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ASTUDY ON PROBLEMS AND PROSPECTS OF FISH MARKETING IN NAGAPATTINAM DISTRICT,TAMI LNADU

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Abstract

Since the beginning of time, fishing has been a primary source of income for the human race. It follows agriculture in importance. Fish and other sea food are an essential part of a healthy diet. Fish, in particular, come in a wide variety of species and can be used as a pleasant and nutritious source of protein and fat. There is a large segment of the population that relies on fishing as a source of income. Fishermen's livelihoods are heavily reliant on fish catches. Development of the fishing industry is critical for both food production and diet quality in most developing countries. Women fish dealers have a dismal economic situation. As the primary breadwinner in their families, many women fish vendors encounter a variety of financial and social challenges.

Introduction

ReviewofLiterature

Prior studies from reputable journals and other sources from the last fifteen years were examined using the review's methodology. As a result of this research, a theoretical framework and greater knowledge of the various approaches to fish marketing were established. Gnanadoss (2007) Tamil Nadu's maritime fisheries were evaluated as a result of this research. Study shows that Tamil Nadu should be able to meet a significant amount of its modern fishing industry's workforce needs.

Krishnaiah, (2009) evaluated India's fisheries sector development strategies. Aquaculture intensive in ponds and tanks, reservoir fishery development, coastal aquaculture, the revival

of shrimp culture and diversification, Coldwater fisheries and the mission mode approach, resource mobilization, the increased role of the private sector and the need for policy interventions were all highlighted in the study.

Statementoftheproblems

Fish is a staple in almost every culture's diet. In both rich and developing countries, fish marketing is seen as a driving force for economic progress. Fish marketing has a higher labor intensity than other markets, which provides significant employment opportunities in coastal areas. They also contribute

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to a more equitable distribution of wealth by reducing regional disparities in economic activity. In India and Tamil Nadu, fish marketing is a fast-growing industry. The coastal area of Tamil Nadu's economic development is based on the marketing of fish and other marine items. Tamil Nadu is India's fourth-largest fish market by volume of sales. Tamil Nadu is the second-largest state in India in terms of fish exports, with 12 coastal districts. A quarter of the Tamil Nadu coastline is occupied by Nagappatinam district, which also has the highest number of registered fish marketers in the state government.

Objectives of the Study

In order to meet the study's primary goals, the following objectives have been set for the Nagappatinam District fish marketing industry.

To calculate the socioeconomic aspects of fish marketing in the Nagappatinam district of Tamil Nadu

Second, to look at the difficulties of fish marketing in Nagappatinam district.

Limitation of the study

The following limitations are identified and presented here:

It was performed in the Nagappatinam district only. " As a result, it is solely applicable to that zone and may not be applicable to other locations.

The investigation has been severely hampered by a lack of funds and time.

Respondents' perceptions are the only basis for the information they offer.

Findings

118 (36.65%) of the responders came from nagapattinam, followed by 87 (37.65%). (35.95 percent). Vedaranyam, on the other hand, has 98 respondents who hold 30.43 percent of the stock, and 77 who own 77 percent of the stock (31.82 percent). While in

poompuhar, 52 (16.14 percent) and 38 (38.14 percent) of the respondents have an ownership pattern (15.70 percent).

Nagapattinam had the largest percentage of male respondents (185, or 37.29 percent) and the second-highest percentage of female respondents (20, or 29.41 percent), whereas in vedaranyam, there were 162 male respondents (32.66 percent) and 13 female respondents (19.12 percent). Males make up 16.53 percent of those polled in poompuhar, while females account for 11.76 percent of those polled. Thirumullaivasal, kodiyaikarai, vedaranyam, and Tharagampadi & poompuhar make up the rest of the lower 30s, with nagapattinam taking the lead with 38 (32.20 percent) (2.54 percent). Thirumullaivasal 2 (Thirumullaivasal) is the only one in the age category of 31-40 to have a larger percentage of the population, followed by nagapattinam 46 (33.33 percent) and vedaranyam 40 (28.98 percent) (1.44 percent).

Nagapattinam is not more widespread in any one schooling group than the others. In third place is Vedaranyam, with 43.64 percent, followed by 56.9 percent by 10.30 percent by poompuhar, 14.4 percent by Tharagampadi, 3.3 percent by kodiyaikarai, and 1.3 percent by Thirumullaivasal (00.06 percent). Pupils primarily come from the three districts of Varanasi, vedaranyam, and poompuhar, with nagapattinam having the fewest—70—and the districts of Tharagampadi, Kodiyaikarai, and Thirumullaivasal—the most—each comprising only 24 pupils apiece (01.06 percent). Nagapattinam has the highest percentage of respondents in the primary occupation category of 149 (37.06 percent), followed by vedaranyam 129 (32.08 percent), poompuhar 61 (15.17 percent), Tharagampadi 38 (9.5 percent), kodiyaikarai 18 (04.48 percent), Thirumullaivasal 7 (1.74 percent). The highest distribution of 56 (34.57 percent) is found in the subsidiary profession category for nagapattinam, followed by 46 (28.40 percent) for vedaranyam, 29 (17.90 percent) for poompuhar, 21 (12.96 percent) for Tharagampadi, and 8 (04.94 percent) for kodiyaikarai (1.23 percent).

☐ Twenty-eight people surveyed in Poompuhar, Thailand, saw the issue of storage as "severe," while another 28 people described the issue as "serious," another 19 people described the issue as "small," and another seven people described the issue as "not at all." In the Nagapattinam region, 49 people rated the situation as serious, 48 people rated it as moderate, 47 people rated it as minor, 32 people rated it as somewhat problematic, and 29 people rated it as not problematic at all. 42 respondents in the Vedaranyam zone described the situation as serious, 42 respondents described the problem as small, 41 respondents described the problem as moderate, 28 respondents described the problem as somewhat problematic, and 22 respondents described the problem as not a problem.

the difficulty in getting things from A to B. Thirty-two people in the Poompuhar zone expressed a view that was either "always," "sometimes," or "never," with 19 others expressing an opinion that was neither "always" nor "never." In the Nagapattinam region, 52 people said they provided their opinion frequently, 46 said they gave their opinion occasionally, 45 said they gave their opinion constantly, 42 said they gave their opinion rarely, and 20 said they never gave their opinion. 36, 40, 39, 32, and 16 of the 48 respondents in the Vedaranyam zone expressed a view that was either "always," "occasionally," "rarely," or "never," respectively.

Suggestions

The following suggestions made from the above findings

- ☐ To anger the vendors into employing new technologies and stagey marketing operations.
- ☐ Encouragement of suppliers to use e marketing techniques.
- ☐ To provide a clean and free environment marketing space.

☐ Allowing vendors to utilize fictitious storage given by government and non-governmental entities.

Conclusion

Fish marketing issues in Nagapattinam District are the focus of this investigation. Fish marketing issues such as storage, the adoption of new technology, increasing costs, decreasing selling prices, internal and external competition, warehouse and association issues, and government policies are all discussed in the study's findings.

It is more flexible for a vendor with a well-established intimate relationship with the personnel to keep up with market trends and consumer demands than large-scale marketing forms. Marketing of fish should be encouraged through government regulations that help businesses improve their efficiency and competitiveness..

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