**CHAPTER – I**

**EXECUTIVE SUMMARY**

**INTRODUCTION**

Fishing is one of the oldest employrnents of mankind. This occupation existed even before the emergence of agriculture and still continues to be one of the major occupations of the world. Fish products constitute the primary sector as does agriculture. In earliest times most foodstuffs were used at once and not stored; but as population increased, techniques were developed for preserving fish by drying, smoking, salting etc. It became desirable to catch large quantities and 6 consequently specialised equipment was devised. Individual fishing was replaced by collective efforts involving larger, more effective gear

Fishing is one of the oldest employrnents of mankind. This occupation existed even before the emergence of agriculture and still continues to be one of the major occupations of the world. Fish products constitute the primary sector as does agriculture. In earliest times most foodstuffs were used at once and not stored; but as population increased, techniques were developed for preserving fish by drying, smoking, salting etc. It became desirable to catch large quantities and 6 consequently specialised equipment was devised. Individual fishing was replaced by collective efforts involving larger, more effective gear.

Fishing equipment and methods were improved through centuries. Mechanisation came to fishing in the 19\* century. Small fishing boats became motorised at the beginning of the 2oth century. Today, some industrial countries lack sufficient manpower for their fisheries and are attempting to automate with the help of sea borne computers.

Fisheries and aquaculture remain important sources of food, nutrition, income and livelihoods for hundreds of million people around the world. Moreover, fish continues to be one of the most-traded food commodities worldwide with more than half of fish exports by value originating in developing countries. Recent reports by high-level experts, international organizations, industry and civil society representatives all highlight the tremendous potential of the oceans and inland waters now, and even more so in the future, to contribute significantly to food security and adequate nutrition for a global population expected to reach 9.7 billion by 2050.

Fishing in India is a major industry in its coastal states, employing over 14 million people. Fish production in India has increased more than tenfold since its independence in 1947.India has 7517 kilometres of marine coastline, 3,827 fishing villages, and 1,914traditional fish landing centres. India's fresh water resources consist of 195,210 kilometres of rivers and canals, 2.9 million hectares of minor and major reservoirs, 2.4 million hectares of ponds and lakes, and about 0.8 million hectares of flood plain wetlands and water bodies. India is a major supplier of fish in the world. India exports over 11, 34,948 tonnes of fish, to some 90 countries, earning over $5.78 billion in FY17.

Fishery Science and Agriculture is the sunshine sector of Indian Economy which provide livelihood to the economically backward population. Moreover, Fishery Science has immense scope and potential to earn foreign currency. It has been recognized as a powerful income and employment generator as it stimulates growth of a number of subsidiary industries and is a source of cheap and nutritious food besides being a source of foreign exchange earner.

Kerala is blessed with immense fresh water resources. Besides, there are estuaries, backwaters, brackish water area, pokkali& prawn filtration fields and private shrimp farms. All these bodies of water provide rich sources of inland fisheries. Inland fish production provides significant contribution to animal protein supplies in rural areas of the State. Most of the inland production is consumed locallyand marketed domestically. The Inland sector of the State contribute around 0.78lakh metric tonnes of fish annually, which accounts for a value of ₹30,000 lakh.

Inland natural water resources are usually in the form of lakes, reservoirs, rivers and ponds. These natural waters play an important role in fisheries point of view. These freshwater sources are in the stage of devastation by pollution. The fish varieties in these water sources are reducing at an immense amount with the destruction of their ecosystem, and it also affects those people who have chosen fishing as their livelihood.

In India, the importance of fisheries sector is well known as a provider of livelihood to more than six millions of people directly and indirectly and as a major foreign exchange earner. Development of several suitable technologies coupled with extension activities during the last 50 years increased Indian fish production manifold, particularly to occupy the eighth position in the global capture fish production. Presently the fisheries sector contributes about Rs.22200 crores to GDP, which is about 1.4 per cent of the total GDP and 4 per cent of production of the agricultural sector.'

