

A STUDY ON CHALLENGES FACED BY FISH SELLER RESIDING IN SANTHOME

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

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(38280041)



**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **G. HARISHKUMAR (38280041)** who carried out the project entitled “**A STUDY ON THE CHALLENGES FACED BY LOCAL FISH SELLER RESIDING IN SANTHOME**” under our supervision from 6th January 2020 to 6th March 2020.

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DECLARATION

I **G. HARISH KUMAR** hereby declare that the Project Report entitled “**A STUDY ON THE CHALLENGES FACED BY LOCAL FISH RESIDING IN SANTHOME** nochikuppam Chennai. done by me under the guidance of **DR.P. KUMARASAMY, M.COM, M.PHIL, PH.D, PGDA. Internal** and **DR. MR. P. KUMARASAMY, M.COM, M. PHIL, PH.D, PGDCA. DR. ILANKANTHIR.M external** at, **CHENNAI** is submitted in partial fulfillment of the award of Master of Business Administration degree.

DATE:

PLACE;CHENNAI

G. HARISH KUMAR

ABSTRACT

Marketing is the activity, the process of creating, communicating delivering and exchanging offerings that have value for the customers.

This study attempts to identify the quality attributes of the services. To measure service quality and consumer satisfaction in the FISH. The main objective is to attract the customers and to increase the sales of FISHMARKET Hi-Tech FISH. Through this study the researcher analysis the need of the customers. This will help the MARKET HI-TECH FISH to increase their sales ratio. The main objectives are to understand the satisfaction level of the customers and to identify the problems in sales of the MARKET.

Convenience sampling method has used in the research work. Multiple choice and the statement questions are chosen to collect the responses from 117 customers of FISH HI-TECH FISH MARKET. The data collected has been analysed through various statistical tools like chi-square test, google form. Numerous new findings has been derived from the research has helped to provide few suggestions to improve sales of the HI-TECH FISH MARKET.

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CHAPTER 1

1.1 introduction



Data collection santhome Chennai

To make fish available to consumers at the right time and in the right place requires an effective marketing system. Local fishers who catch fish by labouring overnight do not usually sell fish in retail markets at the break of day; they take their catches to places where *nikaries* (local traders) / *beparies*, or retailers meet them and bargain by the lot. At the landing point the number of intermediaries is low. Only one or two intermediaries may approach a fisherman. Once bargaining has started, other intermediaries remain at a distance and wait for their turn to deal. Local fisherman meet buyers one at a time and at different times. He cannot keep fish for a long time because the product is highly perishable. The wind is in my hair as I walk on the sand, hop-skipping over seashells. No, I am not on a leisurely beach visit. I'm shopping for seafood at the Nochi Kuppam fish market, by the row of fibreboats behind the Lighthouse. I head here whenever I yearn for the Marina, which is almost every day. Which other fish market in the city gives you the privilege of shopping by the sea? Here, there's diversity in variety. You won't be judged for asking for just a handful of *nethili* or *kara podi* if you can't afford the pomfret or the seer. A day at the Nochi Kuppam fish market will enrich you; you can learn about fish you've not even heard of; make friends with the women fish-sellers who will even share recipes for *era thokku* or *kadamba varuval* as you wait to get your fish cut and cleaned. You can get the freshest possible catch at this market — head there after 5 pm to buy directly from the fishermen who've just hopped off their fibreboats, their clothes still damp and sand sticking to their feet. They will spread their nets by the road, and sit sorting out fish

into little mounds. . A woman waves a red dishcloth at an imaginary fly. Smoke from incense sticks rises towards the hooks lining the ceiling

The men will indulge you with gems of information; such as how far off into the sea they caught the fish, what it's called, and if you're lucky, will give you a big discount, just because. For, at the Nochi Kuppam market, they are the boss. They fix the prices, and mostly always go home happy.

It is Sunday morning and there are more crowds jostling through Arunachala Street than at the churches bookending this road. Women, aluminium basins bobbing on their heads, walk towards the 150-year-old Chintadripet Fish Market. Finding your way in, needs the use of elbows and shrill voices. mimic the men shouting 'vazhi, vazhi' and find the crowds parting like the Red Sea. Some are amused but get back to the cement slabs where are laid out treasures from the sea. Seer fish gaze from beds of crunchy ice. The sound of scotch tape being ripped from the mocoloco boxes punctuates the clatter of live crabs on the stone floor. Giant prawns lie like rose-gold watches. Limp silver sharks stare godsmacked at the red snappers and squids sleep snug. On the white beams above are painted the names and numbers of the shopkeepers. Why would anyone trade this treasure house for the gritty, sand-laden half rotting fish sold at the beachside? Folks think they are fresh, but don't know that this usually where the first haul comes in and where five-star kitchens shop. When the wares sell out, the market is washed clean and disinfectant sprinkled. Way better than encountering dead fish heads while picnicking on the Marina.

The Madras High Court on Thursday directed Chennai Corporation Commissioner, as well as the Commissioner of Police to crack down on fishermen families that sell seafood by squatting on the pavement on the landside of the 2.5-km Loop Road along Marina beach, that runs from the Light House to the Foreshore Estate bus stand.

The judges also went on to state: "We have indicated to the learned Additional Advocate General (S.R. Rajagopal) that the Loop Road on the Marina beach is now becoming increasingly non-motorable and no free flow of traffic is allowed, particularly after 3 p.m., and till late evening, every day, due to fishermen selling fish there."

There are also reports of people encroaching on the landside of the footpath on the Loop Road by raising constructions, while the seaside footpath is yet to be created, for which necessary approvals are in the process of being taken by the Corporation... All encroachments on the Loop Road should be identified and removed immediately," they added. They also called for a report from the Director of the Fisheries Department and wanted to know from the official

as to whether any enumeration exercise had been carried out so far to identify the exact number of fishermen families that were using the Loop Road to sell their catch on a daily basis.

1.1.1 Challenges of local fish seller



The local fish seller entry into the market is difficult for fish seller for many reasons, mainly because of strong non-cooperation and resistance from the paikers / retailers . Thus it is obvious why fishing communities remain poor or are getting poor over the years although they trade an important necessary and every day commodity marketing at the primary catch stage are almost completely non-competitive and therefor exploitation is high.

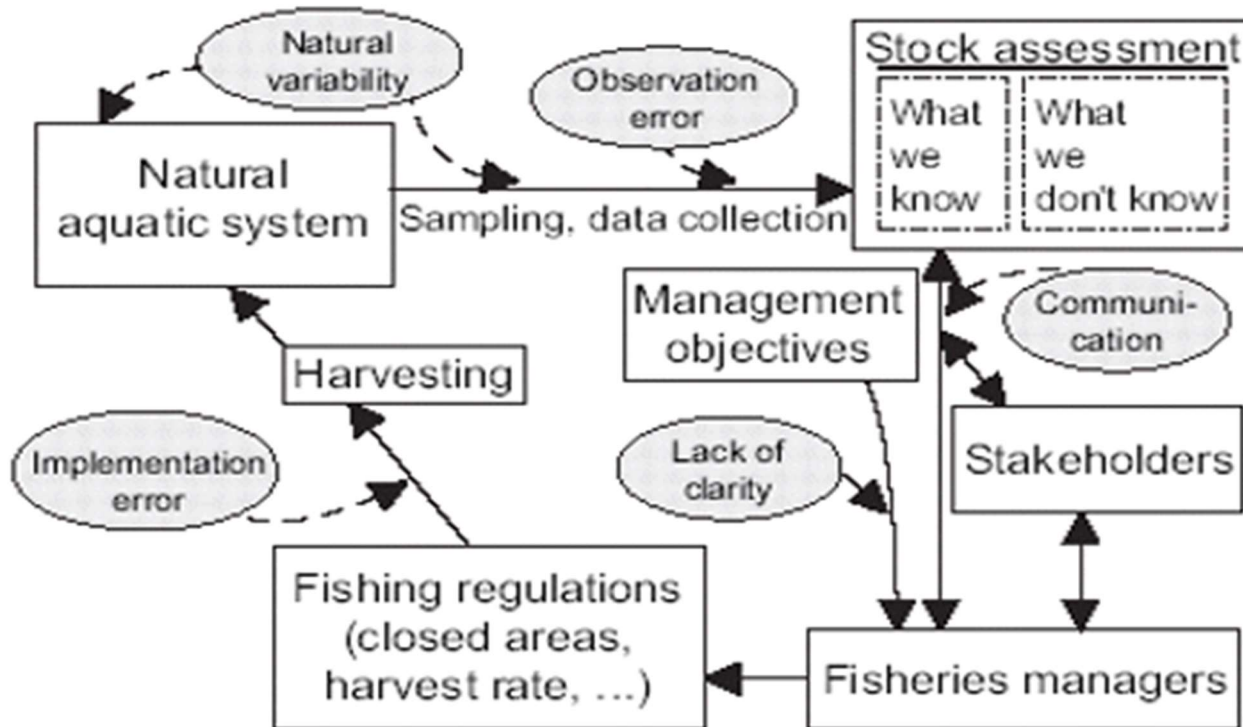
A pond-farmer , who sells fish by the lot or by species faces one or two ‘nikaries’ in his area sometimes , nikaries local traders / beparies establish their own exclusive trading areas, where other nikaries do not interfere or compete openly.

A fish seller does not encounter a market with many buyers but rather a situation in which he meets fellow seller than buyers

Justices Vineet Kothari and R. Suresh Kumar directed the officials to ensure that “the entire Loop Road is kept free from encroachments and a 24x7 vigil is maintained to ensure that nobody is allowed to sit or squat on the loop road or the landside footpath of the said Loop Road for selling fish, etc., so as to allow free flow of traffic.

Director of Fisheries Additional Director of Fisheries (4) Superintendent of Police (1) Financial Advisor / Chief Accounts Officer (1) Chief Engineer (1) Joint Director of Fisheries (4) / Deputy Director of Fisheries (11) / Deputy Director (Engineering) (1) / Deputy Director (Personnel) (1) Deputy Superintendent of Police (1) Accounts Officer (1) Executive Engineer (5) Assistant Director of Fisheries (49) / Personal Assistant (12) / Deputy Registrar (1) Inspector of Police (10) / SubInspector of Police (8) Assistant Executive Engineer (13) Inspector of Fisheries (167) / Cooperative SubRegistrar (16) Assistant Engineer (13) / Junior Engineer (17) Sub-Inspector of Fisheries (84) / Senior Inspector of Cooperative Societies (27) /

1.1.2 Demography of fish production



Fifty – five percent of fish sellers deal in fresh in rural primary markets, 17% sell live fish and sellers of dry fish constitute 7% some vendors of small, fresh fish may be the fisherman themselves .

Who sell directly to the consumers or to the beparies .20 if they are they sit in open places near the fish market and pay exorbitant tolls to extortionists .

Amma fish stall. Chennai, alandur- st Thomas mount 4.1

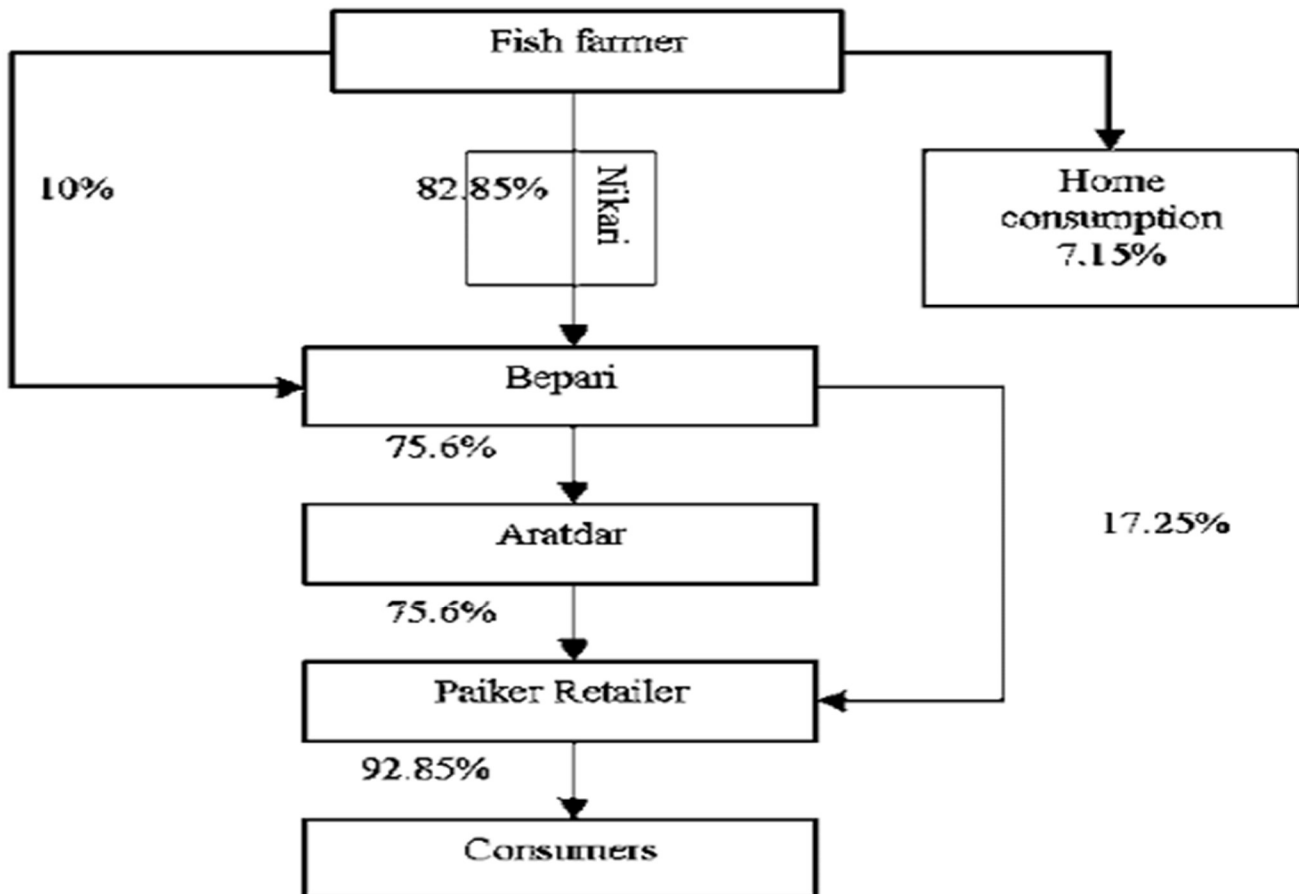
Oyster reef Chennai , mount road 4.6

Ocean king marine export . Chennai mount road 4.4

Daily fresh meat. Chennai , avadi

Fish lain . Chennai, padur

Demography



1.1.3 Customer satisfaction

- Many local fish sellers are going online and their major focus isn't far from just making sales disregarding customers satisfaction or product quality.

- If any of these aren't guaranteed for your utmost satisfaction, you'll definitely be disappointed
- You should be aware that customers are in charge of course you own the store and manage your products but they decide whether to buy or not
- No customer wants to buy from a local fish market without reviews from their customers .
- No one wants to consume products they aren't sure of their origin. You wouldn't want to do that too so if your product description doesn't highlight origin of your fish products .

1.1.4 Customer perception

PURPOSE – the purpose of this is to investigate possible cross cultural consumer segments in the EU fish market and provide direction and focus for marketing strategies for farmed fish products

FINDING- based on the consumer psychographic profiles three distinct segments are found

PRACTICAL IMPLICATION – the result of the segmentation analysis opens new horizons in terms of positioning and differentiation of fish products from the aquaculture industry according to the most important potential market segment

ORIGINALITY /VALUE- the current research brings insights into different pan European consumer segments and their characteristics that allow for a corresponding differentiation strategy within the aquaculture industry .

1.1.5 BRANDING

If you want an amazing fish brand that stands out from the competition work with a professional designer find and hire a .

Designer to make your vision come to life or host a design contest and get ideas from designers around the world .

Great branding shows the world what you stand for peoples remember your brand of fish and help potential customer understanding if your product or service is right for them .

Branding communicates all of that through color shape and other design elements .

1.1.6 Definition

A fishmonger is someone who sells raw fish and sea food .fishseller can be wholesalers or retailer and are trained at selecting and purchasing handling gutting bonding filleting displaying merchandising and selling their product in some counters modern supermarket are replacing fishmonger who operate in shops or fish market In the report that follows, the market for fish from Lake Victoria is traced from the consumer to the producer, and seeks to include as many components of this stream as possible. The need for a marketing study on the fisheries of Lake Victoria had already been identified in the national research priorities of the three riparian states sharing the lake, and which were articulated during the first LVFRP workshop held in Mwanza, Tanzania, between June 23rd to 26th, 1997. The requirement for the study was additionally amplified by the wide-spread acknowledgement that management needs to be involved in the marketing of the lake's resources, as well as to be informed as to the type of intervention that should take. After finding itself at the receiving end of the court's ire over the state of Marina beach and its neighbourhood, the Greater Chennai Corporation has identified a land parcel to relocate the fish vendors now encroaching the Marina Loop Road. However, the effort is not going to be easy, as the fishermen are accusing the civic body of violating rules on coastal zone and open space. A **fish market** is marketplace for selling fish and fish product. It can be dedicated to wholesale trade between fisherman and fish merchants, or to the sale of seafood to individual consumers, or to both. Retail fish markets, a type of wet market, often sell food as well.

