



## An analysis on the domestic fish marketing of south Andaman

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### Abstract

The domestic fish marketing of fish landing centre of south Andaman was analysed. The study has undertaken between January and February, 2022 in two fish landing centres (FLCs) of South Andaman namely Wandoor and Junglighat. Around 9 fishery cooperative societies marketing personnel were interviewed by adopting semi-structured interview method and daily visit to landing centre has been done to analyse the structure and pattern of fish marketing system in both the FLCs (Table 1). This exercise has undertaken to meet different marketing personnel nearby portblair region and ideate about the interventions which could be planned for improving the infrastructure facilities and innovations in the marketing system (Table 2). It is observed that the marketing costs incurred by each of the intermediaries has been increasing day by day in Junglighat fish market and less involvement in Wandoor landing centre. Lack of proper communication facility with the island while fishing, inadequacy of maintenance yards for crafts and gears, lack of launching and landing facilities for crafts and gears in many areas, lack of processing factories and inadequate training for fishermen by the fisheries department are the infrastructural constraints pointed out by the fishermen at landing centre.

**Keywords:** Marketing, analysis, constraints, infrastructure, fish landing centre

### 1. Introduction

Andaman and Nicobar Islands (A&NI) is a union territory of India consisting of 572 islands, of which 38 are inhabited, at the junction of the Bay of Bengal and the Sea Sawhney (Pravin (30 January 2019). The islands is about 150 km (93 mi) north of Aceh in Indonesia and separated from Myanmar and Thailand by the Andaman Sea. It comprises of two island groups, the Andaman Islands (partly) and the Nicobar Islands, separated by the 150 km wide Ten Degree Channel (on the 10°N parallel), with the Andaman islands to the north of this latitude, and the Nicobar islands to the south (or by 179 km). The territory's capital is the city of Port Blair. The Andaman Sea lies to the east and the Bay of Bengal to the west. The island chains are thought to be a submerged extension of the Arakan Mountains. The total land area of the islands is approximately 8,249 km<sup>2</sup> (3,185 sq mi).

The advancement of fisheries in an Indian economy is mainly dependent on the efficient functioning of the marketing organization. Marketing is the process of bringing together the producers and the consumers. The fisheries sector has become highly industrialized and so the notion and purpose of fish marketing also have taken a new role in business activities. As different from the marketing of other agricultural products, marketing of fish is faced with unique problems largely originating from the nature of fish production. These include greater ambiguity associated with fish production, highly perishable nature of fish, assembling of fish from numerous dotted landing centres, too many species and so many demand patterns, violent and frequent fluctuations in prices, difficulties in adjusting supply to variations in demand and need for transportation of fish in specialized means of transport (Rao, 1983) <sup>[5]</sup>. The effectiveness of a marketing system can be examined by looking at the proceeds it receives from the sale of the output. Generally, in fishing industry, economic proceeds are not assured due to the unpredictable nature of harvest of sea fisheries. Fish marketing involves operations like collection, processing and distribution of the product where the marketing channels have a vital role to play.

With reference to the fish marketing structure, depending on the function performed by each channels in the sales, the market functionaries are being identified. The chief markets functionaries arise in all the fish landing centres are the fish cooperatives society, middleman, wholesalers, commission agents and retailers. Fish trade is smoothened by persons who are specialized in purchase or sale, called middlemen (Mamoria C.B and Joshi R.T, 1977) <sup>[1]</sup>.

Between the fishermen and the ultimate consumers, there exist a long chain of middlemen. The fishermen sell the fish to the wholesaler and the wholesaler is the one who sells the fish to the retailer or to large consumers like marine industries, export agencies etc. The commission agents act as an intermediary between the seller and the buyers. He collects the value of the goods sold, subtracts his commission and remits the balance to the party for whom he transacted the product.

## 2. Methods

The union territory is divided into three districts the South Andaman district with Port Blair as its capital, the North and Middle Andaman district with Mayabunder as its capital and the Nicobar District with Car Nicobar as its capital. As the administration of A&NI not provided the permission to visit Nicobar Island due to the existing of tribal living society, furthermore Mayabunder district is concerned the Fish landing centre (FLCs) is being under construction not inaugurated hence the researcher collected data from south Andaman, the largest city of A&NI with more landing centres.