Kerala is one of the leading maritime states. It has a coastline of 590 kms, which constitute 10 per cent of India's total coastline. Fishing has naturally been the major occupation of the inhabitants of its coahl area from time immemorial. Out of the 3638 fishing villages in the country, 222 are in Kerala. Similarly, of the 225 1 fish landing centres in India, 226 are in the State. Kerala, which occupied a proud place in the fish production in India

The geographical condition of Kerala is favourable for reaping the marine wealth. Due to plenty of seashore and the backwaters, fishing as a profession existed in Kerala even before the advent of fishing habits in the country. In Kerala, fishermen community is one of the most important communities constituting more than 2.60 per cent of the total population.

The relationship of early Arabs and Europeans like Portuguese wit11 Malabar Coast contributed to the development of fishermen in this region faster than other regions in India. The Malabar Coast provides one of the richest fishing zones in India.

Fishermen constitute the backbone of Kerala's fishing industry. Hence the growth and development of the industry depends upon the social and economic well being of the fishermen. Interest in the study was further raised due to the technological changes in the fisheries sector. Mechanisation was introduced in 1954 and as a result mechanised boat came into operation. To counter the mechanical boat fishing, traditional fishermen motorised their crafts. The technological changes were made for the upliftment of the socioeconomic conditions of fisherfolk by increasing their productivity. Hence an attempt is made to assess whether social and economic conditions imposed on the fishing community by history are still continuing in the same magnitude.

**CHAPTER – II**

**PROBLEM STATEMENT**

**STATEMENT OF THE PROBLEM**

Fishing has been part of the human experience since the earliest stages of human evolution. It is one of the major industries around the world and India has become one among the largest producer of fish among the countries. Vast amount of people are directly as well as indirectly associated with this sector. Fishing mainly includes marine and inland fishing. The former is fishing in the sea with the use of engine boats &sophisticated fishing accessories. Whereas the latter is the fishing practice adopted in river, lakes, wetlands etc. with the use of small canoe’s and traditional techniques. Kerala is blessed with wide varieties of fish species and it contributes approximately more than 40% of the total fish production of the country. Most of these fishes are caught from inland water resources. Even though the inland fishermen has their own unique approach towards the fishing, they faces certain problems in conducting their fishing activities. The project “Socio economic conditions of fisherman communities” with special reference to Kannur District aims at pointing out what are the specific problems that are faced by the fishermen in the particular area.

**SIGNIFICANCE OF THE STUDY**

Fishing is one of the most employed job in the rural areas of Kerala. Among this, inland fishing has a supremacy over the marine fisheries. The inland fishermen use small canoes to catch the fish from the limited area .The study helps to understand the different problems that are faced by the inland fishermen in Kannur District.. It also analyses the promotional activities undertaken by the govt. for uplifting the fisheries sector. The study aims at formulating suggestion plans to encourage fisheries and fishermen’s in the area. The scope of the study is limited to the area of Kannur District where the main livelihood of the people are fishing.

**OBJECTIVES OF THE STUDY**

* To study various problems faced by the inland fishermen.
* To study the extend of developmental measures taken by the govt. for the promotion of fisheries sector.
* To identify the various support schemes provided by government as assistance to fish traders.
* To explore future prospects and opportunities of fish traders.

**HYPOTHESIS**

Most of the households are getting educational aid from the Government for the education of their children.

Fishermen do not want their children to be fishermen.

Majority of the fishermen do not have any savings.

Most of the fishermen are in debt. 4 H5. Mechanical boat fishing adversely affects traditional fishing

**RESEARCH METHODOLOGY**

SOURCES OF DATA

The present study is exploratory cum descriptive in nature. So both primary and secondary data were used.

**PRIMARY DATA**

Primary data are collected from the inland fishermen in the area mainly through advocating questionnaires. Personal interviews and interactions with the officials, who has previously conducted in-depth studies based on the inland fisheries sector also constituted in the efficient conducting of the study.

**SECONDARY DATA**

Secondary data are collected through journals, magazines, articles in newspapers, websites and other published materials.