1.1.7 IMPORTANCE OF FISH SELLERS

IT is a means of earning income for the farmer marketing makes it possible for a farmer or marketing to recover the money spent on both fixed and floating capital during the production or purchasing process

IT helps in determination of price for the fish product.

Marketing of the prevents glut by locating and transporting them from area of surplus to the area of shortage.

Marketing determines the forms in fish should be processed storage, sorted, graded, and sold to consumers

Marketing of fish creates employment opportunities for the many peoples

Through packages it makes fish attractive and appetizing to consumer enhance sale

It makes the taste of the consumers known to the farmers or marketers about the fish to produce or purchase for sale. During marketing, one can research into the types of fish highly preferred by the consumers to embark on the specie.

It facilitates exportation of fish products to provide foreign exchange earnings and conservation for the farmer and the nation. In addition, it establishes international relationship with other countries of the world.

Fish culture is practiced in less than 30 percent of the total areas available. With an abundance of freshwater resources, India has still not been able to tap even 30% of the potential area for inland fish production. This sector has a potential to create huge market, provided fish cultivation is done on a scientific basis

The cost of inputs varies according to intensity of their use across different technologies in accordance with requirements. Both the central and state governments have come up with schemes to help the cause of the farmers

1.1.8 Features of fish seller challenges

It begins at the level of individual farmers who are the producers. The farmers rear and/or harvest fish from the water bodies and process them to certain level before they make it available to the market.

It ends with the consumers. They are the end user of fish products. They either eat it or transform it into another form that is completely different from fish products. For instance, some industries consume fish by extracting oil from it.

Producers (Fish farmers) are widely dispersed. Initially, fish farmers are found at the riverine areas but these days, they are widely scattered in the society because of rise in fish pond, tanks, cage and other means of producing fish.

Fish products are perishable and seasonal in supply. Irrespective of the processing and preservation method adopted, fish has a specific duration in which it can store with little or no loss in nutritional value. Beyond such period, the fish products get spoiled and wasted. Also, the quantity of fish products supplied to the market is not same all round the year, making it possible to have time of surplus and scarcity.

Institutional supports are limited. The level at which institutions can support in the supply of fish products to the market is very small to make a significant increase in the market. The quantity of fish products supplied to the market by organizations or institutions are very small; the bulk quantity of fish products in the markets is supplied by individual farmer

1.2 INDUSTRY PROFILE

A fisherman is an individual whose work is to catch fish in the ponds, canals and even in rivers and sell then in the local markets. His main profession is to earn his living by catching and

selling fish. He even ventures to the sea in groups by trawlers for the reason. He has to lead a hardscrabble life as his daily income is very meagre. The fishermen form a community by themselves. Some fishermen live on the seashore and catch fish in the sea, while others live near the rivers at the high time of rainy season. Again some return to village for repairing fishing nets and boats. A fisherman does not know many things happening around him. He keeps himself busy in fishing lines. He does not care the other side of life. He is free from the peaks and troughs of urban life. His joy knows no bounds when he catches a lot of fish. But a fisherman has to face many challenges including maritime disasters. He has to maintain weather warnings. Sometimes, his life is faced with instant death in the grip of inclement weather when the sea becomes rough. The government should provide fishermen with some certain benefits termincluding easy and relaxed loans.1 Total Financial outlay 2351625 2 Margin 15% 352744 3 Financial Assistance 1998881 4 Say in Rs Lakh 19.99 5 Rate of Interest 12% Production and Income in Rs 1 Production from 1 crop (kg) in 1 ha 10625 2 Price per kg 175 3 Total income from 2 crops from II yr 3718750 4 Operational cost one crop 1504125 5 Net income from two crops from II yr 2214621 Survival (%) 80 5000 2 Average weight at harvest 1000 5000 (gms) 3 Total production (Kg) 5000 4 Farm gate price (Rs.) 70 5 Number of Crops per annum 2 6 Income during 1st year 350000 7 For 2 crops 700000 Financial Analysis - Intensive carp culture - 1 Ha Mod5 Business Plans

- (1) A fish dealer license is required for a person in the state who: (a) Takes possession of raw or frozen fish or shellfish, in whole or in parts, to prepare, repackage, process, or preserve. This includes, but is not limited to: (i) Canning or processing of fish or shellfish for payment, whether the fish or shellfish is commercially harvested or taken for personal use; and
- (ii) The commercial manufacture or preparation of fertilizer, oil, meal, caviar, fish bait, or any other by-products from fish or shellfish; (b) Engages in the wholesale selling, buying, or brokering of raw or frozen fish or shellfish. Certain buyers may be additionally required to obtain a wholesale fish buyer endorsement as specified in RCW 77.65.340. (2) A fish dealer license is not required for: (a) Licensed commercial fish or shellfish harvesters who either sell only to licensed wholesale fish
- buyers or who possess a limited fish seller endorsement; (b) Retail businesses that purchase exclusively from Washington licensed wholesale fish

1.3 Company profile and product profile

Would you rather buy your fish by the sea and sands of Nochi Kuppam, or get the first haul at the comfortable Chintadripet Fish Market The wind is in my hair as I walk on the sand, hop-skippping over seashells. No, I am not on a leisurely beach visit. I'm shopping for seafood at the Nochi Kuppam fish market, by the row of fibreboats behind the Lighthouse. I head here whenever I yearn for the Marina, which is almost every day. Which other fish market in the city gives you the privilege of shopping by the sea? You can get the freshest possible catch at this market — head there after 5 pm to buy directly from the fishermen who've just hopped off their fibreboats, their clothes still damp and sand sticking to their feet. They will spread their nets by the road, and sit sorting out fish into little mounds.

The men will indulge you with gems of information; such as how far off into the sea they caught the fish, what it's called, and if you're lucky, will give you a big discount, just because. For, at the Nochi Kuppam market, they are the boss They fix the prices, and mostly always go home happy. It is Sunday morning and there are more crowds jostling through Arunachala Street than at the churches bookending this road. Women, aluminium basins bobbing on their heads, walk towards the 150-year-old Chintadripet Fish Market. Finding your way in, needs the use of elbows and shrill voices. I mimic the men shouting 'vazhi, vazhi' and find the crowds parting like the Red Sea. Some are amused but get back to the cement slabs where are laid out treasures from the sea. Seer fish gaze from beds of crunchy ice. The sound of scotch tape being ripped from thermocol boxes punctuates the clatter of live crabs on the stone floor. Giant prawns lie like rose-gold watches. Limp silver sharks stare gobsmacked at the red snappers and squids sleepsnooze. On the white beams above are painted the names and numbers of the shopkeepers A woman waves a red dishcloth at an imaginary fly. Smoke from incense sticks rises towards the hooks lining the ceiling.

1.4 Product profile

Fish farming is the principal form of aquaculture, while other methods may fall under mariculture. Fish farming involves raising fish commercially in tanks or enclosures, usually for food. There are two kinds of aquaculture: extensive aquaculture based on

local photosynthetic production and intensive aquaculture, in which the fish are fed with external food supply. The management of these two kinds of aquaculture systems is completely different.

India is a large producer of inland fish, ranking next only to Japan. Out of the total inland fish production of over 3.6 million metric tons, more than 60% is contributed by fish culture in ponds and reservoirs. The average productivity from ponds on the national level is around 2,500 kg/ha/year, though in Andhra Pradesh and Haryana it is more than 5,000 kg/ha/year, while in some other states like Bihar and UP it is anywhere between 1,500 and 2,500 kg/ha/year. Fish culture is adopted by all kinds of farmers – small and marginal ones, relatively larger farmers and those who do it on commerci

1.4 Need for the study/ statement of problem

Retail fish shops do not have access to the species that customer may ask for and ccb provides ccb will sell our fish to retail shops within 100 miles of the breeding center .

Perishability of fish product natural fish product are high perishable and can easily get spoiled within a very short time if not handled properly

Poor quality fish product the ability of fish product to store for a long time depends on the quality of processing

Inadequate storage facilities fish products especially captured fish take some time to be supplied by farmers which makes its supply seasonal.

Inadequate transportation system this involved road and vehicles used for transportating fish products abundance to scarcity poor road system increases the cost of buying and selling fish products

Small quantity supply; most of the product of fish are peasants and engage in small scale of production as a result they only supply small quantity to the market.

Poor capital; some marketing agents started with very little capital which makes it difficult for them to purchase large quantity of fish products store and transport the products

Fishery is a state subject under the Constitution of India but only a few states have a policy specifically aimed at fish marketing. The only legislation for fish marketing is the West Bengal Fish Dealer's Licensing Order, 1975.

The Act has a variety of legal procedures to control the process of supply of fish to other states from West Bengal. It was constituted as a welfare measure for the people of the state, with amendments from time to time till 1997.

Every fish merchant has to get a license to conduct business by paying an annual fee. All the fish commission agents and wholesaler-cum-retailers are to be registered with the Directorate of Fisheries under this Order.

All state fisheries departments, state fish development corporations and apex fishermen cooperative societies have schemes to help fishermen to market their catch efficiently.

The schemes include provision of vehicles for transporting fish from landing centres to markets, fish kiosks and marketing implements like insulated boxes, utensils, dressing knives, etc. Several organizations have been set up at the national level to promote the fisheries sector and help the fishermen.

Fish marketing starts with the auction system which is highly unorganized and unregulated in most states of India. There is a strict barrier for entry of any new professional into it.

There is a need of regulation at this stage by the cooperative federations, as in Kerala, to ensure that fishermen get better price in the auctioning process.

The transportation and storage of fishes need to be facilitated by creating and maintaining the needed infrastructures such as approach roads to landing centres / fishing villages / pond-river-reservoir sites from the main markets, establishing cold storages at major collection points, ice factories, etc. It is evident from the study that the lack of price information among the fishermen is the major reason for realizing lower share in consumer rupee, apart from the presence of several middlemen in the supply chain. Hence, efforts must be made to convey the prices prevailing at the nearby fish markets for various species daily through appropriate media.

The hygienic conditions of fish markets should be improved tremendously not only to attract consumers to the markets but also to instill confidence among buyers to consume fish, which is regarded as a healthy food among animal products.

1.5 SCOPE OF STUDY

The Code sets out principles and international standards of behaviour for responsible practices with a view to ensuring the effective conservation, management and development of living aquatic resources, with due respect for the ecosystem and bio-diversity. The Code recognizes the nutritional, economic, social, environmental and cultural importance of fisheries and the interests of all those concerned with the fishery sector. The Code takes into account the biological characteristics of the resources and their environment and the interests of consumers and other users. The FAO Code is voluntary and in a non-mandatory manner, establishes principles and standards applicable to the conservation, management and development of all fisheries. Many relevant regulations, principles and requirements under International Law, Agreements and Conventions are referred to in the Code. While some of them are restricted to

fisheries objectives, others have wider objectives including maritime affairs. The Code is global in scope, and is directed toward members and non-members of FAO, fishing entities, sub-regional, regional and global organizations whether governmental or non-governmental, and all persons concerned with the conservation and fishery resources and management and development of fisheries such as fishers, those engaged in processing and marketing of fish and fishery products and other users of the aquatic environment in relation to fisheries. The Code is presented under the following twelve articles and two annexes:

1.6 OBJECTIVES OF THE STUDY OF CHALLENGES OF FISH SELLER

1.6.1. Fisher man

CHENNAI: Greater Chennai Corporation hopes to set up a temporary fish market near Loop Road in the Nochi Kuppan area behind St Bede's school in January. The civic body is meeting coastal regulation authorities in a week's time to get the approval. "Two rounds of meetings are over. We are hopeful of getting approval in a week's time," said a buildings department official. The civic body has identified a 12,000sqft area to build about 300 temporary sheds. Since the Marina beautification project is now court monitored, the civic body officials said whenever the court ordered, they would move the fishermen from Loop Road to this temporary market. The market would get world class facilities after CRZ approval for a permanent market is accorded. Right now, vendors are being regularised. After that is done, we are hopeful the fishermen will also be shifted, said an official.

1.6.2. Retailer

In the Santhome fish market is having to sell the fish in that place or any another place to deliver the fish. Frestohome is an online marketplace for fresh fish and livestock produce that sources products directly from farmers and supplies them to customers at (or sometimes below) the wet market rates (wet markets are markets that sell fresh meat, fish and produce). By going straight to the source and eliminating middlemen, Frestohome benefits farmers. It also allows the product to be sold at mass prices, thus benefiting consumers.

1.6.3 Consumer

In this place of Santhome fish market was now day very minimum impressive fish buying area. The places local area was an fish sales are doing hear mostly min job of it peoples. This area of local peoples are doing fish selling and retailing and then transporting. Fish sellers are very

challenging to borrowing in peoples Fish amounts are not fixed they rate of fish day to day changing And then any season of period the fish rate is difference.

1.6.4.Storage

This is the act of keeping processed fish products especially dry fish in a room or warehouse for sometime before supplying them for sale. It involves the storage of fish products temporally before sales or export.

1.6.5. One day fish as not sale the fish is decompose

Many producers believe that a large amount of organic matter in pond bottoms negatively impacts sediment condition and water quality during future crops. Although this opinion is true, organic matter decomposes quickly, and its accumulation is not usually as great as often believed. More importantly, with proper management, problems associated with organic matter accumulation in ponds can be avoided

1.6.6.Sorting

This is the process of categorizing fish products into groups using certain characteristics such as size, colour, specie, weight and so on. The sorting of fish products depends on the form in which they were processed. For instance, dry fish can be sorted into full or cut fish. This enables easy grading, handling and marketing.

1.6.7. Presentation : Ice Distribution to the Artisanal Fishery Sector Ice

its availability and accessibility - can make a crucial difference to the viability of artisanal fisheries. But ice is often available only to large-scale operators such as traders and processors. SIFFS, the South Indian Federation of Fishermen Societies, based in Nochikuppam, is trying to change this situation. It proposes to set up ice plants in santhome, Quilon and in this places Nochikuppam districts to help small-scale communities. The NRI fisheries research project recently sponsored a study on ice distribution patterns and problems in the three districts.

1.6.8 Packaging

This is the process of putting and wrapping of fish products in a certain materials or containers such as bag, cans, nylons, cartons and so on. It is the loading of fish products into any of the

containers in readiness for storage or sale. Packaging makes fish products attractive for marketers or consumers and also aids handling during transportation.

1.6.9 Discussion

Organisation of fishermen was considered a prerequisite if fishing communities themselves were to benefit from market information given on the radio. The usefulness of information on market prices in planning and organizing marketing was recognised, but there was considerable debate about the merit of information that was one day old. In Sri Lanka the Colombo wholesale market is central to most of the fish trade. In India there are more markets, and a similar programme would need a regional focus - though some participants felt that it was precisely the information on more distant markets which would be of most use. There was some discussion on the cost of collecting price information, and whether there was scope to involve NGOs in this.

1.6.10 Grading:

This could be synonymous with fixing prices. It is the act of allocating prices to the fish products especially sorted fish. The grading of fish products is determined by the market demand and value. It is necessary that the farmer or the marketer carries out a market survey to ascertain the current market price before grading. This would prevent arbitrary grading or costing that may lead to loss or inability to sale. Grading enable the farmer to estimate prices of fish products.

1.6.11 Fresh Fish Marketing by a Fishermen's Group

Some fishermen's groups have tried to market their own fish. Few such initiatives have been successful. But the fishermen's sangams at Manapad, south of Tuticorin, have been remarkably successful in marketing fresh fish in Tamil Nadu and Kerala. Initially these sangams concentrated on the marketing of prawns for the export market. Two years later, they expanded into domestic marketing. Whenever there was a very good catch, they would purchase ice and rent a truck to sell fish in wholesale markets in Kerala and Tamil Nadu. A year later they organized a loan and bought a new truck.

1.6.12 Primary sector

Markets located in villages, district headquarters or at a crossroads are considered primary markets. They are usually near areas where fish are caught. Fishermen bring a variety of fishes (dominated by small fish from both open-water capture and from ponds) to the primary markets. Fifty-two percent of such primary rural markets are held twice a week, 28% three times a week, and 20% are held daily. Of all these markets, 80% are open during morning-hours, particularly for trading milk, vegetables and fish (Market Survey, M-AEP, 1995) and are attended by a relatively small number of sellers and buyers compared to the usual afternoon markets.

