

## STUDY OF LOCAL FISH AVAILABILITY AND FISH MARKETING SYSTEM OF MURTIJAPUR, AKOLA DISTRICT (MAHARASHTRA)

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### Abstract

This study was conducted on the local fish availability and fish marketing system of Murtijapur. The 13 different fish species belongs to freshwater were available in this market for sold. The most commonly available fish species for selling are Catla, Rohu, Mrigal, Murrall, Poshti, Suwa, Katarna, Pankaj, Gobi, Chala Chanda etc. The most important fish species including Murrall, Catla and Rohu. The demand of Mrigal fish is more as compared other local fishes in this market. Most of the fish seller catches the local fishes from the different resources like Purna river, and small water reservoir nearby Murtijapur and they sell the fishes in this market. The cost of fishes was exceptionally high as a result of the unsure of catch and sort run supply. Fish seller in this fish market do not have appropriate refrigeration and freezing facilities and they depend on ice for fish storage. Hygiene conditions at this fish market was very poor. Fish are made available for purchase on plastic sheets, plastic sacks, and open flour. Cutting blades and platforms are not as expected put away and frequently expose on ground loaded with soil, mud and residue.

**Keywords:** fish market, fish seller, water reservoir, hygiene, cutting blades.

### Introduction

Murtijapur is a taluka place situated in Akola district. This is the main market place for all the surrounding villages. So, all the people of the villages are dependent on this market. The local fish market is famous and people come to buy local fish. A weekly market is held here on Tuesdays and Fridays and people flock here for it. Some local fishes are available in the market throughout the year. The main source of fish is rivers, small ponds and reservoirs near Murtijapur. The fisherman goes to various water sources nearby to catch fish and sell them in this market. This fish market is very popular among the nearby villages as fish are timely available as per the need of buyers. The very important thing of this market is that the local fish like Katarna, Chanda, Pankaj, Gobi, Chala, Kolshi are made available for the buyers. Making fish available to consumers at the right time and place requires an effective marketing system. According to Adrika (1977), marketing performs so many functions in an economic system, as it connects buyers and sellers, enabling an exchange relationship. It improves the way of life and aggressive marketing has been largely responsible for the high standard of living of most advanced countries. The growth of fish production and the economic and infrastructural development of the fisheries sector are highly dependent on an efficient fish marketing system (Chourey *et al.*, 2014). In India most of the fish production and

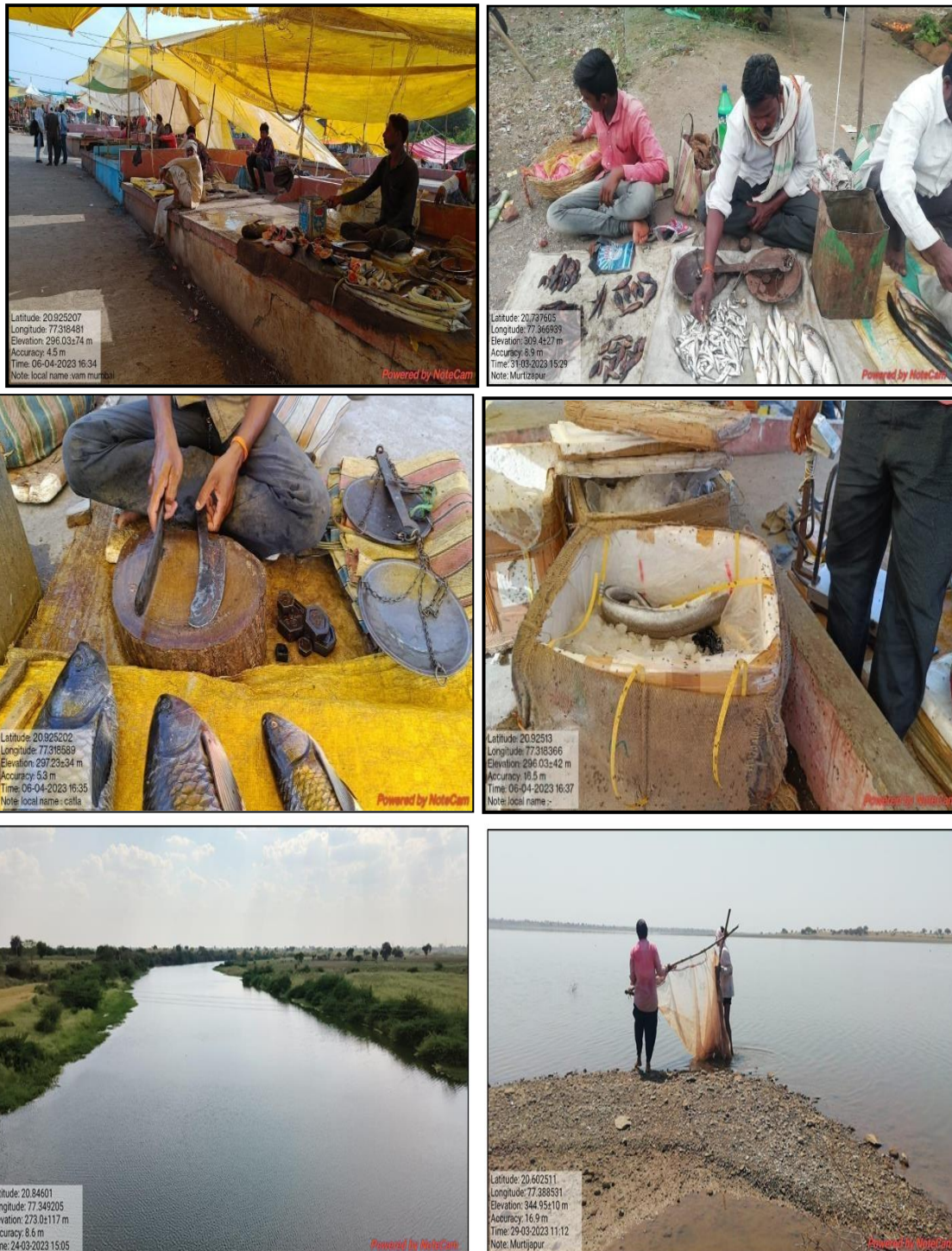
capture sold in local markets. Most of the markets are still in development stage and only few having facilities. Major hindrance in fish marketing includes perish ability and large quantities, storage, transportation, quality and quantity of commodity, low demand elasticity and high price spread (Ravindranath *et al.*, 2008).