**Table 1**

Place	Sq. Km	Fish landing centres
South Andaman District	3181	Juglighat, Wandoor, Guptapara and Dignabad

**Source:** Department of Fisheries (2021) Marine Fisheries Statistics of Andaman and Nicobar Administration.

The study was undertaken in four fish landing centre of South Andaman district-Juglighat, Wandoor, Guptapara and Dignabad. In that Guptapara and Dignabad FLC is under modification due to the upcoming of modern fish market. So the researcher took two major landing centre of south Andaman. It is very difficult to have a common analysis on the economics of fish marketing as it widely varies from place to place. In this study, an attempt is made to analyze the structure and pattern of domestic fish marketing of Andaman with special reference south Andaman. The study also focused on understanding marketing issues of these FLCs.

**Table 2:** Methods of data collection used in each landing centres

Respondents	Methods
Fishermen	Semi-structured interviews
Fish selling women	Participant observation and Semi-structured interviews
Landing centre visit	Participant observation and casual discussion.
Anganwadi workers and helpers	Semi-structured interviews
Fish sellers around port blair	Semi-structured interviews
Self-help groups	General meeting and casual discussion.

## 3. Junglighat

With regard to the population, the fishing community of Junglighat is entirely Hindu fishers. A detailed observation on the social aspects of the fishing community was carried out at Junglighat landing centre, the modern fish market of Port Blair tehsil in order to get a thorough understanding of their status of living and the marketing structure of the FLC. The data to study this market was collected through personal interviews, discussions and observations. Both traditional and mechanized sectors are prevalent in Junglighat market. Madhuri Mondal (2020) <sup>[11]</sup> in his study pointed out that in Junglighat Machchi Basti, 1411 the approximate number of fishing households and few non-fishing households and the population is around 5805 (Anganwadi data). As there are 21 motorised mechanised crafts, 181 motorised (non-mechanised) and 27 non-motorised crafts operating from Junglighat. The marketing personnel's of Junglighat active four fishery cooperative society has been interviewed, it is noticed that they are seems to be busy in mornings. As fishing boats reach the landing and starts unloading the catch around 2 am. Fish vendors and the intermediaries in the marketing channels gather at the Junglighat fishing jetty by 2-4 am. Women fish vendors around the Junglighat jetty used to gathered very early and they buy fish from middlemen to sell in different areas of portblair and women sell fish by foot buy around 10 to 15 kg and women who sit and sell from markets nearby Junglighat market buy around 20-25kg of fish daily. Some women sell from Junglighat fish market itself, which has been constructed about a year ago, but now after construction of modern fish market the places are allotted by municipality to every fish vendor both men and women as Fish vendors of Junglighat fish market have to pay Rs. 1000 per month for using the premises. From the observation in Junglighat fish market most of the sellers are women.

The main marketing channels that the researcher analyse through personal interviews of marketing personnel from four fishery cooperative society under portblair tehsil.

**Channel 1:** Producer (fishermen)-Retailer (fish vendors) at the landing centre-Consumer.

**Channel 2:** Producer-Retailer (at the landing centre)-Auctioneer-Vendor-Consumer.

**Channel 3:** Producer-Auctioneer-Wholesaler-Commission agent-Retailer (at the clanding centre)-Vendor-Consumer.

## 4. Wandoor

The fishing population in Wandoor is mostly from Bengali community. It falls under Ferrargunj Tehsil, Wandoor Gram Panchayat and is divided into 4 separate wards. These 4 wards are North Wandoor, New Wandoor, Wandoor Jetty and Wandoor Panchayat. The village is situated close to the Mahatma Gandhi Marine National Park (MGMNP). The Lohabarrack crocodile sanctuary is located in the northern side, close to the New Wandoor beach. As per a Panchayat survey conducted in 2017, Wandoor village consists of 654 households with a population of 1505. It constitutes a total area of 217.84 hectares. It is primarily a fishing village occupied by the Bengali settler community (Madhuri Mondal, 2020) <sup>[11]</sup>.

