

**STUDY ON MARKETING NETWORK &  
QUALITY ASPECTS OF IMPORTED FISH IN AND  
AROUND GUWAHATI CITY**



# **EXECUTIVE SUMMARY**

## **TITLE OF THE STUDY**

### **STUDY ON MARKETING NETWORK & QUALITY ASPECTS OF IMPORTED FISH IN AND AROUND GUWAHATI CITY**

It is fact that the State Assam is rich with various water resources. The natural condition of the region is very much favourable for augmenting fish production, but still today no any remarkable development has been noticed. There is wide gap between demand and supply of local fish for which the State has to depend on other State like Andhra Pradesh, West Bengal etc. to meet the present requirement. So there is tremendous scope and potentialities for development of fish production and marketing. Considering the facts and problems in fish production and marketing and certain quality aspects of imported fish to the State, it was decided to conduct a planed study on Marketing Network and Assessment of Toxicological Qualities of Imported Fish Marketed in Guwahati City.

The whole study was divided into two parts. The first part consisted of a survey work to study the availability, present requirement, shortfall and import of fish to the State including the physical facilities and hygienic condition of fish market located in the city. For observation of marketing pattern and identification of marketing channels the relevant information was collected by study of secondary data and by visiting the markets. Information was collected by asking questions to the people involved in fish business. Information regarding assessment of hygienic status of fish market operating in the city are also determined by the spot visit to the market. All the relevant information was collected and recorded by the chief investigator.

The second part of the study pertaining to availability of toxicological residues (pesticide and metallic poison) in the fish was done and completed in the forensic science laboratory, which is one of the most reliable laboratory in the country using standard methods and lab, procedure and techniques. For this samples were collected from the fish market using saturated saline solution as preservative then it was examined and evaluated under strict laboratory procedure and techniques with the standard norms. Total 30 samples were tested in the laboratory of toxicology division.

It is very much interesting to mention that not a single sample showed the positive result for pesticides and metallic poison as because there is less chance of entering water from paddy field, which sometimes become contaminated with pesticides and metallic poison. The whole process of fish marketing is handled & controlled by a particular group of people, who have been in the job traditionally. Hygienic condition of the fish markets are far from the satisfaction Due to involvement of middleman prices of fish are increasing day by day. Huge amount of money is going out side the State for importing fish in every year. The other major findings in the study have been given below-

- 1) Fish production in the State is 1 .65 lakhs ton
- 2) Requirement of fish 2.73 lakhs tones
- 3) Shortfall — 1 08 lakhs tones
- 4) Import fish -- 1 .27 lakhs tones
- 5) Per capita availability in the State is — 1 .9 Kg in state level against 8.00 Kg in national level
- 6) Per capita requirement — 11 Kg as per ICMR and 11.10 Kg as per WHO
- 7) Shortfall --9.10 Kg

**Category wise water resources and area:**

1) River fisheries	205000
2) Beds	100853
3) Forest fisheries	5017
4) Swamp and low lying area	26421
5) Reservoir fisheries	1713
6) Ponds and tanks	25837

Marketing channel’s and their profits in percentage:

<b>Channel</b>	<b>Sale Price</b>	<b>Percentage of Profits</b>
Producers! Fish Farmer	Rs. 15!- -25!- (below 1 Kg) Rs. 25!- — 30!- (above 1 Kg)	
Traders! Brokers (including carrying charge)	Rs. 40!- - 45!/-	60%
Whole Seller! Stockiest	Rs. 48!- —50!-	20%
Retailer	Rs. 50!- —60!-	20%
Vendors	Rs. 60/- —80!/-	33%
Consumers	Rs. 60!- —80!-	

(Price and profit depends on various factor. So, fluctuation in the market price was also observed, figures calculated on average on the basis of interview.

**Import of fish to the State:**

By train —	5092.2 tones per year
By truck —	7836.8 tones per year
Total —	12929.0 tones per year

**Numbers of various types of Fisheries in Assam:**

Beels	430 nos (registered)
	766 nos (un registered)
Ponds	1 86623 nos
Swamp/waste land	1192 nos
River fishery	117 nos

**Fish seed production (in million numbers):**

2000-01	1405.68
2001-02	1801.55
2002-03	1902.00

**Quantity of fish production in Assam and percentage of its increment:**

SI No

Year    Quantity Produced (Tones)    Increasing Rate

2001-02        161450

2002-03        165521                    2.52%

Numbers of wholesaler and retailer operating the market in Guwahati city:

Wholesale	90 (license)
Retailer-	265 (license)
	105 (un license)

Amount required for obtaining trade license:

Wholesale -	Rs. 1250 per year
Retailer-	Rs. 755 per year

**Effect on state economy:**

In terms of economy the State has to spent an amount of Rs. 76.2 crore (Projected date) per year for importing fish to the State to meet the present demand.

**Fish marketing in Guwahati city:**

Fish marketing in Guwahati is not well organized. Due to lack of well organized marketing network in Govt. sector. The fish traders are taking advantage and the fish

business including fixation of price etc. are done by themselves only. Whole trade is running in un way. There is no strict rules for marketing and fixation of price etc. The traders are taking advantage and making more and more profit from the customers due to heavy demand and monopoly nature of the business

**Problem faced by the traders:**

- 1) Lack of water Supply facility.
- 2) Lack of basic sanitary outlets.
- 3) Lack of parking area and amenities in vicinity of the markets.
- 4) Lack of banking provision nearby market.
- 5) Tax at the rate of 8% which is introduced in Assam only on such perishable item.
- 6) No insulated vehicle is available for transportation to the retail market.
- 7) Difficult to get ice in some remote area in the city where local markets are also available.

Condition of fish markets in Guwahati city:

Hygienic condition of fish market in the city are far from the satisfaction. There is no proper drainage system. Cold storage facility are also not available, water supply facility in the market is not available. Management of waste disposal is not good. All the fish market in the city are not suitable for marketing, floors of the markets are broken.

Hygienic status of fish markets:

The present condition of fish markets are unscientific, un-hygienic, Unorganised and traditional in nature, which requires urgent improvement.

Process of preservation before transport:

As the fish is a food item, they can not use chemical preservatives, so preservation is done by ice only.