**POPULATION**

For the purpose of the study, the population consists of the entire fishermen in the Kannur District.

**SAMPLE SIZE**

Only 50 respondents were selected for the completion of the study.

**SAMPLING TECHNIQUE**

Convenience sampling method is employed for collecting the primary data.

**TOOLS FOR DATA COLLECTION**

A structured questionnaire was used to collect the required information.

**TOOLS FOR DATA ANLYSIS**

For the convenient analysis and interpretation purpose, statistical tools such as tables, graphs, diagrams & percentages (%)are used in the study.

**LIMITATIONS OF THE STUDY**

* The study is limited to the small geographical area, hence the findings cannot truly generalize.
* Reluctance from the respondents for providing the information about the topic affected the geniuses of the study.
* Detailed study is not possible due to the time constraint.

**REVIEW OF LITERATURE**

Sathiadhas and Venkataraman (1981) studied the impact of mechanised fishing on the socio-economic condition of the fishermen of Sakthikulangar - Neendakara are of Kerala. This study found that there were improvements in housing, literacy, employment, infrastructure, production, exports and earnings of the region. It, however, recognized a rise in the level of indebtedness of the fishermen households which was attributed to the bank loans taken by the households for purchase of fishing vessels. The study further pointed out the lack of a fishing harbour as the major constraint affecting the development of the project area

Bay of Bengal Programme (1982) reported that nearly 60 per cent of the families go without any meal on some days. The major reason is low income due to low or no catch. As for food consumption vegetables, meat and milk are consumed occasionally, fish atleast half the year.

Sam Bennet and Arumugam (1985) in their study concluded that quiet changes have taken place in the fishery due to the introduction of mechanization of traditional fishing crafts. The highlights are (i) fishermen are benefited by increased catch per unit as well as increased price for the catch by arriving earlier. (ii) A significant improvement in the socio-economic structure of the traditional sector is the extension of mechanization to existing crafts and (iii) number of persons in each boat has been reduced to three from five.

Sathiadas and Panikkar (1988) in their study analysed that the costs and earnings of traditional fishing units along Trivandrum coast, Kerala. The study covers catamarans with hooks and lines, catamaran with gillnets and plank- builts boat fitted with outboard motor (OBM). Considering the catch and revenue of different seasons for these units, monsoon period (June–August) is found to be more productive and profitable. The study indicates that the catamaran unit shows better input-output and capital efficiencies as compared to outboard motor units since the initial investment is comparatively less. Catamarans with hooks and lines are highly suitable as a family enterprise for the small investors who can go fishing on their own units. However, in terms of higher productivity and gross and net income and employment potential, the boat fitted with OBM is more efficient.

Varambally (1990) studied that the performance of marine products in exports from 1981 to 1988 and had put forward some useful suggestions for further accelerating exports. According to him, the exporters have to adopt new marketing strategies to promote Indian marine products in other countries, understand the changing customers’ preferences and scan the global market to identify strength, weakness, opportunity and threat to marine exports in international markets.

Jamila Patterson et al. (2002) in their study analysed that the annual income of fisherfolk in five villages of Thoothukudi district. The average annual income depends on the type of craft used by the fisherfolk. Fisherfolk who are involved in fishing with small craft earn high income than those involved in fishing with traditional vallam. The poorest fisherman are those that operate small “vathai” which are generally used to transport good and fishermen from small boats to the sea shore.

Narayanakumar et al. (2004) analyzed and concluded that the economic performance of mechanized trawlers in different states showed that the average operating costs per trip are lower in Maharastra (Rs.1084) than Kerala (Rs.7,088) for single day fishing. For the motorized category, the net operating income per trip was maximum for doll netters in Gujarat and minimum for gill netters in Goa. In the non-mechanized category, the net operating incomes are lower in Goa than in Maharastra for shore seine boat

Aswathy.N., et.al., (2010)9 has made a study in Kerala state to analyse the bio-economic conditions of commercially exploited marine fishes for assessing their sustainability in the context of existing management practices. A comparative analysis of the compound annual growth rate during the periods 1985 - 1996 and 1997 - 2006 showed that most of the marine fish species had positive growth during 1985 - 1996, whereas the growth rate was negative for most of the resources during the same period. According to them, even with the regulatory measures of the ban period, the current fishing efforts is above the economically sustainable level and the effort is very near to the open access equilibrium level. They have stressed that there is an urgent need for capture fisheries management in the state through community based fishery management practices.