It is observed after interviewing the marketing personnel of five fishery cooperative society nearby by Wandoor and from around 22 registered women self-help groups present in

Wandoor who are involved in micro financing for the commercial fishing even the author herself registered in self-help groups named pooja self-help group in that four women are highly involved in marketing activity and majority of the women family-owned fishing boats are from manglutan, maymyo, Indranagar and Hashmatabad village (Self-help group data). The fish landing centre of Ferrargunj Tehsil is at the Wandoor jetty. There are around 152 motorized-non mechanized fishing boats in Wandoor. Middlemen involve fishing activity in Wandoor FLC used to gathered at 7-8 am in the morning and 5-6:30 pm at evening. In Wandoor region the most of the vendors are vehicle vendor as they get 20-25kg on daily to sell nearby, the fish vendor who sit and sell are mostly women observed at the evening market, as in morning no women fish sit and sell and by foot also they do

not sell fish in this region, because many family members itself has small boats by that they catch fish for their personal consumption. Vehicles of fish traders and exporters are loaded with fish and they leave for processing centres or cold storages from where they are sent to the airport for export. Large number of quantities is being exported from Wandoor landing centre. The catchers of Wandoor region is usually high as they catch around 100-150 kgs per boat in a fishing trip because it is surrounded with more islands. The following marketing channels of Wandoor are:

**Channel 1:** The producer sells fish to the retailer, and the retailer sells it to the consumer.

**Channel 2:** Producer (catchers)-Retailer (Exportes) at the landing centre.

**Table 2:** Basic infrastructure facilities and general features of Junglighat and Wandoor landing centre.

Drinking water	Municipal supply
Source of lighting	Electricity, Solar and sometimes kerosene
Entertainment	TV, Radio and mobile phone
Capital investment for fishing	Own investment and Self-help groups loans and Fishery society.
Food Security	Able to cover
Daily food	Fish, cereals, other vegetables
Medical facility	G.B. Pant Hospital, Port Blair for Junglighat, Manglutan hospital and Garacharma Hospital for Wandoor
Major craft	Motorised, Mechanised, Traditional
Transport	Van, auto, small truck (pick up).
Government help	Fisheries dept.
Market	Modern market in Junglighat and traditional market in Wandoor.
Fishing grounds targeted by fishermen.	Havelock, Mayabunder, Neil, Hut Bay and nearby islands

**Source:** primary data (Semi-structured interview method)

## 5. Marketing Constraints faced by the respondents

Important constraint faced by the respondents in marketing were the absence of market stalls for fish in morning at Wandoor landing centre, fishery cooperative society is very less number nearby both Junglighat and Wandoor landing centre for marketing, lack of export facilities for the intermediaries, interference of intermediaries and the inadequacy of frozen storage facilities. It is observed from interviewing the marketing personnel's that there is no organized marketing system in Wandoor and nearby areas of Junglighat landing centre, this result in the sudden rise and fall of the prices of the fishery in export and home selling. Another problem was that the fishermen do not get required price because of the interference of intermediaries. Inadequate number of freezing plants is yet another major constraint. The frozen storage facility is a crying need in the state and shall have significant socioeconomic benefits. Further, there is lack of fixed price for fish and this leads to the exploitation of consumers, because of the absence of permanent market nearby areas of both landing centres. Finally, the capability of the Fisheries Department with regard to the collection of reliable and timely data and statistics on all aspects of fisheries which are essential for planning, implementation and subsequent monitoring of fishery management and development of this sector is lacking.

## 6. Conclusion

Junglighat is the most important and the largest fish landing centre compare to Wandoor in Andaman and Nicobar Islands. For understanding and analysing the marketing system four active fishery copertative societies from Junglighat landing centre and five active fishery copertative societies, marketing

personnels were interviewed. In this chapter, from identifying the market channels, it is evident that the role of intermediaries in fish trading is prominent in Junglighat and Wandoor fish landing centre. The fishermen are able to get only a lower percentage of the final price of fish with the increase in the length of marketing channel; the producer's share in consumer's rupee goes on decreasing. So Innovation in the marketing system should be introduce in favour to fishermen like direct marketing from producer to consumer should introduced which will leads to more production as production increases the export will increase rise to the economic growth, changes in the production side which in turn led to the changes in the marketing system. When a market is able to protect the interests of both the producers and consumers, then that market can be described as an efficient marketing system. So, the role of intermediaries should be reduced to have an efficient marketing system the directorate of fisheries of Andaman should take initiative to encourage the fishermen to conduct the marketing activities through efficient fishery Cooperative system and reduce the role played by the intermediaries. Similarly the infrastructural facilities had to be improved for a better functioning of the marketing of fish which is totally perishable in nature.

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