



SOCIOECONOMIC INDEX AND MARKETING CHANNEL OF DRY FISH IN PURI DISTRICT, ODISHA

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<https://doie.org/10.0430/AE.2024434674>

ABSTRACT

The research was conducted in 2023-24. 120 farmers from 5 villages were sampled, with 24 participants per village. Use the prepared table to collect data and analyse it using appropriate analysis tools. It is seen that the majority of the respondents are from the small and middle economic class. Research the current dried fish industry with manufacturers (farmers) and suppliers. After analysis, the total market price, including the total price of dried fish, was 190 yuan/kg. It was observed that the marketing margin for dry fish which involves 3 channels i.e. producer, wholesaler, retailer in which the absolute and per cent margin is 8,10,19.8 rupees and 6.4 per cent, 6.54 per cent, 10.42 per cent respectively. For marketing efficiency of dry fish, it was 3.5 per cent. The major constraints for dry fish; contamination by dust, rodents, insect infection, mould growth, toxin development, insufficient drying crates. Suggestion for dry fish is the government should create infrastructure for proper drying. This will help to improve the quality of the dry fish while also preventing spoilage and bacterial infestation, mechanical dryers should be used on large scale, fishermen who are new to the technology should be trained on how to use these dryers, and training and development programmes should be held on a regular basis to help them develop their technical knowledge, the government should create proper marketing yards to sell dry fish in organized markets. Due to a lack of a market, products spoil or are sold at a lower price. The government should also provide storage spaces, such as God owns, where producers can store their produce.

Keywords: Socio-economic profile, marketing channels, market margin, market efficiency

INTRODUCTION

Fish is an important source of protein to maintain health, along with other important micronutrients, and most Asians rely on fish as the main source of animal protein in their diets. Dried fish is a good way to preserve fresh fish. It is a food preservation method

that removes moisture from food by preventing bacterial growth. The advantages of drying include lower production costs and less material use compared to other methods such as rolling, cooling and smoking; The dried fish industry has evolved from a healthcare service to a full-fledged business

and industry. It will help improve the health and research of dried fish in our country. Odisha is a maritime state in the eastern part of India with an area of 683,000 hectares. Freshwater resources, 418,000 hectares of saltwater and 480 kilometres of coastal fisheries provide employment and income for a healthy economy. Traditionally, fish plays an important role in the Odia diet. The state has 589 marine fishing villages and 3,289 inland fishing villages with a fishermen population of only 1 million (Nayak et al., 2012). In 2000-01, Odisha's fish production increased from 260,000 tonnes to 759,000 tonnes in 2018-19; fresh water: 507,000 tons, brackish water: 094,000 tons, sea water: 158,000 tons; This means a threefold increase. More than 19 years ago. Per capita fish consumption in the state increased from 7.71 kg in 2000 to 15.38 kg in 2018-19. Although many studies have been conducted to document the dry fish process in different

parts of India (Bhat et al., 2017). 2013; Shivaji et al. 2015; Solanki 2020), but the situation is not good in Odisha, there are no reports from Bhadrak district. This study provides information about the dried fish industry and the business needs of the people in Puri district.

RESEARCH METHODOLOGY

This study adopted a descriptive research design as it describes the characteristics or phenomena under study. The study was conducted in Puri district of Odisha. Of the 11 blocks in Puri district, Satyabadi block focuses on the dried fish industry. Out of 24 villages in Satyabadi block, 5 villages namely Alaguma, Alandapada, Alikia, Alisa, Badaharisankarpur were selected.

OBJECTIVES OF THE STUDY

1. To assess the socio-economic profile of the Dry fish producer in study area.
2. To examine different marketing channels, marketing margin and marketing efficiency in the Study area.

RESULTS AND DISCUSSION

Table No. 1. Socio-economic profile of the respondents.

Sl. No.	Independent Variables	Category	Frequency	Percentage
1.	Age	25-35 years	6	5
		36-45 years	27	22.5
		46-55 years	53	44.16
		55-65 years	34	18.34
2.	Educational Qualification	Illiterate	26	21.66
		Primary	16	13.34
		Upper Primary	78	65
3.	Occupation	Dry fish processing	66	55
		Fishing	36	30
		Farming	11	9.17
		Farm/non-farm labour	7	5.83

Table 1, The majority of the respondents, 44.16%, are in the 46-55 age range, 18.34% are in the 55-65 age range, 22.5% are in the 36-45 age group, and the 5th age group is 25-35 years old. It was determined to be in the range. %. The results showed that 65% of the respondents had primary school education, 13.34% had primary school education, and 21.66% were illiterate. In

terms of occupation, 55% of the participants are engaged in dry fish processing, 30% in fishing, 9.17% in cultivation and 5.83% in agricultural/non-agricultural work.

MARKETING CHANNELS FOR DRY FISH



The existing marketing channels for dry fish includes producer(farmer), wholesalers, retailers and Consumer.

Table No. 2. Marketing cost of dry fish incurred by the producer farmer.