1.6.13 Secondary sector

Since the Marina beautification project is now court monitored, the civic body officials said whenever the court ordered, they would move the fishermen from Loop Road to this temporary market. The market would get world class facilities after CRZ approval for a permanent market is accorded. Right now, vendors are being regularised. After that is done, we are hopeful the fishermen will also be shifted, said an official. The Beparies take the fish bought from the Nikaries/fishermen/primary markets/landing points to the nearest Upazila or riverport markets by road, river or rail to sell to wholesalers or through Aratdars. From these secondary markets/assembly points the distribution of fish moves through different channels to urban markets/higher secondary markets by commissioned agents for wholesalers/Aratdars, or by other kinds of Beparies

1.6.14 Higher secondary

From secondary markets/fish assembly points, Beparies bring fish to the higher secondary markets serving large areas of consumer/terminal markets. The higher secondary market may consist of one or more wholesale markets or centres, where Aratdars deal in fish. These markets are well connected by road, river and rail. Higher secondary markets have trading connections with several markets. Major landing Fish as been stored any ice box. K Bharathi of the South Indian Fishermen Federation said there were five fishermen associations in the area and under the guise of the Marina beautification project, the government was taking away their livelihood. "First the vendors of Marina went to court and of 2,500 only 450 will be allowed to set up shops. Now, they want to remove us also. We have been selling fish here since 1945. As per the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act of 2014, any market that has been in a location for more than 50 years should

be termed heritage market. The court is asking for evidence and we have the registration with fishermen societies. The government will have to answer to the 526 families living here and in the upcoming elections,” he said.

1.6.15 City higher sector

Paikers/retailers buy fish from wholesaling centres of higher secondary and secondary markets. They sell fish directly to consumers either through fixed stalls or by vending from head/rickshaws. From the start of the distribution channel for fish - at the secondary markets to the city or terminal markets - intermediaries operating on different levels perform marketing functions like cleaning, sorting, boxing, icing, re-packing and arranging of transportation, etc. At each market level, wholesalers and retailers may be supplying fish to local consumers

1.6.16 Fish marketing channels :

Domestic markets and distribution of fish are dominated by a large number of intermediaries. All fish traded internally and for export pass through private channels. Fish distribution usually involves four levels.

1.7 limitation of study

Out of total catch 30 -40 % of fish dried or processed for export and local consumption minimum of limitation of study is the area of limits is get more then study level

The study in an opinion survey caution may have to be exercised while extending the result to other areas.

CHAPTER .2

2.1 REVIEW OF LITERATURE

1)Markets located in villages, district headquarters or at a crossroads are considered primary markets They are usually near areas where fish are caught. Fishermen bring a variety of fishes (dominated by small fish from both open-water capture and from ponds) to the primary markets.

2)Mr. Girish Jadhav 2Dr. Sachin Borgave (May 2019)The present study was conducted to assess the marketing system and distribution channels, and constraints/inefficiencies of marine fish in India. The study was based on the secondary information from literature review. Marine fish marketing is almost controlled.

3)Shuddhawati Peke (march 2013) This study could not have been carried out without the assistance and co-operation of union leaders, fish vendors, representatives of several vendors' organizations and many others. 4)D.l.Roberts (2015 October)

4) M. Rajakumar (2012 March) The trade in wild-caught ornamental aquatic organisms provides benefits to many people. There are very strong indications of the importance of the trade in wild-caught ornamental aquatic organisms to remote communities and it can bring environmental benefits

5)M. Martin (2008)Environmental Justice and Fish Consumption Advisories on the Detroit River Area of Concern.R. Michel (2010 April) . Local Understanding of Fish Consumption Advisory Risks value chain analysis on fish marketing Coimbatore city

7)Santhakumar .R (2018 JANUARY)marketing cost margin prices spread and efficiency of fish marketing

8)Teny sylvia (Dec 2020)conduct and performance of catfish marketing channels in the special region of yogakarta

9)Santhosh Subramanian (2018march)marketing costs margin and efficiency of domestic marine fish marketing in kerala.

10)M. Premapriya M. Jeyaseelan (12 , December2019) Socio-Economic Status Of Fisher folk Women In Pillaichavady Village, Puducherry

- 11)Barbosa (2002) “Fishing for a High Living” states that the mechanized fishing in Goa is done without any proper regulations.
- 12)N.A.; Shanmugam T. R.; & Sathiadhus (2011)Central Marine fisheries Research institute – kochi – India – Economic viability of mechanized fishing Units and socio economics of fishing ban in Kerala .
- 13)Immanuel Sheela and Srinath Krishna (2000)“Potential Techno-Economic Role of Women in Fisheries” this going to be a economic places
- 14)J. Vasanthakumar and K. R. Sundaravaradarajan (1990) “Adoption of Scientific Technology by Trawler operators of Tamil Nadu
- 15)H. Sharma,M.Swain & S,S Kalamkar (2016) Evaluation and Assessment of Economic Losses on Account of Inadequate PostHarvest Infrastructure Facilities for Fisheries Sector.
- 16)(2004) Current Scenario of Marine Fish Marketing in Tamilnadu M, umamaheswari
- 17)S.R.Madhu (18-19 March, 1997) Opportunities for Fish Marketing and Handling Initiatives that Benefit Traditional Fishing Communities in India Chennai.
- 18)Aditi,R (January 17, 2018) fish market at Nadukuppam was burnt down a jallikattu violence in the city,
- 19)M H Kalavathy (September 1985) THE ORGANIZATION OF FISH MARKETING IN MADRAS FISHING HARBOUR The present study, carried out mid - 1984, indicates that while the modernization of fishing technology and fish transport noticed at a large landing centre has benefited some women by way of higher earnings or new earning opportunities, it has aggravated income disparities among fisherwomen.
- 20)Penha, J, Mateus, L, & Lobón-Cerviá, J (2015) Population regulation in a Neotropical seasonal wetland fish. Environmental Biology of Fish
- 21)Bhaumik U. and S.K. (1998) on “Role of extension in arousing mass awareness and public participation in fish conservation movement” throws light on the role of extension, mass awareness and public participation in fish conservation movement
- 22)D“Souza (2002) in his study “Fishing woes to the Fore” asserted that the main reason for the malaise in the fishing scenario in Goa is the lackadaisical approach of the governmental agencies, both Central and Sate. The Central Government has still to enact the law to

implement a uniform ban period on fishing activities all over the country. He stressed that there should not be more than 800 trawlers operating if there is to be optimum fishing yield in the state.

23) Immanuel Sheela and Srinath Krishna (2000) studied “Potential Techno-Economic Role of Women in Fisheries”. Ibrahim P. and D Silva. S. (1994) have studied “ Economics of Mechanized Boats and Motorized Crafts”. Their conclusion is that mechanized boats (trawlers) neither affect a bigger output nor make a larger profit than the motorized craft

24)J. Vasanthakumar and K. R. Sundaravaradarajan (1990) in their paper entitled “Adoption of Scientific Technology by Trawler operators of Tamil Nadu.” Discuss about various aspects relating to adoption of scientific technology by trawler operators of Tamil Nadu

25)Bijukumar, A., Sushil Kumar, M., Raffi, S. M. and Ajmal Khan 2007. Diversity of brachyuran crabs associated with trawl bycatch in Kerala coast, India. *Indian J. Fish.*, 54(3): 283-290.

26)Chapghar, B. F. 1957. On the marine crabs (Decapoda:Brachyura) of Bombay State. *J. Bom. Nat. Hist. Soc.*, 54: 503-549. Clucas, I. 1997. A study of the options for utilization of bycatch and discards from marine capture fisheries. *FAO Fish. Cir.*, 928: 59 pp. Costa, M. E., Erzini, K. and Borges,

27) T. C. 2008. Bycatch of crustacean and fish bottom trawl fisheries from southern Portugal (Algarve). *Sci. Mar.*, 72(4): 801-814.

28) Galil, B. S. and Clark, P. F. 1994. A revision of the genus *Matuta* Weber, 1795 (Crustacea: Brachyura: Calappidae. *Zoologische Verhandelingen, Leiden*, 294: 1-55, fig. 1-7, pl. 1-14.

29)Kazemi, S. H., Paighambari, S. Y. and Naderi, R. A. 2013. Species composition of trawl shrimp by-catch in the fishing grounds of Northern Persian Gulf (Hormuzgan Province). *World. J. Fish. Mar. Sci.*, 5(5): 505-510. Klima 1976. A review of the fishery resources in the Western Atlantic. *WECAF. Stud.*, 3: 77.

30)Maharaj, V. and Recksiek, C. 1991.The bycatch from the artisanal shrimp trawl fishery, Gulf of Paria, Trinidad. *Mar. Fish. Rev.*, 53(2): 9-15. Liggins, G. W., Kennelly, S. J. and Broadhurst, MK. 1996. Observer based survey of bycatch from prawn trawling in Botany Bay and Port Jackson, New South Wales. *Mar. Freshw. Res.*, 47(7): 877-888. Murugesan,

31)P., Silambarasan, A., Purusothaman, S., Muthuvelu, S. and Anantharaman, T. 2013. Diversity of invertebrate trawl bycatch off Cuddalore, Parangipettai and Pazhayar, south-east coast of India. Indian J. Fish., 60(1): 41-49. NgP. K.L., Guinot, D. and Davie., P. J. F . 2008. Systema Brachyurorum. An annotated checklist of extant brachyuran crabs of the world. Raffles Bull. Zool. Suppl. Ser., 17: 1-313.

CHAPTER .3 RESEARCH METHODOLOGY

3.1 Research design

3.1.1 Population; 10,000 in this area of Chennai for a population

3.2 Sampling area: Chennai

3.3 Sampling size: 150

3.4 Sampling method; convenience sampling method

3.5 Primary data: collected directly from the respondent with the help of a questionnaire.

3.6 Tools used for analysis; percentage ana

3.7 sampling technique; convenience sampling method

A convenience sample is one of the main type of non profitability sampling method. A convenience sample is made up of people who are easy to reach.

3.8 structure of question

Questionnaires was dividend in to two section. Frist part was designed to know the general information customer and the second part of contained the respondents options about customers experience

3.9 period of study

the duration of study is from December 2020 to march 2021 which is a four months of study

3.10 Analytical tool

Post of processing of fishes are important to reduce the wastage increase shelf life add more value to to the products and ensure higher returns the major engineering interventions for the post harvest operation processing and value addition are give below percentage of analysis Bar chart, pie chart.

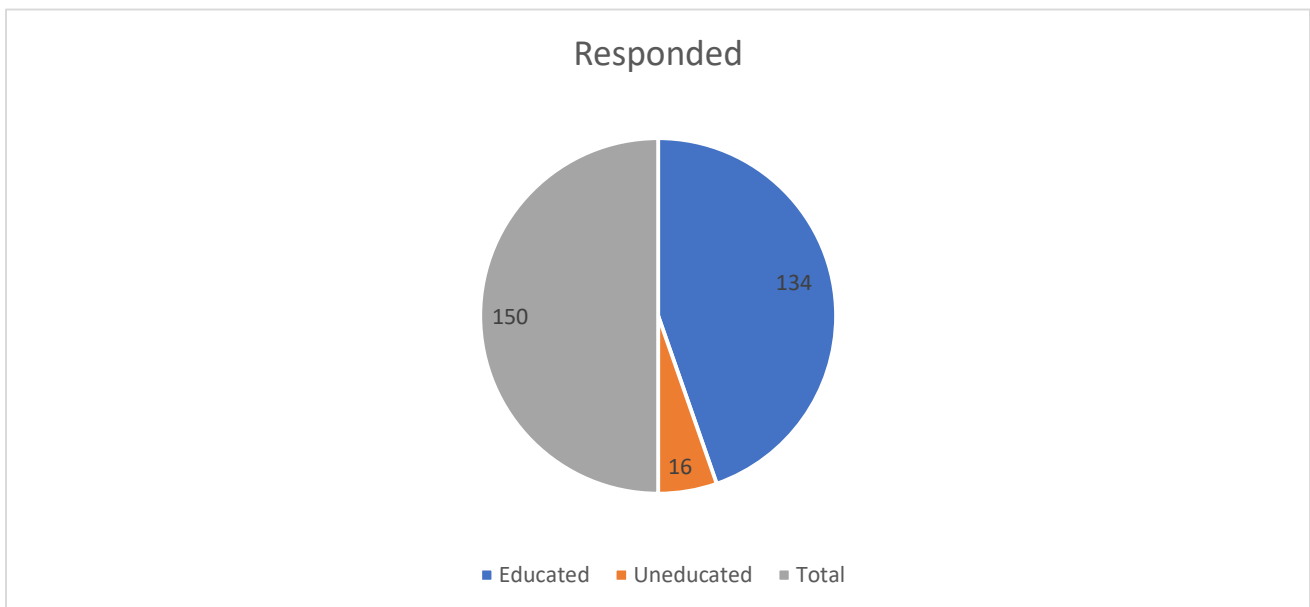
Chapter .4

4.1 data analysis and interpretation

4.1.1 educated table

Year	Responded	Percentage
Educated	134	10.1
Uneducated	16	89.9
Total	150	0.112

PRIMARY DATA



4.1.1 pie chart

INTERPRETATION

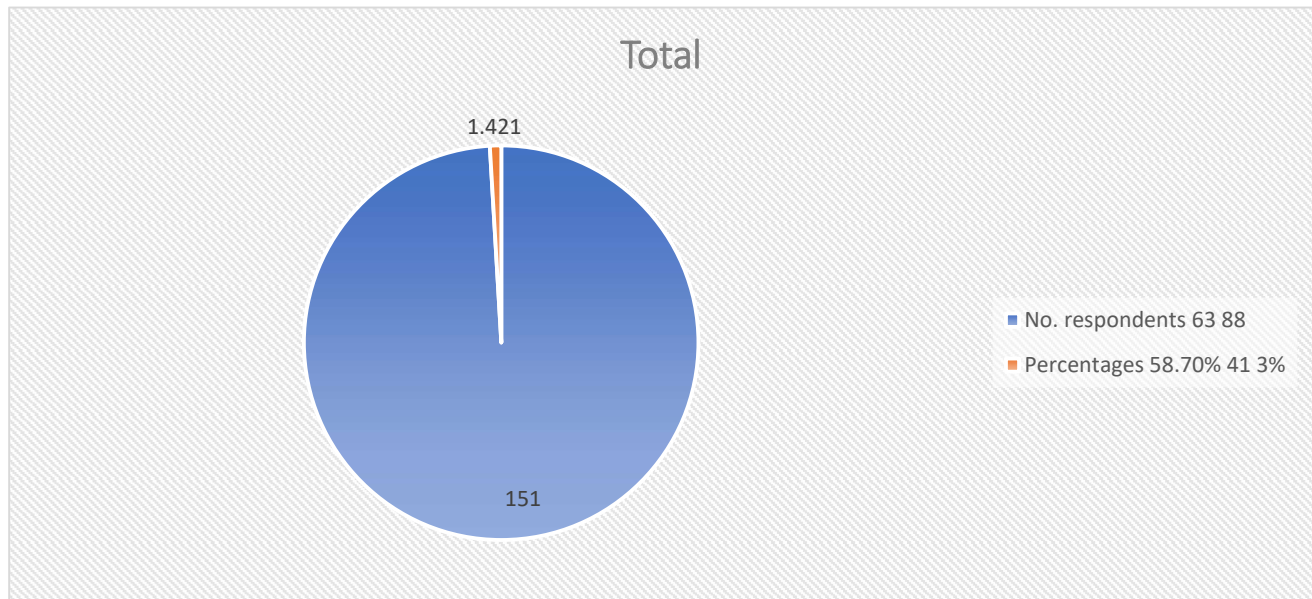
From the above table it is interpreted that 89.9 % of the respondents are less than 134 educated, 10.7% of them are 16 uneducated.

INFERENCE Majority (89.9) of the respondents are less than 134 educated.