Sathiadhas,R (2011) has examined the efficiency of domestic marine fishing marketing in India and he has pointed out that the marine fish prices showed an average annual growth rate of 3 to 9 per cent at all India level, whereas the growth was comparatively less in retail level. The distribution pattern of marine fish is determined by the number of intermediaries between the primary producer, namely the fishermen and the ultimate consumer depending upon the quantum of fish landing, the effort involved in carrying out the marketing function like assembling, storing, grading and transportation. In his view with the price spread, the minimum difference between the prices indicates the efficiency of the marketing system. State-wise analysis of the Percentage Share of Fishermen in Consumer’s Rupee (PSFCR) showed that, Kerala and Maharastra stood the highest. Unhygienic handling, insufficient ices for preservation, transport difficulty are the problems associated with the domestic fish trade in India. The infrastructure for marine fishing in India is principally oriented only towards the export markets. He has suggested that the supply chain in domestic marketing can be increased by enhancing private investment in value addition and transportation sector.

Krishnan, C.K. (2003) has examined the recent trends in mechanisation of Malabar fishery sector. He has studied the operating cost of trawlers fitted with in-board engines using diesel as fuel and outboard engines using kerosene for ring-seiners. He worked out that the average cost of operation per day for a ring-seiner unit using out-board engine run by kerosene was between Rs.5000 and Rs.6000 and for dieselised Leyland in-board engines came down to Rs.2000. In view of this, more and more active fishermen were attracted towards the introduction of in-board engines.

**CHAPTER –III**

**THE STUDY**

**3.1 FISHING INDUSTRY**

Fish is considered as "RICH FOOD FOR POOR PEOPLE". Fishing has been one of the oldest economic activity. It comes next only to agriculture. Fish and other sea food constitute an enchantingly integral part of a wholesome food provision. Fishing is one of the extractive occupations of man. It is older than agriculture. Fish provides the easiest available food for man. Fishing industry includes any industry or activity concerned with taking, culturing, processing, preserving, storing, transporting, marketing or selling fishery products. Marine fishery takes a prominent role in the development of the economy. Fishery is an important sector in most of the developed and developing countries of the world from the stand point of income and employment generation 500 million people. The experience in these countries indicates that the growth of the fishing sector stimulates the development and employment in related industries which contribute significantly to the total economic growth of the country. This chapter a brief description of the fishing industry in the world, in India, in Kerala and in Kannur.

**3.2 WORLD SCENARIO**

The fishing industry is known for its veritable history, which is as old as the history of mankind itself. Fisheries sector plays an important role through producing valuable protein-rich food.. It is a source of income and livelihood for millions of people around the world. Fisheries and aquaculture have provided a source of income and livelihood for 1.5 crore people in the world. .Of these, an estimated 7 million people were occasional fishers and fish farmers distributed over India, China, Myanmar, Bangladesh and Indonesia. Employment in the fisheries sector has grown faster than the world's population and employment in traditional agriculture. Around 87% of all people employed in the fisheries sector were in Asia, followed by Africa (more than 7%), Latin America and the Caribbean (3.6 %). China is the country with the highest share in fish production with 70%. At present, India, Peru, China, U. S. A, Japan, Russia are the leading producers of fish in the world. FAO (Fisheries and Aquaculture Organization) has been monitoring the state of the main fishery resources of the world since its creation in the early 1960s.