### Material and Methods

The data used in this study came from primary sources. With the aid of direct observation, an interviewing approach, and a questionnaire, the primary data are gathered through a study of the fish market. The information gathered through a field trip, individual interviews, and market observations in the study area.

### Observation and Results

The fish sellers in this area bring their own nets to catch fish from the nearby rivers and streams. To catch fish, a net is placed in the water the day before and the flies caught in the net are collected the next day. Before catching, fish sellers in this area throw thorn branches into the water to stop the night-time fishes from coming there. In the morning the fishes are catches by using net. Fishermen go to different waters resources nearby to catch fish and sell them in the market. The price fluctuation of fish is very high due to uncertain catch production and sort run supply. (Vala *et, al* 2020).



**Fig: fish market showing hygiene condition, water resources, equipment used by fish sellers and storage facility.**

On days when fishes are available in abundance, the price of local fishes goes down. On other days the price of the same fish is kept higher by the fish seller. The fish that are not sold at the market are stored in ice and sold again at low prices on the next market day. Alam *et al.*, (2010) also reported

influence of market structure, species quality, size and weight in price of fish. The fish sellers of Murtijapur have no special facility to sell their fish. The local fish seller covers their fish selling platform with temporary roofs of green nets to protect from the sunlight.

Sr. No.	Local name	Scientific name	Size of Fish	Price/Kg	Availability
1	Catla	<i>Catla catla</i> (Ham.)	Medium	160-200	High
2	Chanda	<i>Chandanama</i> (Ham.)	Small	100-120	Medium
3	Murrail	<i>Channa marulius</i> (Ham.)	Medium	240-360	High
4	Mrigal	<i>Cirrhinus mrigala</i> (Ham.)	Medium	120-140	High
5	Gobi	<i>Glossogobius giuri</i> (Ham.)	Small	80-120	Medium
6	Rohu	<i>Labeo rohita</i> (Ham.)	Medium	160-200	High
7	Bam	<i>Mustocembelus pancalus</i> (Ham.)	Medium	150-180	High
8	Katarna	<i>Myctus cavasius</i> (Ham.)	Small	160-180	High
9	Pankaj	<i>Pangasius pangasius</i> (Ham.)	Medium	100-120	Medium
10	Kolshi	<i>Puntius Kolus</i> (Sykes.)	small	100-120	Medium
11	Poshti	<i>Puntius sarana</i> (Ham.)	Small	60-80	Medium
12	Chala	<i>Salmostoma phulo</i> (Ham.)	Small	100-120	Medium
13	Suwa	<i>Xenetodon cancila</i> (Ham.)	Small	60-80	Medium

**Table.1 Average Selling Price (kg) and Demand of available Fishes in Murtijapur market.**

They store fishes in plastic baskets and plastic sacks to safeguard them. The principal devices utilized by fish sellers are blades, scrubbers and wooden stages to cut the fish. There is no facility to store fish in this fish market. They depend on ice for fish storage. So, the fish sellers here store the remaining fish in the refrigerator at their homes and the next day the same fish are brought to the market and sold. Since it is a perishable commodity, cold chain is an essential part of fish marketing (Markad et. al 2019). The most regularly sold species are Catla, Rohu, Rigal, Murrail, Poshti, Suwa, Ktarna, Pankaj, Gobi, Chala Chanda, etc.

The main fish during this study including Catla, Rohu, Murrail, Mrigal were sold in enormous amount. Cleanliness conditions of this fish market, which was the subject of the review, were exceptionally poor. The same findings were supported by Uddin *et al.* (2018) and Kumar *et al.* (2008) who reported that infrastructure facilities drainage system and sanitation conditions of fish markets were found grossly inadequate and maintained poorly. Fish were made available for purchase on plastic sheets, plastic sacks, and open flour. Cutting blades and stages were not as expected clean.

### Summary and Suggestions

In this paper local fish availability and fish marketing system in Murtijapur market was studied. The marketing system of fish market was found to be simple one. This fish market is important as local fish is available to the people of all the surrounding villages. This market has different types of fish available as well as the fish sellers in and around Murtijapur have a good business. This is a traditional profession of many families and their children are also seen doing this profession. It became the main income

source of these people. Fish seller catches different fishes from the river with help of fishing net and brought to the market and sold it at specific price.

Mostly fishes caught in morning time and were brought to the market by evening time. Most of the fisherman tries to sell their whole catches on the same day due to unavailability of proper cold storage facilities. Most of the fishermen were found working in individually for fishing. There is a need of cold storage and preservation facilities. There is need of improvement of existing fish market, Improvement of sanitation, hygienic condition, drainage and washing facilities. In conclusion, condition of Murtijapur fish market is poor facilities. Need to have some development of this fish market.

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