4.1.2 Marital status

Marital status	No. respondents	Percentages
Married	63	58.7%
Un married	88	41.3%
Total	151	1.421

PRIMARY DATA



4.1.2 pie char

INTERPRETATION

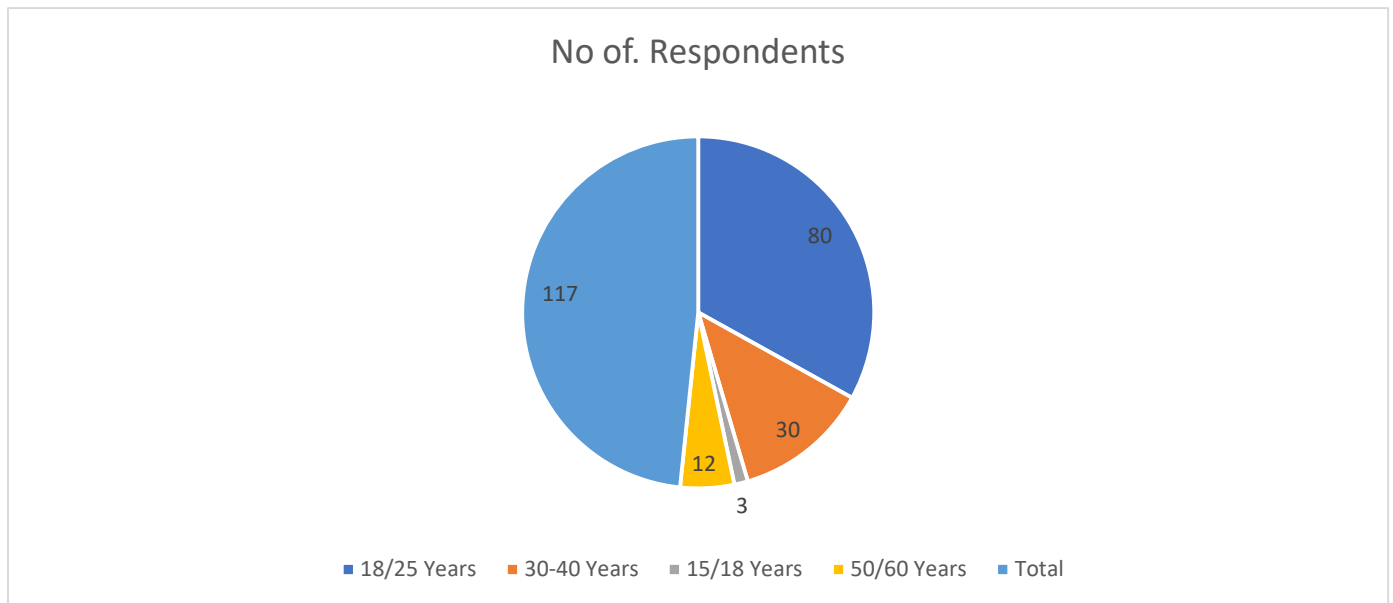
From the above table it is interpreted that 58.7 % of the respondents are less than married 63 41.3%of them are unmarried 88 respondents

INFERENCE Majority (58.7%) of the respondents are less than 63 respondents

4.1.3 age table

Years	No of. Respondents	Percent
18/25 Years	80	53.0
30-40 Years	30	28.5
15/18 Years	3	12.6
50/60 Years	12	5.3
Total	117	100.0

PRIMARY DATA



4.1.3 pie chart

INTERPRETATION

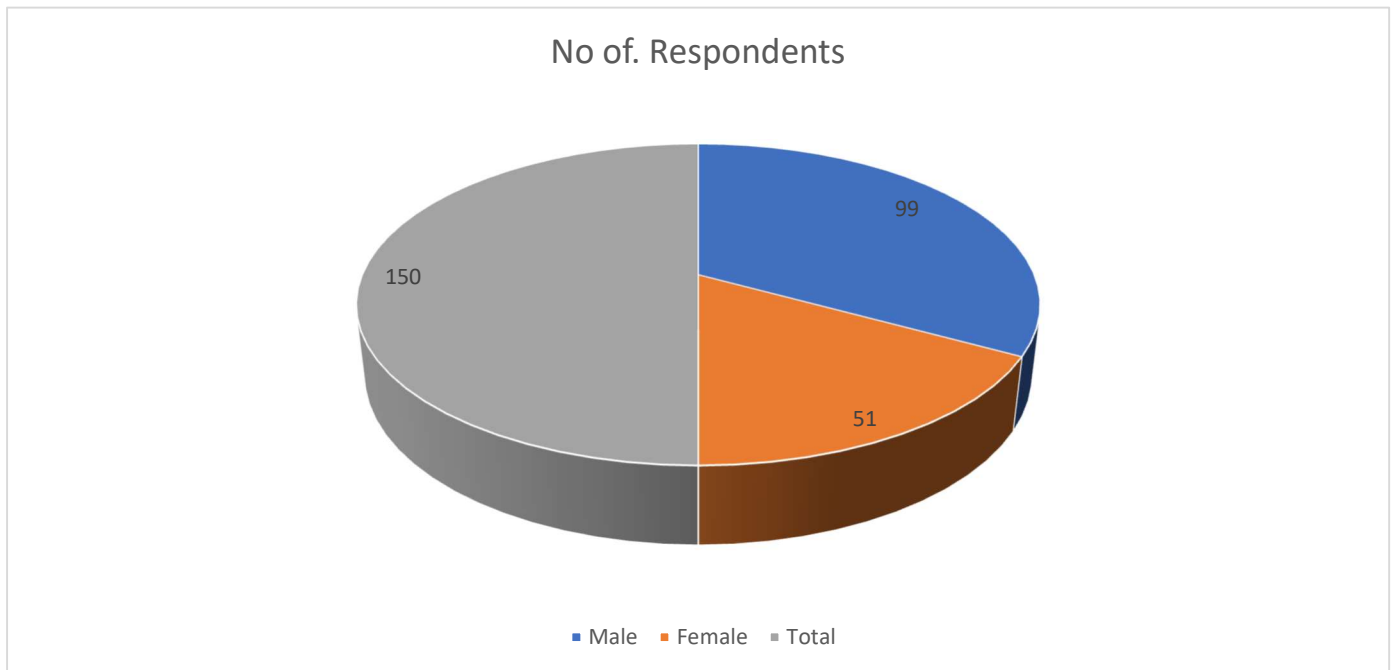
From the above table it is interpreted that 52.7 % of the respondents are less than 18/25 years old, 28.7% of them are 30/40 years old 12.7 % of them are in the age group of 15/18 years and rest 5.3% respondents are more than 50/60 years old.

INFERENCE Majority (52.7%) of the respondents are less than 18/25 years old.

4.1.4 gender table

Years	No of. Respondents	Percent
Male	99	66%
Female	51	34%
Total	150	50%

PRIMARY DATA



4.1.4 pie chart

INTERPRETATION

From the above table it is interpreted that 66% and the respondents less than 99 and then female 34% the respondents less than 51

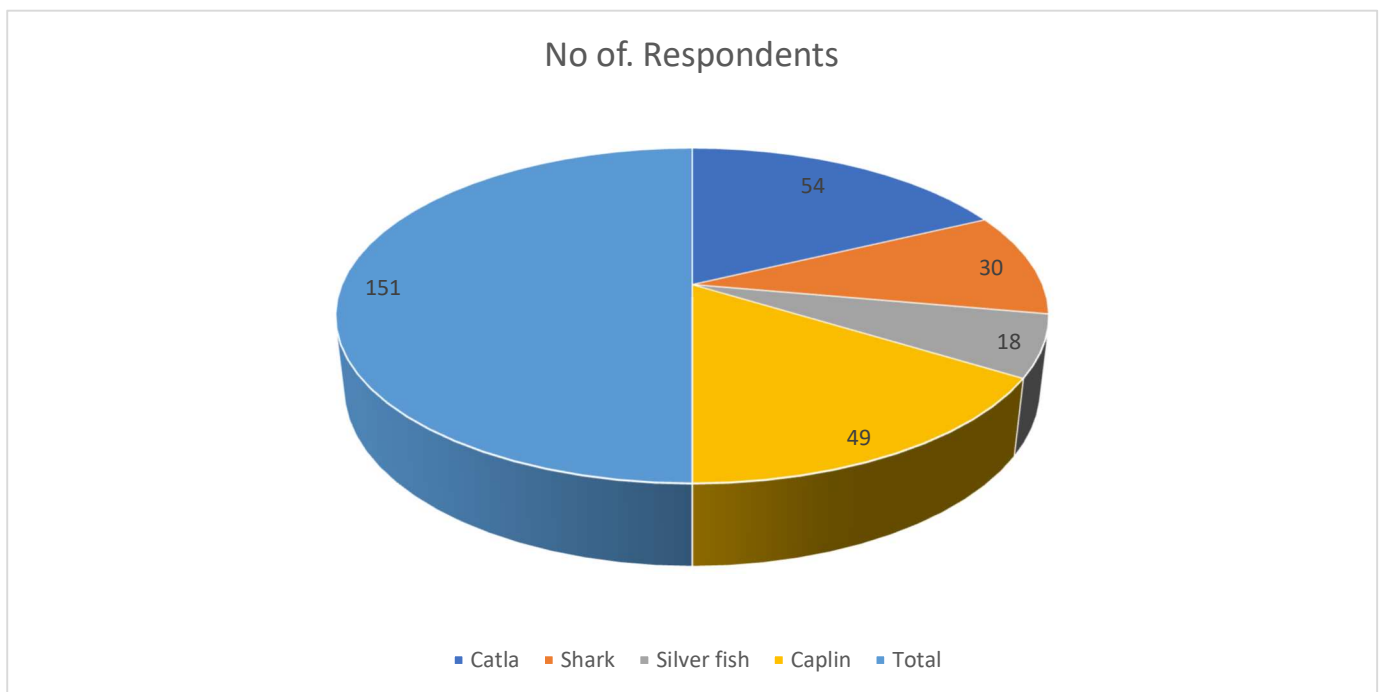
INFERENCE

Majority (66%) of the respondents are less than 99 male choice persons

4.1.5 what kind of fishes sell in this place table

Particulars	No of. Respondents	Percent
Catla	54	36.8%
Shark	30	19.9%
Silver fish	18	11.9%
Caplin	49	32.5%
Total	151	0.0047

PRIMARY DATA



4.1.5 pie chart

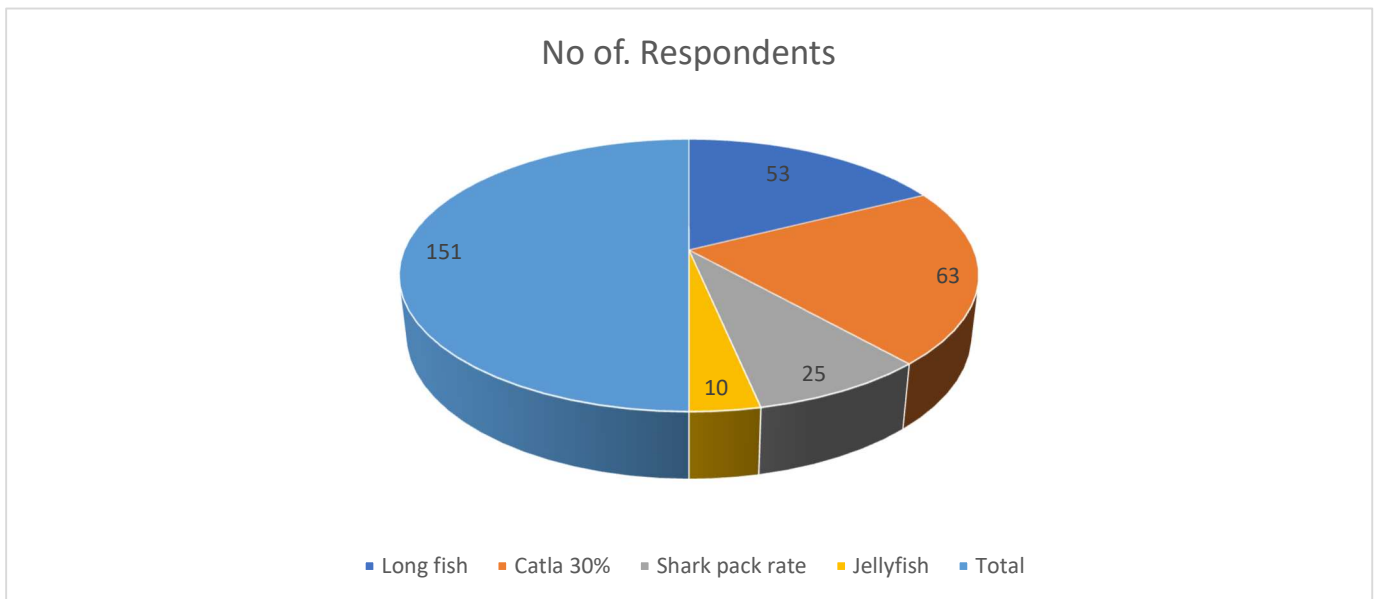
INTERPRETATION

From the above table it is interpreted that 36.8 % of the respondents are less than catla fish chose persons, 19.9 % of them are shark, 11.9 % of them are in the silver fish chose persons and rest 32.5% respondents are more than caplin species chose.

INFERENCE Majority (36.8%) of the respondents are less than 54 catla fish choice persons.

4.1.6 how many fish are there in the santhome

Particular	No of. Respondents	Percent
Long fish	53	35.1
Catla 30%	63	41.7
Shark pack rate	25	16.6
Jellyfish	10	6.6
Total	151	0.00768



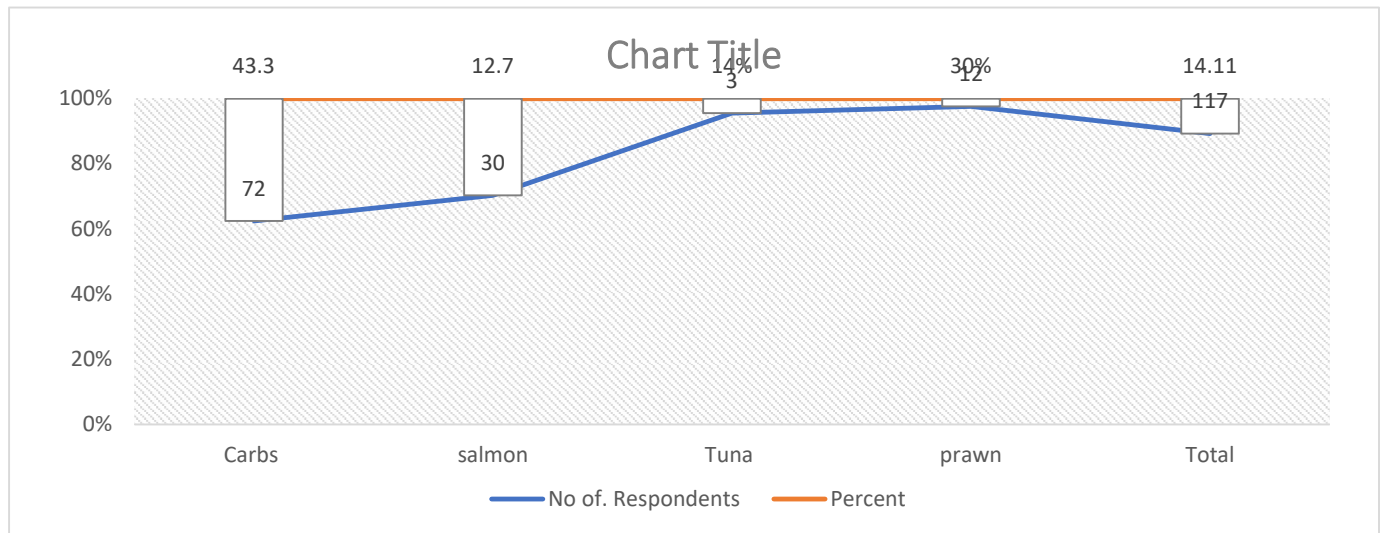
4.1.6 pie chart

INTERPRETATION From the above table it is interpreted that 35.1% of the respondents are less than 53 long fish, 41.7% of them are 63 respondents of catla 30%, 16.6 of them are in the respondent group of 25 shark pack rate and rest 6.6% respondents are more than 10 members jellyfish choice old.

INFERENCE Majority (41.7%) of the respondents are less than 63 catla 30%.

4.1.7 what are the seller get verity of species in sea

Particular	No of. Respondents	Percent
Carbs	72	43.3
Salmon	30	12.7
Tuna	3	14%
Prawn	12	30%
Total	117	14.11



4.1.7 bar chart

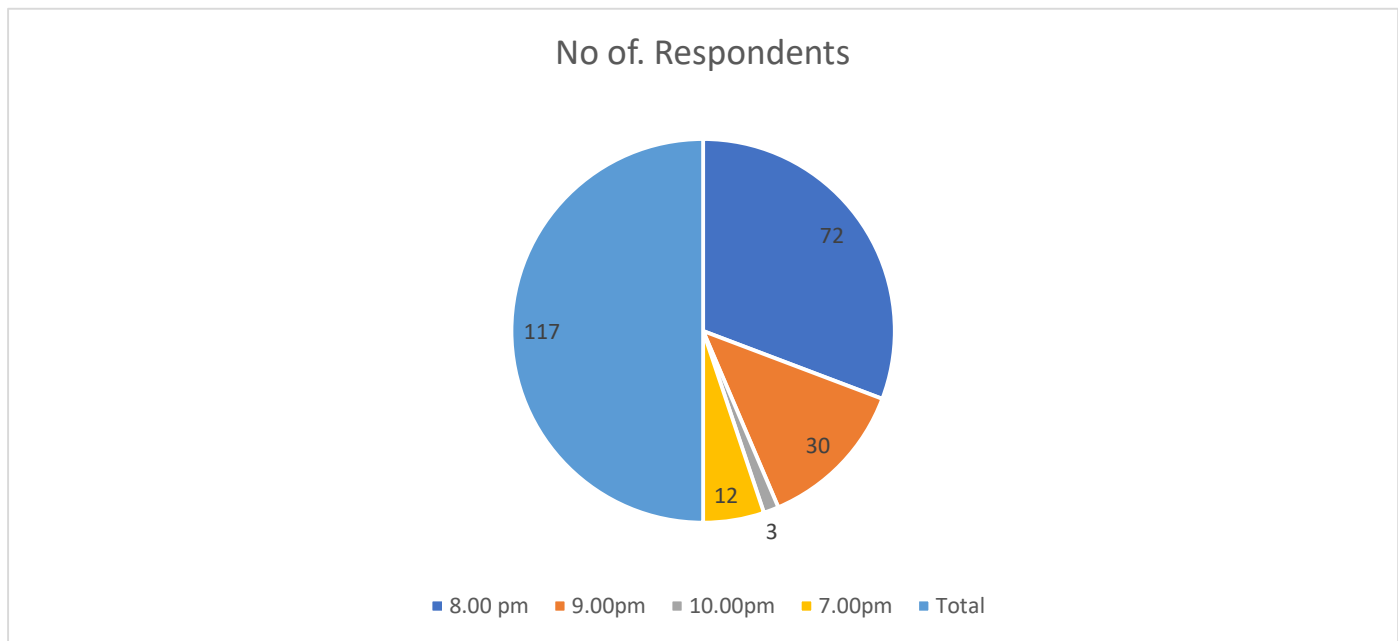
INTERPRETATION

From the above table it is interpreted that 43.3% of the respondents are less than 72 carbs, 12.7 % of them are 30 salmon, 14 % of them are in the tuna group of 3 and rest 30% respondents are more than 12 prawn.