Fisheries is one of the oldest traditional industries of the world. Fishing equipments and methods improved through the centuries, mechanization came to fishing in the 20th century. The use of mechanical propulsion for fishing boats was the first major technological development. World marine resources include Atlantic Ocean, Pacific Ocean, Indian Ocean, Southern ocean and Arctic Ocean. The total coastal line distance of the world is 586153 kilometers, of which Africa has 37,908 kilometers, Asia 163,609 kilometers, Oceania 52,488 kilometers, North and Central America 183,950 kilometers, South America 30,663 kilometers, Europe 69,43 kilometers and former USSR has 47,842 kilometers. In the world coastal line, India accounts for only 0.17 per cent.

World marine fisheries offered a large scope to fulfill the basic objective of production cum full employment envisaged in the development plans of the nations. Further it is of great economic significance to developing countries next to agriculture in the unorganized sector.

**3.3 NATIONAL SCENARIO**

The fishing industry has abundance scope in India. This is because our country is surrounded by sea in three sides. Fisheries sector of India has become a sunrise sector of Indian economy due to its increasing food supply, employment generation, income augmentation, nutrition security and foreign exchange earnings. This sector has witnessed an impressive growth from a subsistence traditional activity to a well-developed commercial and diversified enterprise. In the country, the fishery sector provides employment to about 1.5 crore people directly India is a major marine fish producer, ranking seventh in the world. Blue revolution in the country started in 1971 which gave importance for fishery resources. Indian industry got a major boost after the declaration of EEZ (Exclusive Economic Zone). At present global share of India in fish production is 42%. a contribution of nearly 0.8% of GDP or Rs.67913 crore from fisheries sector. Fish and fishery products are exported to more than 52 countries.. Fish trade gains importance both at national and international levels. Hence, it provides ways and means of living and income. Thus, fisheries are important to humankind in all countries, particularly in developing nations like India for it aims at production of fish food, provides ways and means of living and income, offers employment opportunities and plays a vital role in improving the economy of the vast majority of people involved in fishing profession. In very recent years the sea food industry of the west coast of India has become one of the most promising industrial ventures in India. The products exported from India have in a rather short time earned a good reputation all over the world for their excellent quality. The industrialists who have ventured into this new field have splendid record of success. The major states which rank in fish production are Andhra Pradesh, West Bengal, Kerala, Tamilnadu, Gujarat.

Fisheries sector, a sunrise sector in India, has recorded a faster growth than that of crop and livestock sectors. The sector contributes to the livelihood of a large section of economically-underprivileged population of the country. It has been recognized as a powerful income and employment generator as it stimulates the growth of a number of subsidiary industries and is a source of cheap and nutritious food besides being a foreign exchange earner. With the changing consumption pattern, emerging market forces and technological developments, it has assumed added importance in India. It is undergoing rapid transformation and the policy support, production strategies, public investment in infrastructure, and research and extension for fisheries have significantly contributed to the increased fish production

The fishing industry is one of the oldest industries in India and it has great scope for rapid improvement at the present day. But in many parts of India the fisheries industry is still in a very primitive state. The changes which take place in the methods of fishing and in the handling of the fish are not rapid enough to cope with the increased needs of fish in India. Agencies like Marine Products Export Development Authority (M PEDA) and state level fisheries departments such as Fish Farmers Developments Agency (FFDA) act as an helping hand for fisheries sector.

In India, fishing habits race back to the fust inhabitants in the coastal belt. Fishermen of India, though illiterate, conservative and superstitious, are skilful in using devices for catching fish. They form the most important factor in developing the fishing industry as they possess innate knowledge and inborn qualities for fishing. However, they are socially ad economically backmud. Till recently, fishing has generally been considered as a low standard profession to be carried on exclusively by the lower class people. The caste conscious Indian society gave only very little recognition to fishermen and the fishing industry. But, it is gratifling to observe the revolutionary changes in the outlook on fisheries that have occurred in the country after the Second World War. The social stigma associated with the profession disappeared and even upper caste people occupying high status in the society started plunging into the industry

In India, the importance of fisheries sector is well known as a provider of livelihood to more than six millions of people directly and indirectly and as a major foreign exchange earner. Development of several suitable technologies coupled with extension activities during the last 50 years increased Indian fish production manifold, particularly to occupy the eighth position in the global capture fish production. Presently the fisheries sector contributes about Rs.22200 crores to GDP, which is about 1.4 per cent of the total GDP and 4 per cent of production of the agricultural sector.