S No.	Particulars	Amount (Rs/Kg)	Percentage
1	Collection of fish by fishermen	110.00	94 %
2	Grading and Sorting	2.00	1.7 %
3	Processing of dry fish	0.40	0.34 %
4	Packaging	0.50	0.42 %
5	Transportation cost	4.00	3.41 %
	Total	117	100

Table 2, it was revealed that majority of cost comes under collection of fish from the fishermen i.e. 94 per cent, 0.34 per cent cost incurred for processing, 1.7 per cent cost was incurred for grading and sorting, under packaging and transportation of dry fish the cost incurred was 0.42 per cent and 3.41 per cent respectively.

Table No. 3. Marketing cost of dry fish by the distributor.

S No.	Particulars	Amount (Rs/Kg)	Total Percentage
1	Collection of dry fish from farmers	125	87.59 %
2	Transport	5.70	3.99 %
3	Commission/Brokerage	2.00	1.41 %
4	Licence/Agreement charges	7.00	4.91 %
5	Handling losses	3.00	2.10 %
	Total	142.7	100

Table 3, it was revealed that majority of cost comes under collection of dry fish from the producer farmer i.e. 87.59 per cent, 3.99 per cent cost for transportation purpose, 1.41 per cent cost was incurred for commission charges, under license the cost incurred was 4.91 per cent and 2.10 per cent cost involved for the handling losses.

Table No. 4. Marketing cost of dry fish by the retailer.

S No.	Particulars	Amount (Rs/kg)	Total Per centage
1	Collection of dry fish from distributor	152.7	89.71 %
2	Loading and unloading of dry fish	2.50	1.47 %
3	Transportation	4.00	2.35 %
4	Other losses	11	6.47 %
	Total	170.2	100

Table 4, it was revealed that majority of cost comes under collection of dry fish from the distributor i.e. 89.71 per cent, 1.47 per cent cost for loading and unloading of dry fish, 2.35 per cent cost was incurred for transportation charges, 6.47 per cent comprised of other losses.

Table No. 5. Marketing functionaries of dry fish.

Sl. No.	Market functionaries	Amount (Rs/kg)
1.	Marketing cost at producer level	
	Grading and sorting	2
	Processing of dry fish	0.4
	Packaging	0.5
	Miscellaneous cost	4
	Sub total	6.9
	Price received by farmer from producer	110
	Producer's margin	8
	Producer's selling price	125
2.	Marketing cost incurred by wholesaler	
	Transportation	5.7
	Commission/Brokerage	2
	License/Agreement charges	7
	Miscellaneous cost	3
	Sub total	17.7
	Wholesaler's Margin	10
	Wholesaler's selling price	152.7
3.	Marketing cost incurred by retailer	
	Loading and unloading	2.5
	Transportation	4
	Miscellaneous cost	11
	Subtotal	17.5
	Retailer's margin	19.8

Table 5, shows that the producer level costs ₹117/kg for dry fish purchase, marketing and producer margin for selling to the wholesaler, totalling ₹152.7/kg for wholesaler sales, and ₹190/kg for retailers, including marketing charges and retailer margin, and selling to customers.

Table No. 6. Marketing margin of Dry fish.

Particular	Producer		Wholesaler		Retailer	
	Absolute margin (Rs/kg)	Per cent Margin (per cent)	Absolute margin (Rs/kg)	Per cent Margin (per cent)	Absolute margin (Rs/kg)	Per cent Margin (per cent)
Marketing Margin	8	6.4 %	10	6.54 %	19.8	10.42 %

Table 6, shows that the marketing margin for dry fish which involves 3 channels i.e. producer, wholesaler, retailer in which for producer the absolute and per cent margin is 8 rupees and 6.4 per cent respectively. For the wholesaler channel the absolute margin is 10 rupees and per cent margin is 6.54 per cent and lastly for the retailer channel the absolute and per cent margin is 19.8 rupees and 10.42 per cent.

Table No. 7. Market efficiency of dry fish.

Category	Value of goods sold (Consumer's price)Rs. /Kg(V)	Total marketingcost Rs. /Kg(T)	Marketing Efficiency (ME)
Dry fish	190	42.2	3.5

Table 7, it revealed that the marketing channel of dry fish had the maximum cost i.e. ₹42.2/Kg, which was due to the cost increased in large number of middlemen. Value of goods sold was ₹190/Kg and the marketing efficiency is 3.5.

CONCLUSION

It was concluded that the economic health of the sample showed that the majority of respondents were between the ages of 46-55 and had advanced education up to primary school. It has been found that existing dried fish markets include producers (farmers), retailers and retailers. Total marketing cost

incurred including all the relatable expenses for dry fish are ₹190/kg. For marketing margin for producer, wholesaler and retailer, the absolute margin is 8,10,19.8 respectively and the per cent margin is 6.4,6.54,10.42 respectively. For marketing efficiency of dry fish, it is 3.5 per cent.

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