INFERENCE Majority (43.3%) of the respondents are less than 72 carbs.

4.1.8 WHAT TIME PERIOD CLOSING TO FISH IN SELLING

Particulars	No of. Respondents	Percent
8.00 pm	72	39.1
9.00pm	30	25.8
10.00pm	3	9.8
7.00pm	12	25.8
Total	117	0.5993



4.1.8 PIE CHART

INTERPRETATION

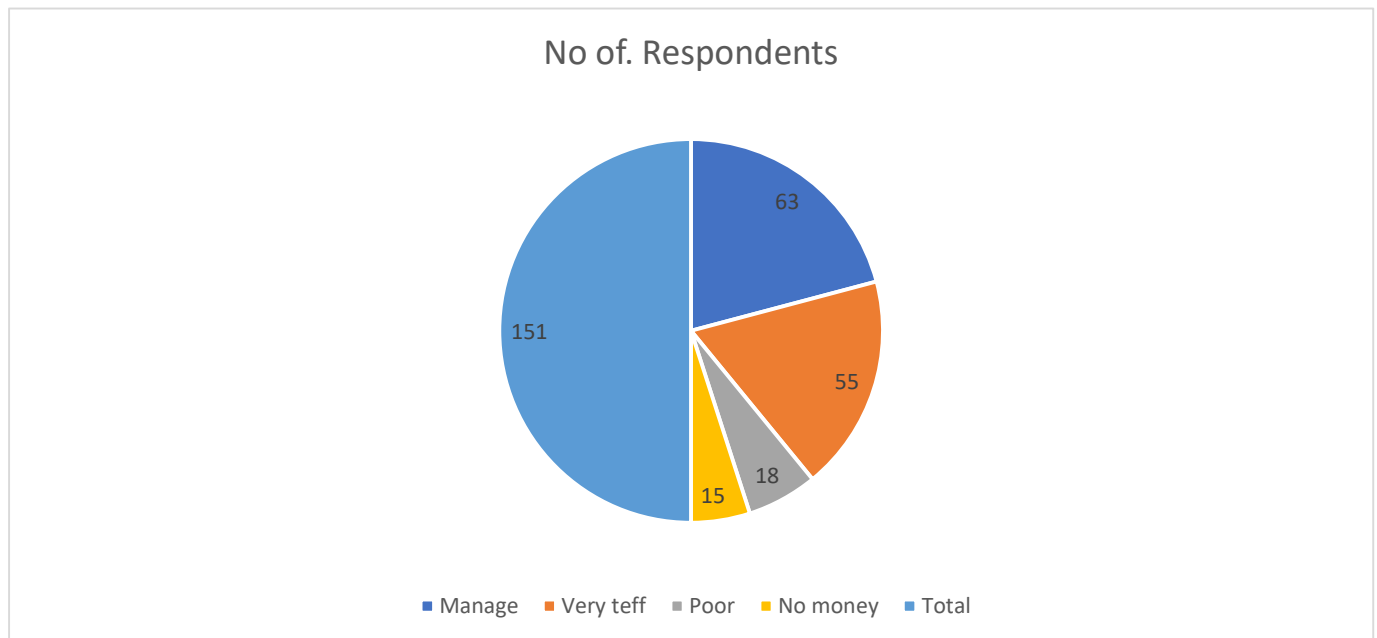
From the above table it is interpreted that 39.1% of the respondents are less than 72 8.00pm time period, 25.8 % of them are 30 9.00 time closing, 9.8 % of them are in the 3 10.00 closing time period and rest 25% respondents are more than 12 7.00pm closing time period

INFERENCE Majority (39.1%) of the respondents are less than 72 time closing .

4.1.9 the covid 19 situation how do you handling it table

Particulars	No of. Respondents	Percent
Manage	63	42%
Very teff	55	36.7
Poor	18	12%
No money	15	9.3
Total	151	0.0034

4.1.9 pie chart



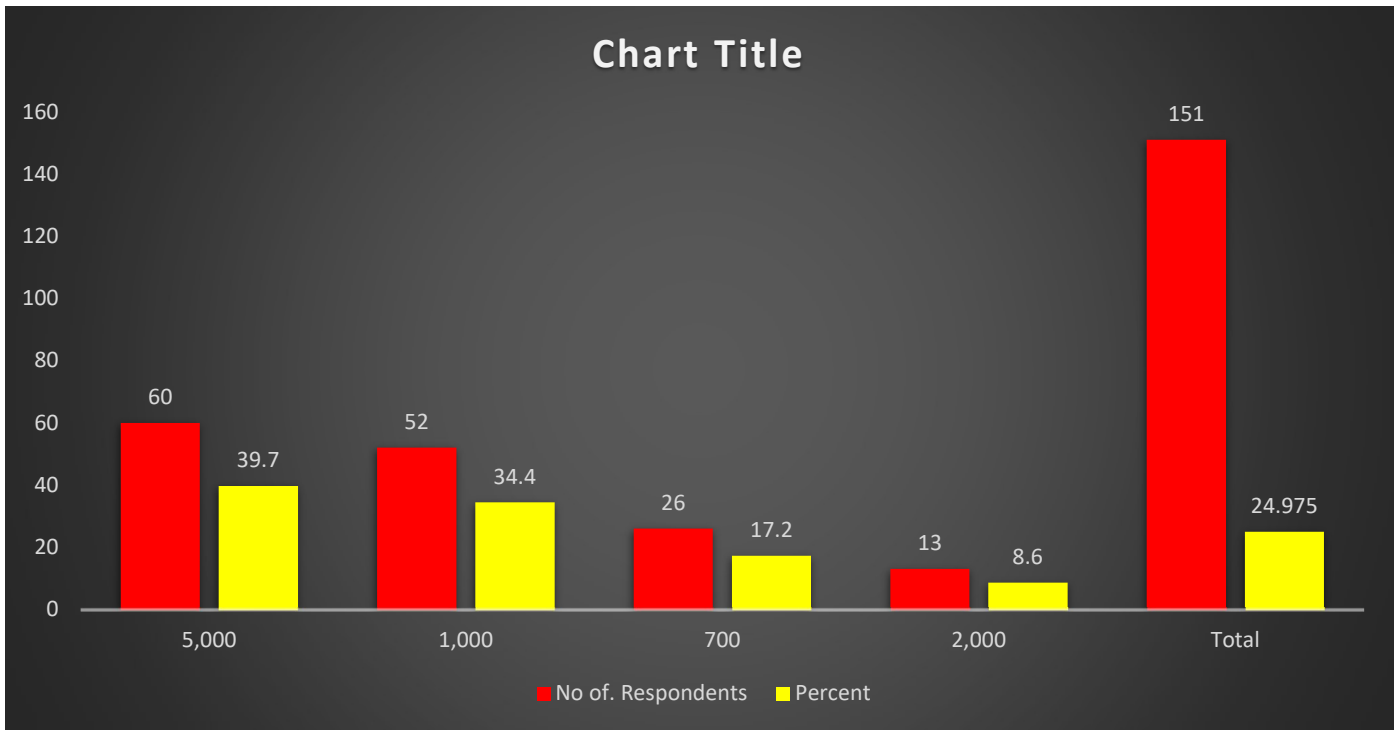
INTERPRETATION

From the above table it is interpreted that 42% of the respondents are less than 63 manage, 36.7% of them are 55 very teff , 12 % of them are in the group of 18 poor and rest 9.3% respondents are more than 15 no money.

INFERENCE ; Majority (42%) of the respondents are less than 63 manage the situation years old.

4.1.10 the covid 19 situation how do you handling it table

Particulars	No of. Respondents	Percent
5,000	60	39.7
1,000	52	34.4
700	26	17.2
2,000	13	8.6
Total	151	24.975



4.1.10 bar chart

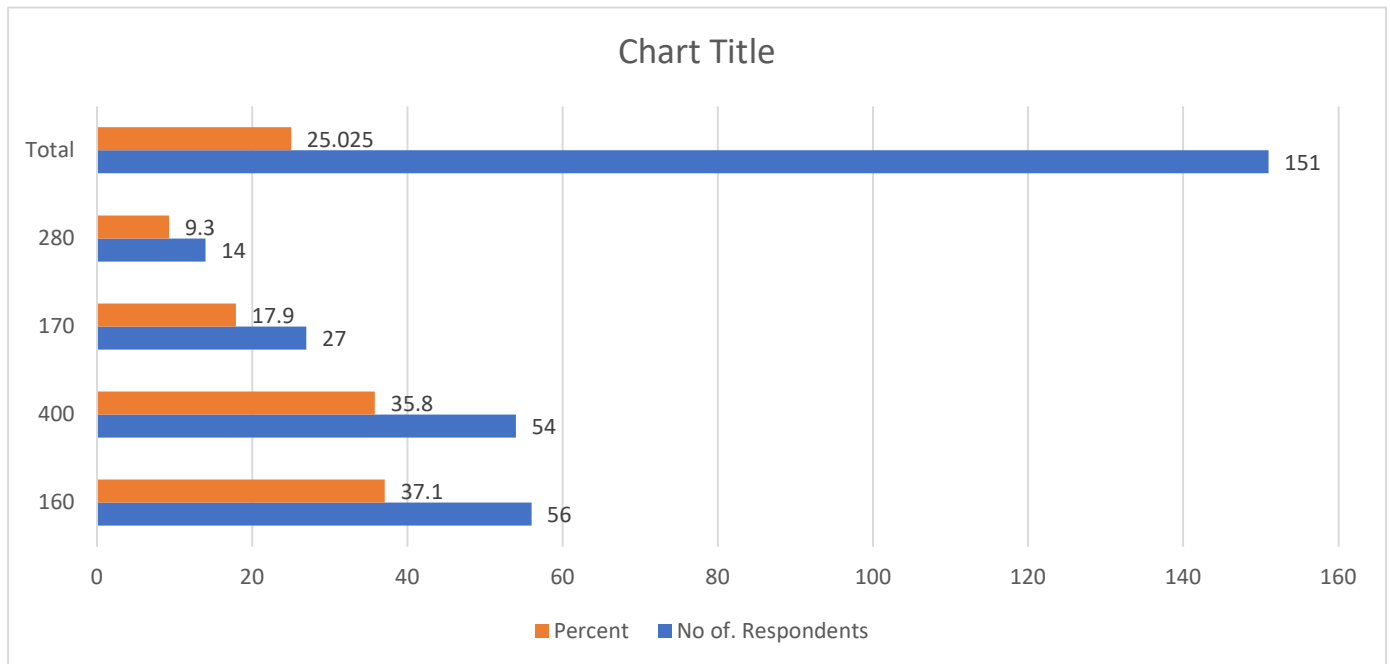
INTERPRETATION

From the above table it is interpreted that 39.7% of the respondents are less than 60 5,000 cost, 34.4 % of them are 52 respond 1,000 pay ,17.2% of them are in the group of 26 responds 700 amount and rest 8.6% respondents are more than 13 respondents 2,000 cost paying.

INFERENCE ;Majority (39.7%) of the respondents are less than 60 5,000 cost paying

4.1.11 RATE OF FISH TAKEN OVER IN PAYER

Particular	No of. Respondents	Percent
160	56	37.1
400	54	35.8
170	27	17.9
280	14	9.3
Total	151	25.025



4.1.11 bar chart

INTERPRETATION

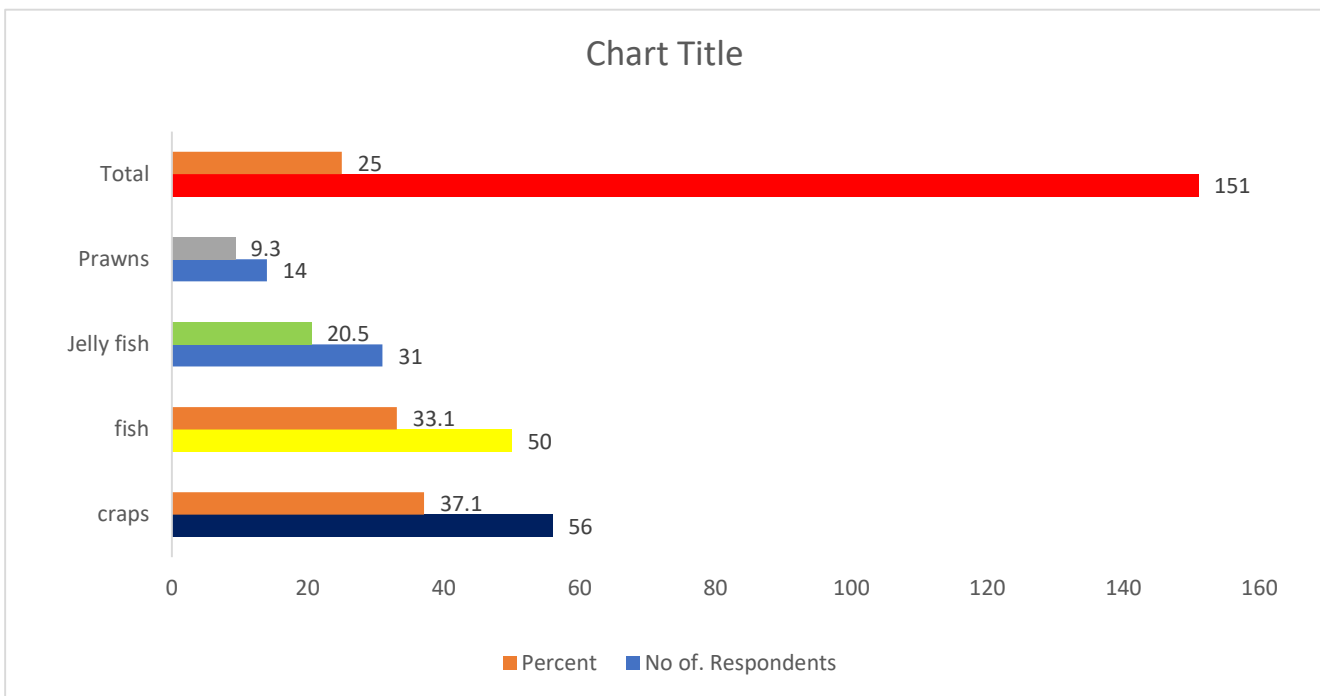
From the above table it is interpreted that 37.1 % of the respondents are less than 56 responses 160 rate , 35.8% of them are 54 400 rates, 17.9 % of them are in the group of 27respondents 170 paying and rest 9.3% respondents are more than 14 respond 280 rate.