The small amount of fat present in seafood is of the most favorable kind as it promotes health. Seafood is also rich in many trace minerals like copper, zinc, cobalt, iodine, floride and selenium. Seafood is nutritional insurance. A significant proportion of the Indian population does not eat animal protein including fish (Dey et al., 2001). The problem of protein gap in food is much more acute in a populous country like India with chronic food shortage and malnutrition and the diet of a large number of masses constitutes cereals which contains carbohydrates to a major extent and other inferior type of food. Fish is a good solution to the problem of food.

**3.4 STATE SCENARIO**

Kerala, the green ribbon shaped maritime state on the west coast of peninsular. Kerala being a maritime State enjoys an advantageous position in terms of fisheries. . Sea fishing has been an occupation with the coastal people from time immemorial Marine fishery has a prominent place in economy of Kerala.. In addition to its contribution to a flourishing export trade the fishing industry is capable of providing cheap protein food to fight malnutrition. The fishing industry is developed solely by the fishermen over centuries.

The fisheries sector provides employment and income to more than one million people, either directly or indirectly, it has gained in importance. It satisfies the protein requirements of a considerable chunk of the underprivileged population and also considerable revenue, especially, in foreign exchange, to the exchequer of the state. Of the total fishermen population in Kerala, 53 percent are occupied, among which 62% are active fishermen, 32% engaged in allied activities and 6% employed in other activities other than fishing. Nearly three fourth of the population is concentrated in the districts of Alleppey, Kottayam, Ernakulum and Trichur. Among these, Alappuzha District is the first place in the number of fisher folk with a population of 1.81 lakhs followed by Thiruvananthapuram with 1.76 lakhs. The fishery industry is characterized by unpredictability and seasonality of catch, where catch and skill play an important role. Besides ,price for catch can be highly uncertain and depends on the species caught, total catches ,prevailing prices and several other factors. A high dependence on the market and emergence of middlemen is another feature of the fisheries sector communities as the fishermen cannot live on fish alone, often with overtones of patron client relationship. In the state there are 729 cooperative societies among fishermen. These fishermen cooperative societies are meant to channelize government credit and facilitate access to various welfare schemes run by the state. Department of Fisheries is an important productive sector under the Government of Kerala. The department implements all the development and management programs envisaged by the Government in the fisheries sector. Its vision is to sustainable utilization and development of fisheries sector, both marine and inland aiming at the economic growth, food and nutritional security and for socio economic development of fisher folk.

Kerala is one of the leading maritime states. It has a coastline of 590 kms, which constitute 10 per cent of India's total coastline. Fishing has naturally been the major occupation of the inhabitants of its coahl area from time immemorial. Out of the 3638 fishing villages in the country, 222 are in Kerala. Similarly, of the 225 1 fish landing centres in India, 226 are in the State. Kerala, which occupied a proud place in the fish production in India. for a long period in the past, still accounts for one-fifth of the country's marine production. There were 2.26 lakh active marine fishermen in the State during the year 2020. Occurrence of mud banks (chakara) is an annual phenomenon in several localities along the Kerala Coast between Kollam and Kannur. Mud banks, which are the storehouses of nutrients like phosphate, promote rich plankton production. This in return results in abundant production of fish in the area. The importance of fisheries sector to the State is widely acknowledged. Its significance lies in three main areas, viz., (i) as a source of animal protein for human consumption (ii) as a provider of employment and (iii) as a source of foreign exchange.

**3.5 DISTRICT SCENARIO**

The Kannur district posses one of the richest fishing grounds. There are around 10 fisheries village in the district. Thayyi l fisheries village and Kannur city fisheries village are under the Kannur Corporation. Thayyil fisheries village is spread over two coastal wards 29 and 30 and Kannur city fisheries village is spread over three wards of Kannur Corporation 31, 33 and 39.

