4 (8)	--	--	14 (28)	50 (100)
3	D.L Puram	36 (72)	1 (2)	2 (4)	4 (8)	7 (14)	50 (100)
Visakhapatnam (Urban)							
4	Pedejalari peta	19 (38)	16 (32)	3 (6)	6 (12)	6 (12)	50 (100)
5	Kottajalari Peta	23 (46)	12 (24)	3 (6)	5 (10)	7 (14)	50 (100)
6	Mangamari peta	16 (32)	8 (16)	--	6 (12)	20 (40)	50 (100)
	Total	154	41	15	24	66	300

Source: As ex ante

The proportion of fishing households in the sample exclusively selling their fish to the trader accounted 72 per cent in Nakkapalli and it is 32 per cent in Visakhapatnam. There are several reasons for their popularity in fish marketing. Only in Urban areas Peda jalari peta 32 per cent of the sample households reported sales to their local trader money lenders. In Kotta jalari Peta 24% of the households reported sales to the local trader and in Mangamari Peta 16% of the sample households reported fish sales to this category of traders. In terms of total value and quantity of fish sales, the trader dominates the fish marketing in almost all the villages and Urban areas. The relative role of the trader-lender (local, non-local) in terms of the total quantity and value is not found to be significant except in Rajayya peta village. In this village the trader lenders lives within the village and few of them live in the nearby towns. They combine fish marketing with money lending business.

Conclusion

Majority of the respondents are in the age group of 31-50 in both areas. illiterates are considerably higher among traditional crafts (59%) compared to motorized boats (39%). Three earning member families are more in motorized boats. More than half of the income received from fish catching in the study area. The average annual income is significantly higher among the respondents of motorized boats (Rs. 79,671) and it is Rs. 50,384) in traditional boats. study suggest that legal measures should be evolved to control the activities of the money lenders who often combine fish trade with money lending in the study area. It is observed that most of the fishermen colonies are isolated and cutoff from the nearby cities and towns because of inadequate road and transportation facilities. As a result the fishermen are unable to take the advantages of the price paid by the consumers in the urban areas. Therefore, high priority should be given for the development of suitable infrastructure facilities for effectively linking up the fishing colonies with the urban centres. The Government should also provide the most essential life-saving devices like the floating ring, life jacket and mask to all fishing households at free of cost to take with them in the boat while fishing in order to avert accidents in the sea.

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