INFERENCE

Majority (37.1%) of the respondents are less than 56 respond and 160 rate of paying

4.1.12 SEA ITEMES ARE SELLING IN THIS COVID 19 SITUATION

Particulars	No of. Respondents	Percent
Craps	56	37.1
Fish	50	33.1
Jelly fish	31	20.5
Prawns	14	9.3
Total	151	25



4.1.12 bar chart

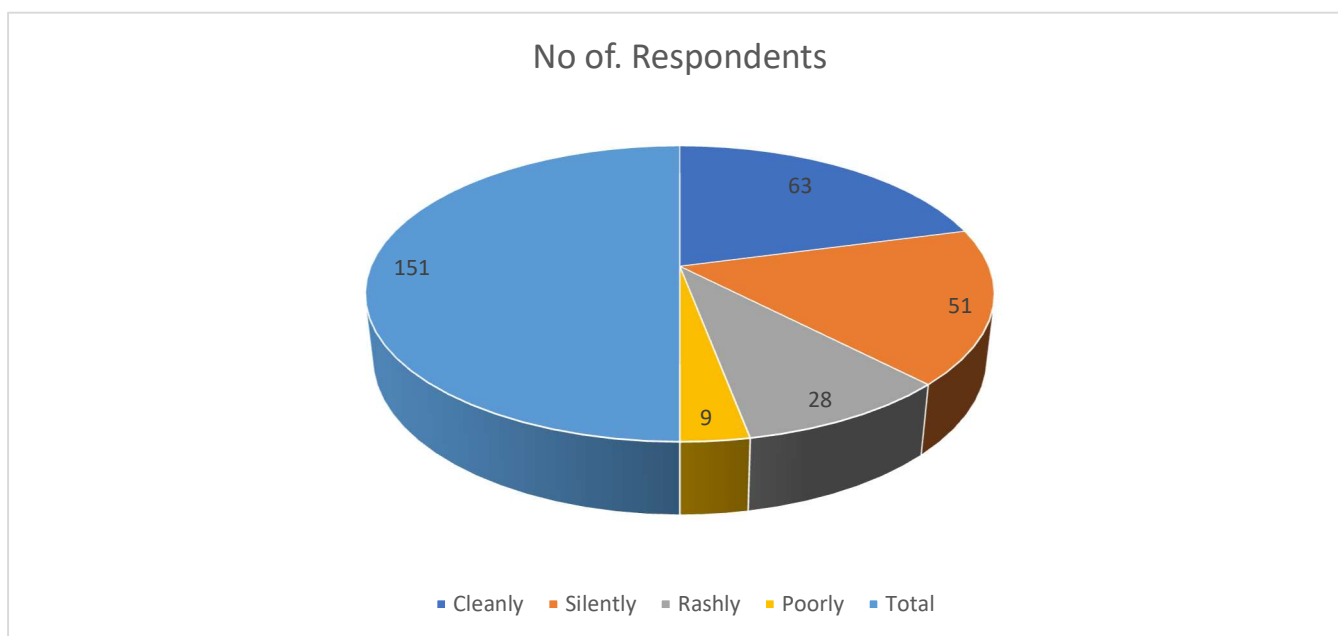
INTERPRETATION

From the above table it is interpreted that 37.1 % of the respondents are less then 56 craps, 33.1 % of them are 50 fish , 20.5 % of them are in the group of 31 jelly fish and rest 9.3% respondents are more than 14 prawns.

INFERENCE Majority (37.1%) of the respondents are less than 56 craps selling in covid 19 time.

4.1.13 how to maintain fish sales places in chennai table

Particular	No of. Respondents	Percent
Cleanly	63	41.7
Silently	51	33.8
Rashly	28	18.5
Poorly	9	6%
Total	151	23.515



4.1.13 pie chart

INTERPRETATION

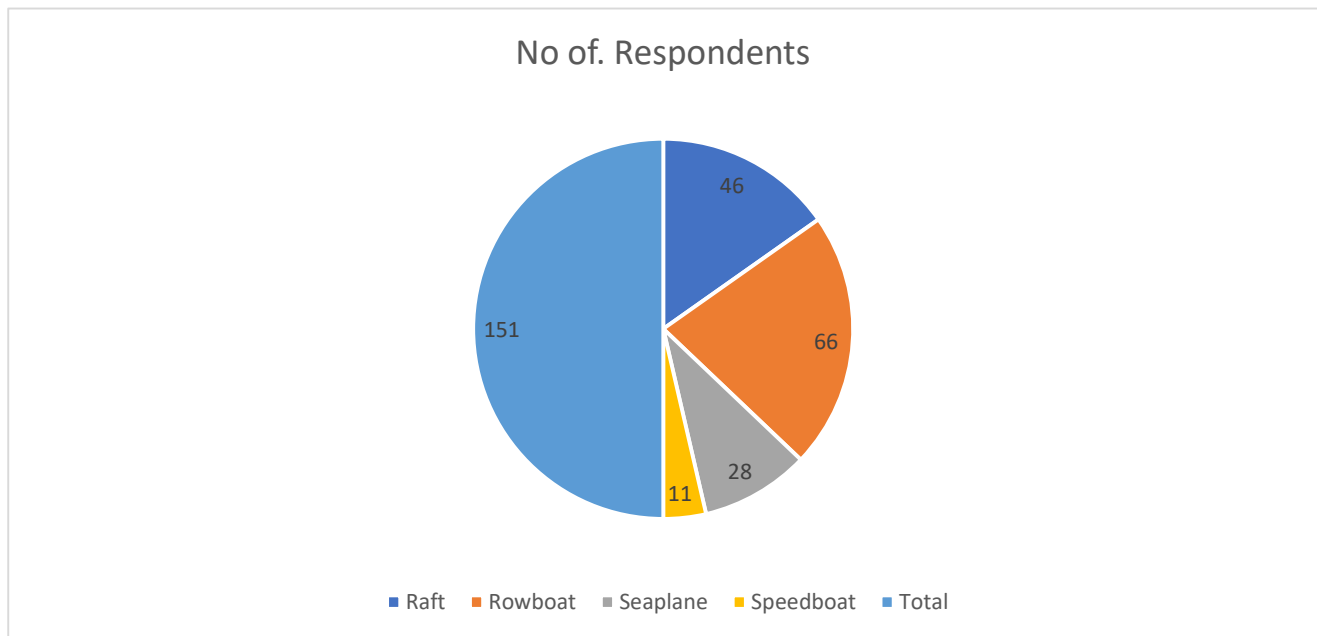
From the above table it is interpreted that 41.7% of the respondents are less than 63 responses cleanly , 33.8% of them are 51 silently, 18.5 % of them are in the group of 28 respondents for rashly 6% respondents are more than 9 poorly.

INFERENCE

Majority (41.7%) of the respondents are less than 63 respondent poorly.

4.1.14 what kind of vechiles to get fishes in sea table

Particulars	No of. Respondents	Percent
Raft	46	30.5
Rowboat	66	43.7
Seaplane	28	18.5
Speedboat	11	7.3
Total	151	0.0051



4.1.14 pie chart

INTERPRETATION

From the above table it is interpreted that 30 % of the respondents are less than 46 respondents for raft, 43.7 % of them are 66 rowboat, 18.5 % of them are in the group of 28 seaplane and rest 7.3% respondents are more than 11 speedboat.

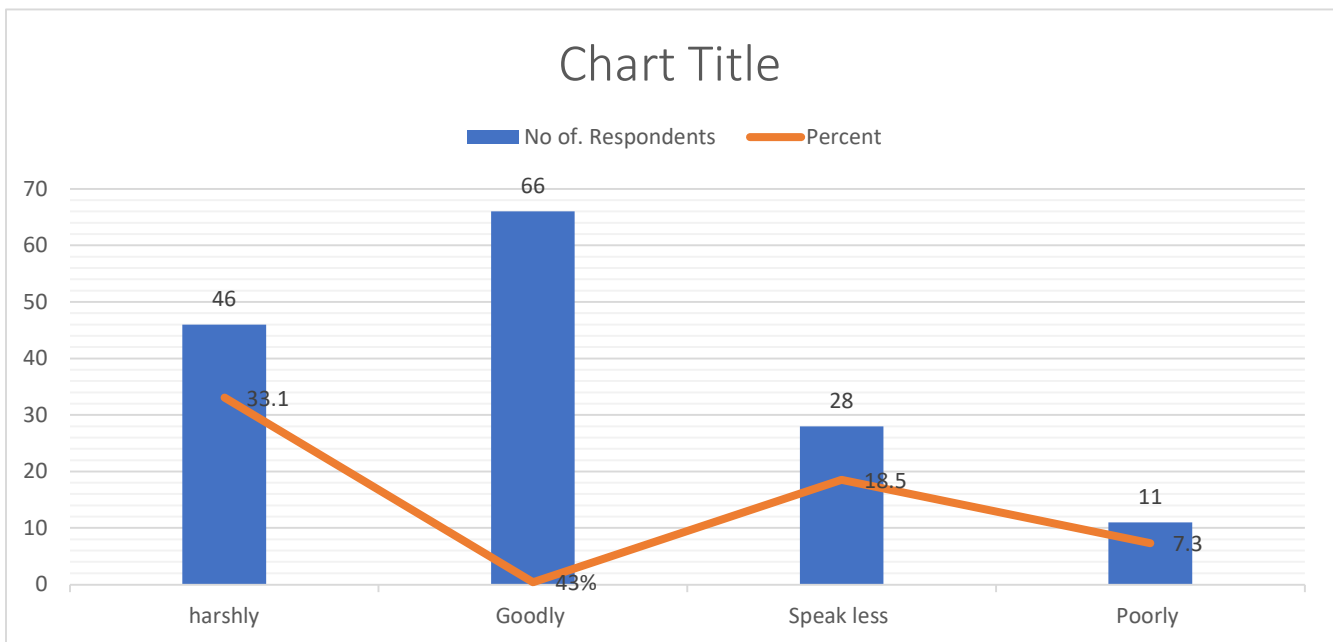
INFERENCE

Majority (43.7%) of the respondents are less than 66 rowboat.

4.1.15 BARROWING TO FISH SELLRS

Particulars	No of. Respondents	Percent
Harshly	46	33.1
Goodly	66	43%
Speak less	28	18.5
Poorly	11	7.3
Total	151	14.8325

4.1.15



4.1.15 bar chart

INTERPRETATION

From the above table it is interpreted that 33.1 % of the respondents are less than 46 responses harshly , 43% of them are 66 goodly , 18.5 % of them are in the group of 28 speak less 7.3% respondents are more than 11 poorly.

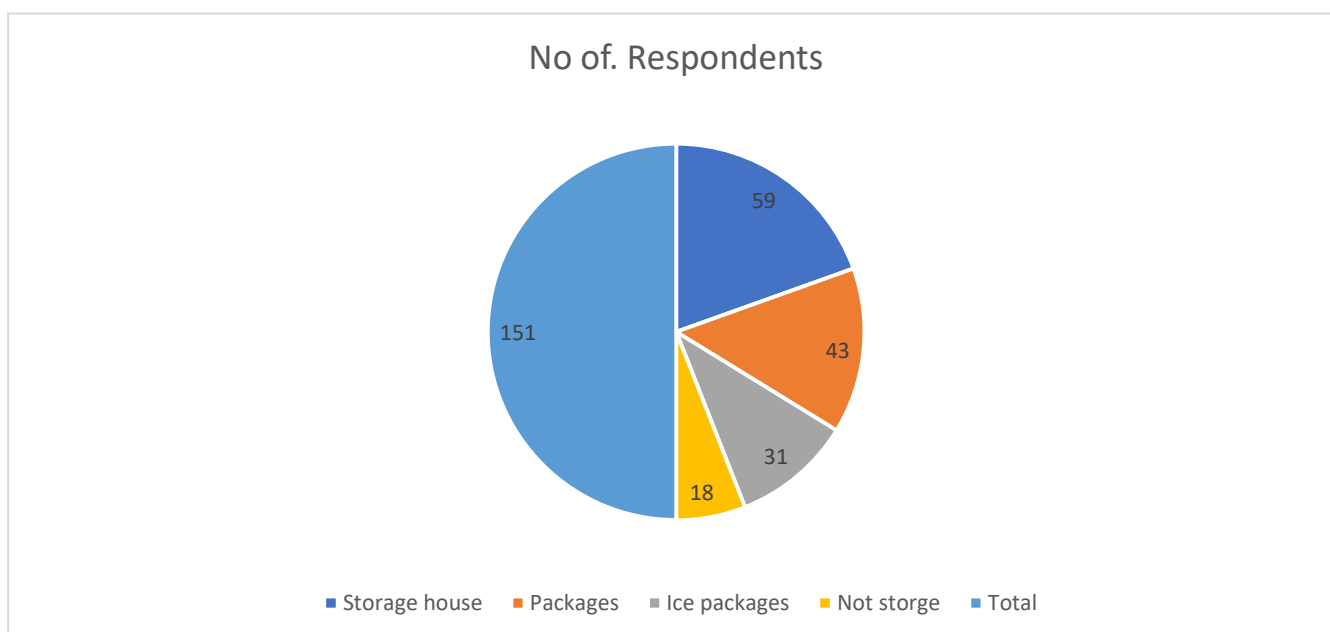
INFERENCE

Majority (43%) of the respondents are less than 66 respond goodly.

4.1.16 how do you maintain fishes are decomposed table

Particulars	No of. Respondents	Percent
Storage house	59	39.1
Packages	43	28.5
Ice packages	31	20.5
Not storge	18	11.9
Total	151	25

4.1.16 pie chart



INTERPRETATION

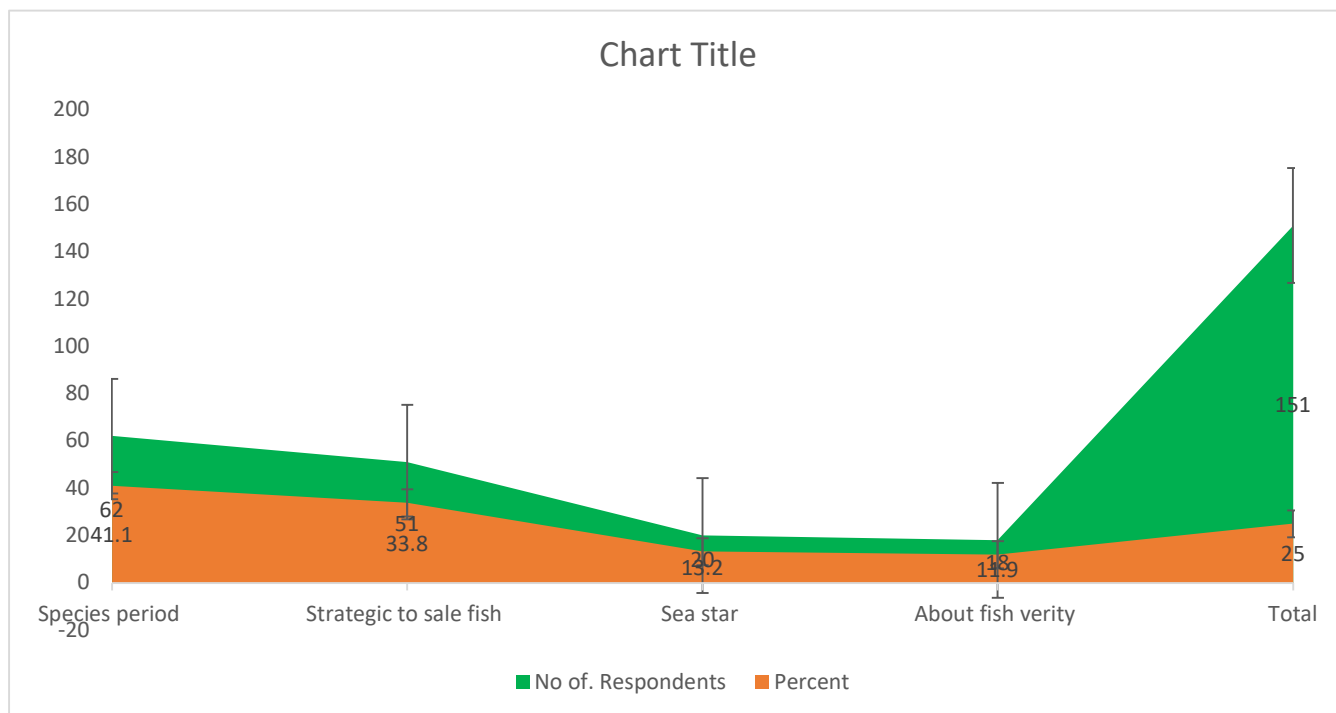
From the above table it is interpreted that 39.1 % of the respondents are less than 59 storage house , 28.5 % of them are 43 packages, 20.5 % of them are in the group of 31 ice packages and rest 11.9% respondents are more than 18 not storage .

INFERENCE

Majority (39.1%) of the respondents are less than 59 storage house.

4.1.17 FISHER KNOWS ABOUT SEA AND SPECIES

Years	No of. Respondents	Percent
Species period	62	41.1
Strategic to sale fish	51	33.8
Sea star	20	13.2
About fish verity	18	11.9
Total	151	25



4.1.17 bar chart

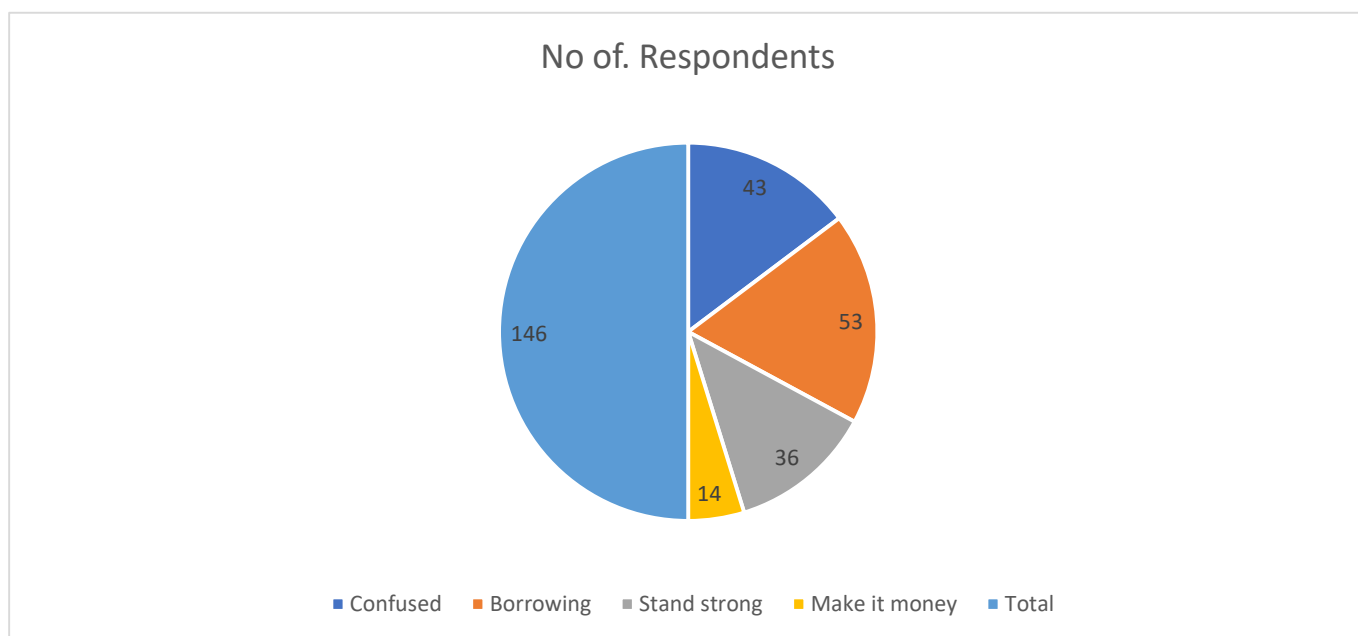
INTERPRETATION

From the above table it is interpreted that 41.1 % of the respondents are less than 62 species period, 33.8 % of them are 51 strategic to sale fish, 13.2 then group of 20 sea star and rest 11.9 % respondents are more than 18 about fish verity.

INFERENCE ; Majority (41.1%) of the respondents are less than 62 species period.

4.1.18 marketing strategies to sell the fish table

Particulars	No of. Respondents	Percent
Confused	43	31.8
Borrowing	53	35.1
Stand strong	36	23.8
Make it money	14	9.3
Total	146	25



4.1.18 pie chart

INTERPRETATION

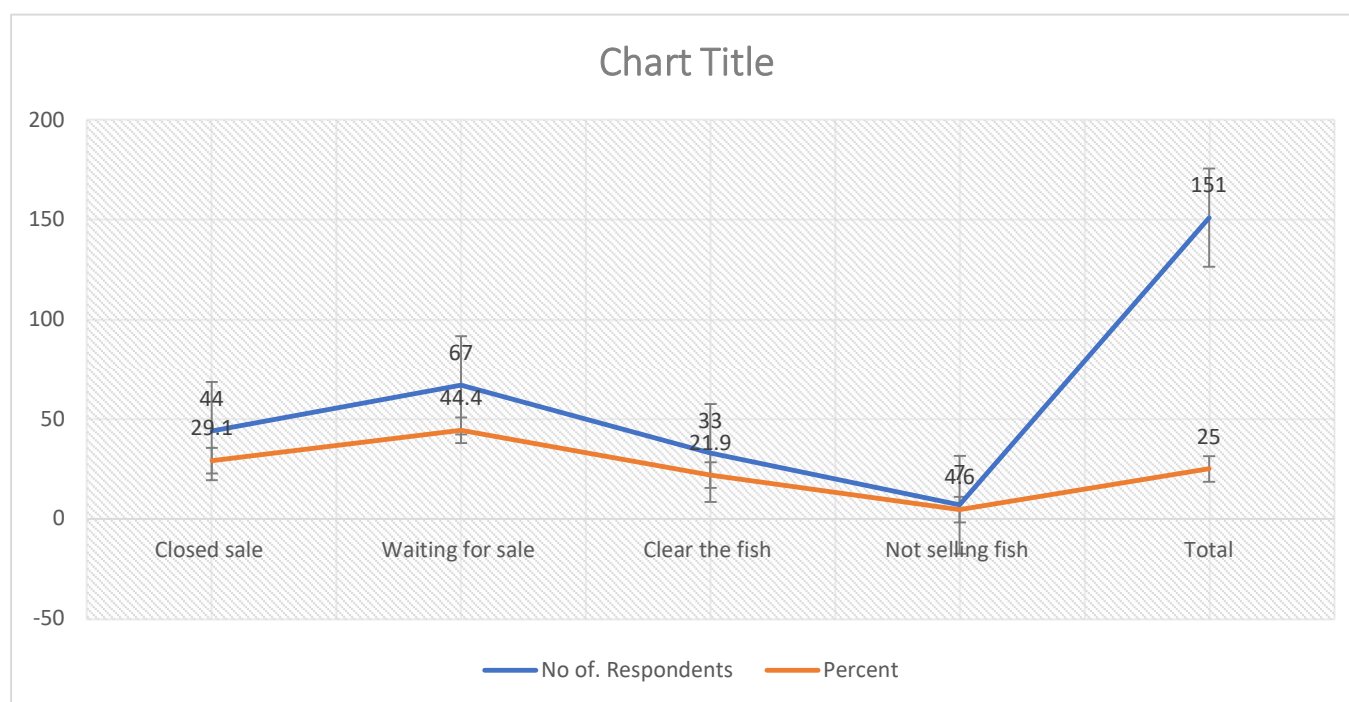
From the above table it is interpreted that 31.8 % of the respondents are less than 43 confused, 35.1 % of them are 53 borrowing , 23.8% of them are in the group of 36 stand strong and rest 9.3% respondents are more than 14 make it money.

INFERENCE

Majority (61.5%) of the respondents are less than 25 years old.

4.1.19 DID YOU DO NOT SELLING FISH TIME

Particulars	No of. Respondents	Percent
Closed sale	44	29.1
Waiting for sale	67	44.4
Clear the fish	33	21.9
Not selling fish	7	4.6
Total	151	25



4.1.19 bar chart

INTERPRETATION

From the above table it is interpreted that 29.1 % of the respondents are less than 44 closed sale, 44.4 % of them are 67 waiting for sale, 21.9 % of them are in the group of 33 clear the fish and rest 4.6% respondents are more than 7 not selling fish.

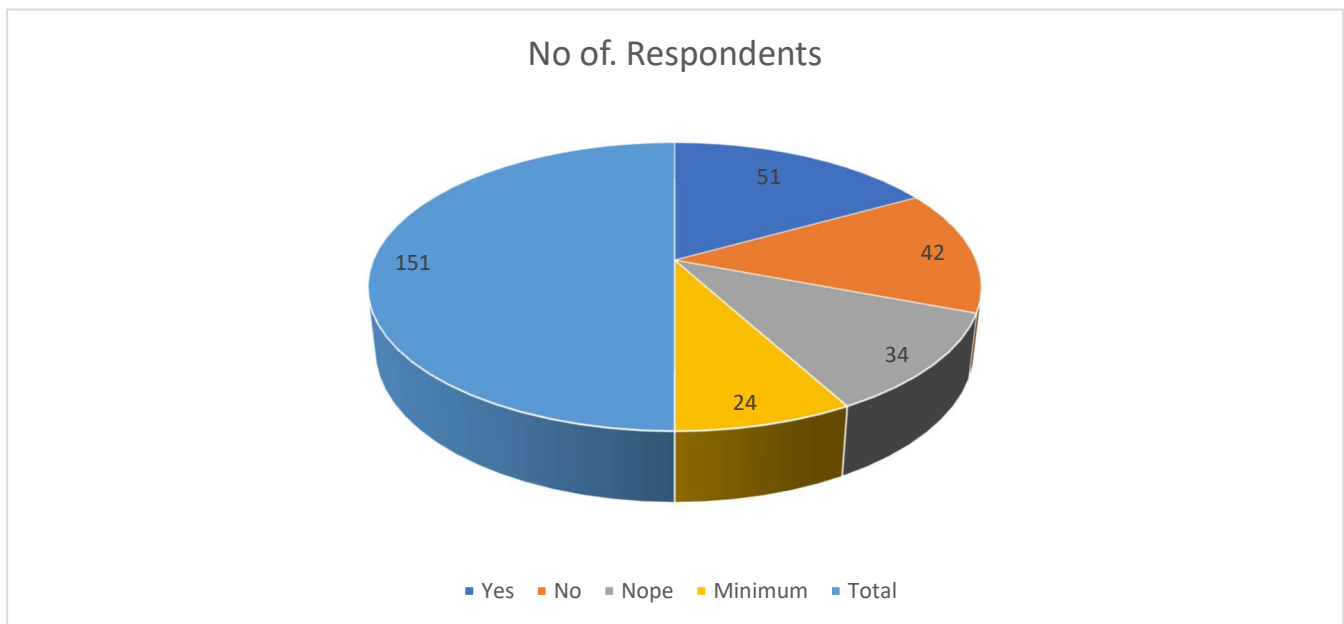
INFERENCE

Majority (44.4%) of the respondents are less than 67 waiting for sell

4.1.20 do you storage the fish table

Particulars	No of. Respondents	Percent
Yes	51	33.5
No	42	27.8
Nope	34	22.5
Minimum	24	15.9
Total	151	24.925

4.1.20 pie chart



4.1.20 bar chart

INTERPRETATION

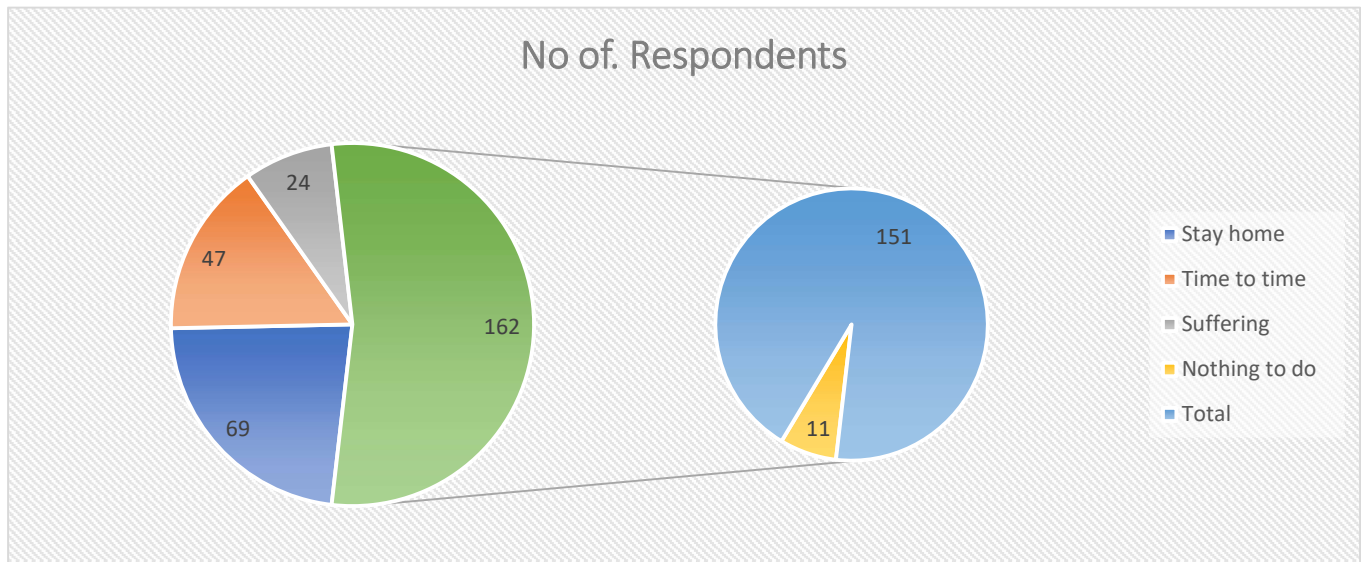
From the above table it is interpreted that 33.5% of the respondents are less than 51 yes, 27.8 % of them are 42 no , 22.5 % of them are in the group of 34 nope and rest 15.9% respondents are more than 24 minimum.

INFERENCE

Majority (33.5%) of the respondents are less than 51 respondents

4.1.21 WHAT WELL YOU DO IN COVID 19 TIME PERIOD

Particulars	No of. Respondents	Percent
Stay home	69	45.7
Time to time	47	31.1
Suffering	24	15.9
Nothing to do	11	7.3
Total	151	25



4.1.21 bar chart

INTERPRETATION

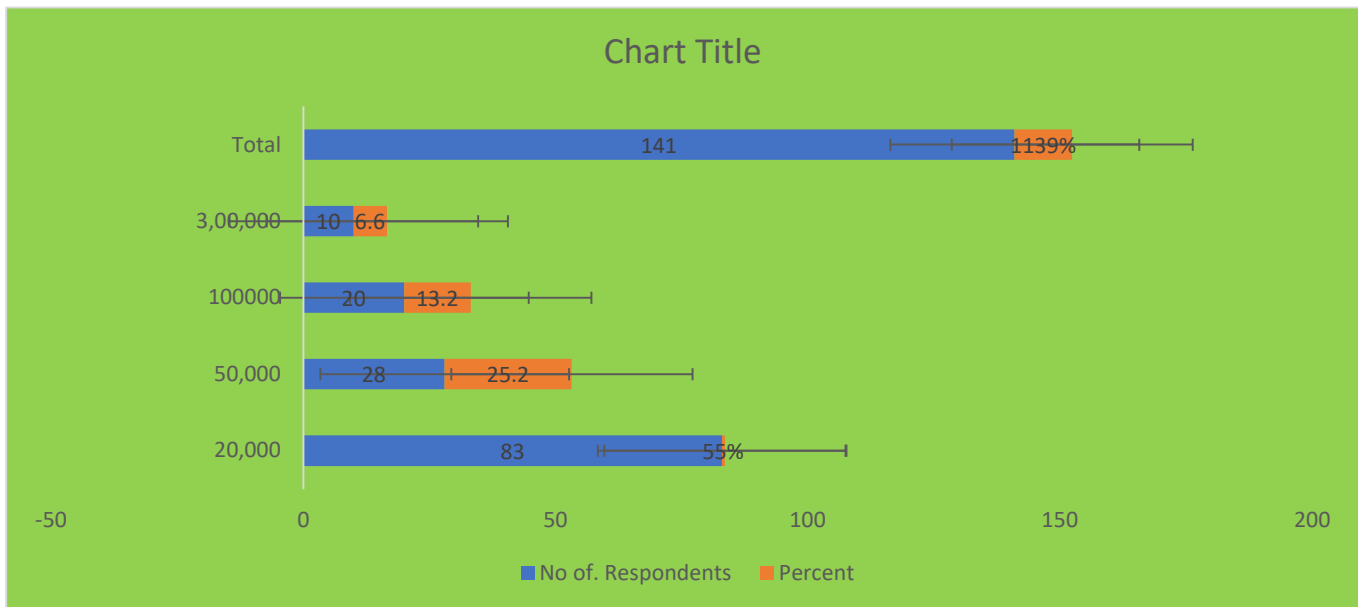
From the above table it is interpreted that 45.7 % of the respondents are less than 69 stay home, 31.1% of them are 47 time to time, 15.9 % of them are in the group of 24 suffering and rest 7.3% respondents are more than 11 nothing to do.

INFERENCE

Majority (45.7%) of the respondents are less than 69 stay home.

4.1.22 PLACE OF MARKETING YEARLY TURNOVER

Particulars	No of. Respondents	Percent
2,0000	83	55%
5,0000	28	25.2
100000	20	13.2
3,00000	10	6.6
Total	141	1139%



4.1.22 bar chart

INTERPRETATION

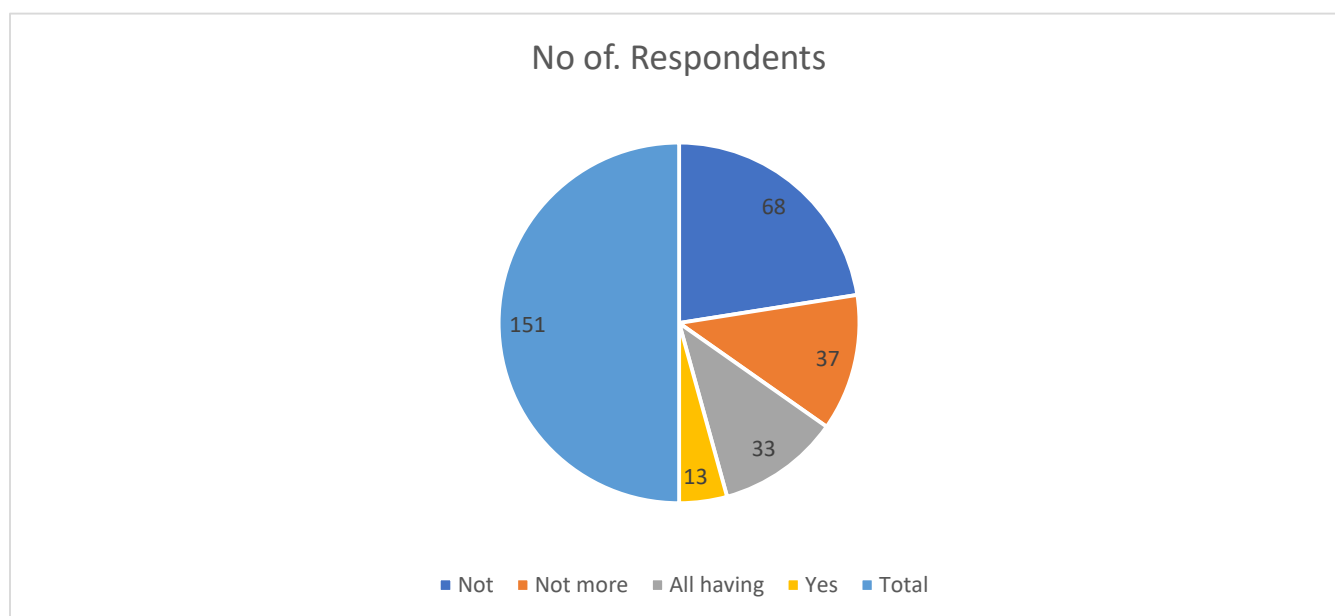
From the above table it is interpreted that 55% of the respondents are less than 83 respond 20,000 , 25.2 % of them are 28 yearly turnover 50,000, 13.2 % of them are in the group of 20 year turnover 10,0000 and rest 6.6% respondents are more than 10 turnover 3,00,000

INFERENCE

Majority (55%) of the respondents are less than 83 yearly turnover.

4.1.23 the fish seller having use a mobile phone table

Particulars	No of. Respondents	Percent
Not	68	45%
Not more	37	24.5
All having	33	21.9
Yes	13	8.6
Total	151	1386%



4.1.23 pie chart

INTERPRETATION

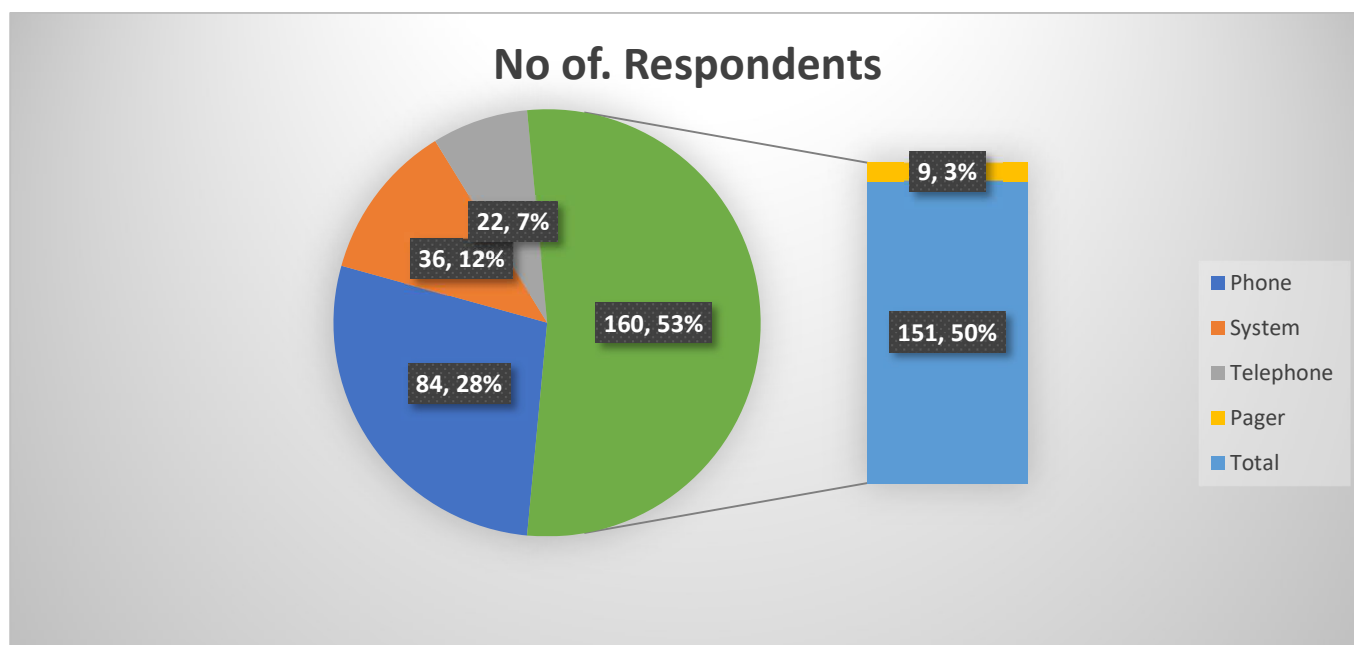
From the above table it is interpreted that 45% of the respondents are less than 68 not, 24.5% of them are 37 not more, 21.9% of them are in the group of 33 all having and rest 8.6% respondents are more than 13 yes.

INFERENCE Majority (45%) of the respondents are less than 68 not that match respon

4.1.24 FISH SELLERS ARE HAVING USE A MOBILE PHONE

Particulars	No of. Respondents	Percent
Phone	84	55.6
System	36	23.8
Telephone	22	14.6
Pager	9	6.0
Total	151	25

4.1.24 bar chart



INTERPRETATION

From the above table it is interpreted that 55.6 % of the respondents are less than 84 phone , 23.8 % of them are 36 system, 14.6 % of them are in the group of 22 telephone and rest 6.0% respondents are more than 9 pager.

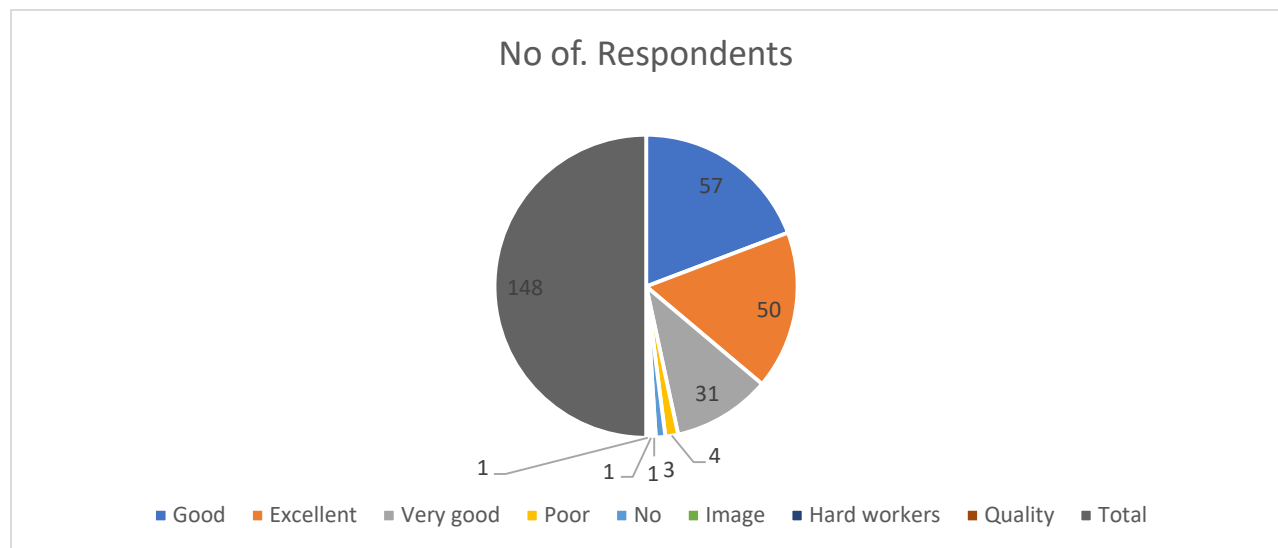
INFERENCE

Majority (55.6%) of the respondents are less than 84 phone.

4.1.25 SUGGESTIONS TABLE

PARTICULARS	No of. Respondents	Percent
Good	57	38%
Excellent	50	33.3
Very good	31	20.7
Poor	4	2.7
No	3	2
Image	1	0.07
Hard workers	1	0.07
Quality	1	0.07
Total	148	741%

4.1.25 PIC CHART



INTERPRETATION

From the above table it is interpreted that 38% of the respondents are less than 57 good excellent 33.3% of them are 20.7% of them are in the group of 31 very good and 2.7% respondents are more than 4 poor and then no is 2 % and respondents 4 no option another images, and heard works these are 0.07% and respondents is 1

INFERENCE; Majority (38%) of the respondents are less than 57 public opinion to suggestions of hear place people

Chapter. 5

5.1 FINDINGS AND SUGGESTIONS

Prices of seafood have increased by at least 50 per cent in the city due to the annual fishing ban, according to fish traders. The annual fishing ban came into effect along the coast of Tamil Nadu on April 15 in view of the breeding season. Fishes are filled with proteins and nutrients that are good for the health which is extremely required for the body. Apart from eating fishes, it is essential to find fresh and safe seafood that doesn't harm our body. There are many fish markets and online stores in Chennai that offer fresh and good quality fishes that one can try without any health hazard. Here is a list of a few stores that you must try-Nochi Kuppam market is considered to be amongst the best places for buying fresh fish in Chennai. They are known for providing excellent offers and deals that attract numerous customers. The best part about this market is that a visitor gets the privilege to enjoy the sea every time they come to buy fresh fishes. To buy the freshest fishes, visit the place after 5 PM as the fishermen bring fishes from the shore around this time. One can find a variety of fishes from Nethili, Kara podi to pomfrets and more. During the 61-day ban period, popular varieties of seafood such as Sura (Shark). Kola (Flying fish), 'Vanjaram' and 'Kanava' are not easily available.

“Sometimes, we get Vanjaram variety in this season. We sell one kilogram for Rs1,000 in the normal season, but now we are selling the same for Rs 1,600” says a seller at Nochikuppam fish market.

5.2 Suggestions,

In this tables suggestions about challenges faced by fish sellers the residing in santhome we get so many answers to give the persons point of you and then the point of seller and customer then retailer

5.2.1 Findings can be copied from the inference written in each table

that 36.8 % of the respondents are less than catla fish chose persons, 19.9 % of them are shark, 11.9 % of them are in the silver fish chose persons and rest 32.5% respondents are more than caplin species chose.

interpreted that 35.1% of the respondents are less than 53 long fish, 41.7% of them are 63 respondents of catla 30%, 16.6 of them are in the respondent group of 25 shark pack rate and rest 6.6% respondents are more than 10 members jellyfish choice old

that 43.3% of the respondents are less than 72 carbs, 12.7 % of them are 30 salmon, 14 % of them are in the tuna group of 3 and rest 30% respondents are more than 12 prawn.

that 39.1% of the respondents are less than 72 8.00pm time period, 25.8 % of them are 30 9.00 time closing, 9.8 % of them are in the 3 10.00 closing time period and rest 25% respondents are more than 12 7.00pm closing time periods.

interpreted that 42% of the respondents are less than 63manage, 36.7% of them are 55 very teff , 12 % of them are in the group of 18 poor and rest 9.3% respondents are more than 15 no money.

interpreted that 30 % of the respondents are less than 46 respondents for raft, 43.7 % of them are 66 rowboat, 18.5 % of them are in the group of 28 seaplane and rest 7.3% respondents are more than 11 speedboat.

5.2.2 summary

to make fish available to consumers at the right time and in the right place requires an effective marketing system. Fishermen who catch fish by labouring overnight (from common-property water bodies) do not usually sell fish in retail markets. At the break of day, they take their catches to places where Nikaries/Beparies, or retailers, meet them and bargain by the lot. At the landing point, the number of intermediaries is low. Only one or two intermediaries may approach a fisherman. Once bargaining has started, other intermediaries remain at a distance and wait for their turn to deal, should the first intermediary fail to obtain the fisherman's lot. If the first intermediary is unsuccessful, another steps in to bargain for the catch. Normally, the first Nikary/Paiker-retailer does not allow this to happen and secures the lot for himself. No open bidding exists in such a case. Therefore, the poor fisherman often falls prey to the Nikari/Bepari/Paiker-retailer's crude exploitations. A fisherman, as a seller, cannot negotiate favourable prices for himself mainly because:he meets buyers (intermediaries) one at a time and at different times,he cannot keep fish for a long time because the product is highly perishable,he has no specific place to sit in the market to sell his fish.

5.3 Conclusion

Fishing has great potential to boost growth, employment and food security for a number of LDCs with inland and coastal fish resources. Fishing improves export competitiveness and contributes to efforts to diversify, provided that the supplyside and demand-side constraints facing the sector in LDCs are effectively addressed. In this analysis get 150 of area size in Chennai some places but get extra 151 becomes the data collection of challenges faced fish sellers of residing in santhome this is our title and get so much of data collection in santhome (nochi kuppam) another then the conclusion of hear most of the questions as asked for basic fish sellers point of you and customers point of you another then retailer point of the questioner the ages, educated, genders, name, these only because forms in question asked basic peoples understand that is only as easy way to get understand on fish sellers and customers then retailers all so The fishing industry has become increasingly globalized. Non-LDC developing countries have become the largest exporters, with China and Viet Nam among the top exporting countries, and developing countries as a group accounting for about two thirds of exports. Moreover, as in manufacturing, fishing is increasingly subject to fragmentation of production A general principle of industrial policy, applicable to the fishing industry as elsewhere, is that countries should be proactive in assisting the private sector but focus on areas in which they have comparative advantage (Stiglitz et al., 2013). Governments should accurately assess current capabilities and weaknesses and attempt to provide assistance that will enable progressive upgrading into higher technology sectors. Moreover, Governments should focus attention on providing public goods and leave investment in commercial activities to the private sector, as to do otherwise invites costly failures. including the increasing capture of fish when stocks are not in danger of overexploitation; increasing domestic capture at the expense of foreign fishing; and increased value added through reduced losses, improved use of by-catches and greater local processing and aquaculture. However, overfishing is a significant problem in many LDCs, as addressed in this study. Given the common resource nature of fishing, regulatory oversight is essential. Government fishing agencies should monitor fish stocks, control overfishing, conduct research, provide technical assistance in quality control and invest in infrastructure, yet there is often a lack of financial resources and technical expertise to do so. Regional and international cooperation is crucial in many of these areas, in particular the monitoring of fish stocks and oversight of fishing rights. International institutions and non-governmental organizations have an important role to play in many of the areas discussed in the following sections the conclusion of this data

collection hear chois are multiple answers of good, poor, managing. like that answers are west in last suggestion options

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APPENDIX (QUESTIONARI)

Name

Age

Educated

Marital status

Gender

1) What kind of fishes are sell in this place

- Silver carp
- Catla
- Skipjack tuna
- Caplein

2) How many fishes are get in hear santhome

- 0.97
- 2.7
- 39%
- 20-30%
- 40%
- 30%

3) What are the seller get verity of species

- Crab
- Salmon
- Prawn
- Shark
- Tuna
- Scallop

4) What time period to doing ending selling fish

- 8.00
- 9.00
- 10.00
- 7.00

5) What time period to start the selling fish in morning

- 07.00
- 8.00
- 10.00
- 9.30

- 11.00
- 6) The COVID 19 situation how do you handling it
- Manage
 - Observed
 - Poor
 - Comfortable
 - Uncomfortable
 - Very comfortable
- 7) The paying cost of the transporter fish of delivering
- 5,000
 - 500
 - 7000
 - 15000
 - 600
- 8) The rate of fish taken over in payer
- 160
 - 420
 - 280
 - 170
 - 250
- 9) What kind of sea items are selling in this in COVID 19 situation
- Craps
- 8) how to you maintain fishes in decompose
- storage house
 - not storage
 - package
 - ice package
 - decompose it
- 9) strategic to sale fish
- confused
 - make it true
 - borrowing

- stand strong
- make it money

10) what well you do in not selling fish time

- close the slae
- waiting for sale
- not sale
- clear the fish

11) do you storage the fish

- yes
- no
- nope
- nothing
- very

12) what well you doing in COVID19 time period

- very poor
- suffering
- tuff period
- nothing to do
- no money

13) this place of fish marketing yearly having money

- 2.00000
- 5.00000
- 13.0000
- 5.00000
- 3.00000

14) The fisher seller having use a mobile phone

- Not
- Yes
- Not more
- Mostly
- All having

15) Fish sellers are having any kind of facility to connect payer

- Phone
- System
- Telephone
- Pager
- Anything else

16) this place of fish marketing yearly having money

- 2.00000
- 5.00000
- 13.0000
- 5.00000
- 3.00000

17) The fisher seller having use a mobile phone

- Not
- Yes
- Not more
- Mostly
- All having
- prawns

18) what well you do in burrowing to fish seller

- harshly
- goodly
- politely
- speak good
- ruwdly

20) what are the fisher knowing about thing

- season period
- species period
- sea star
- about boat
- about fish