**Table no.2.1**

**LIST OF FISHERMEN IN KANNUR DISTRICT**

|  |  |  |
| --- | --- | --- |
| FISHERIES OFFICE | FISHERY VILLAGE | NUMBER OF  FISH ERM EN |
|  | CO1: Kurichiyil | 559 |
| **Thalaserry** | CO2: Chalil | 629 |
|  | CO3 : Palissery | 267 |
|  | CO4 : Edakkad | 257 |
|  | **Total** | **1712** |
|  | CO5 : Thayyil | 1130 |
| **Kannur** | CO6 : Kannur city | 404 |
| **Marine** | CO7 : Azheekode | 723 |
|  | CO8 : M atool | 302 |
|  | **Total** | **2559** |
|  | CO9 : Puthiyangadi | 412 |
| **Puthiyangadi** | CO10 :Kavvayi | 50 |
|  | **Total** | **462** |
| **Kannur Inland** | CIN : Inland | 1228 |
|  | **Total** | **1228** |
|  | **DISTRICT TOTAL** | **6288** |

(SOURCE: MATSYA BOARD)

Number of allied workers in Kannur corporation are 566. The allied workers include:

* Beach worker
* Small scale distributors
* Fish vendors selling in autorikshaws
* Fish vendors selling on cycles
* Fish vendors who carry fish overhead.
* Fish vendors who sell in mini lorries
* Fish vendors selling on mopeds
* Workers who make dry fish
* Employees in the peeling shed
* Employees in small scale processing units

There are 3 harbours in the district at Ayikara, Azheekal and at Thalasseri.The Aayikara harbour renowned as “Moplabay Fishing Harbour” in Kannur corporation area. This harbour was identified as a prime fishery development area 1960 Indo-Norwegian project. In the year 1990, with the assistance of central government, the area was further developed as a fishing harbour to promote fishing activities. The development of this harbour as an international fishing terminal will cater to the needs of the export fish industry.This harbour is the major worksite for the fishing community of Kannur corporation.

A new fish market is constructed near this harbour. This market named as “THE MODERN FISH MARKET was opened to fish merchants on 21st may 2015 with facilities including auction hall, sufficient infrastructural facility, scientific waste management system (Biogas) etc. This is the central fish market in Kannur Corporation. The fish market was designed and implemented by Kerala State Coastal Development Corporation Ltd.(KSCDC) with the assistance from National Fisheries Development Corporation (NFDC). The old market situated earlier was extremely unhygienic and unstructured.

**3.6 FACTORS INFLUENCING FISH MARKETING**

The fish marketing is largely governed by various factors in the study area,i .e.: **Great Demand for Fish and Fish Products**

Fish consumes fish on daily basis. The density of population is high. Therefore there is a is the staple food of people in Kannur. More than 85% of total population great demand for fish and fish products throughout the year, and a large portion of the total catch is marketed within the area itself. During the lean season fish is imported from nearby states to meet the rising demand, i.e., Mangalore

* **Climate**

As fish marketing is more or less a seasonal business, the merchants cannot expect a regular income throughout the year. During the rainy season the conditions are usually unfavorable they often become jobless during off seasons, when the sea is rough, and not suitable for fish catch. From September to March, conditions are very ideal for fishing activities, benefiting large number of fishermen community in the study area.

* **Transport**

Transport development is rapidly taking place in the area. The state is well connected by National highway, State highway, a number of village, talukas and district roads. Fish being a perishable commodity, needs to be quickly marketed and sold. Flexible network of transport enables quick and safe disposal of fish products. The density of vehicle population has been increasing year after year to meet the needs of ever-growing population.

* **Availability of Catch**

A large number of people are involved in fishing activities, due to which huge amount of fish is caught commercially and locally by the fishing community. Effective means of transport allow the fish to be distributed to different centers quickly. The excess quantities of fish are sold to the neighbouring states.

* **Marketing Centers**

Kannur has many marketing centres (large and small) both at the urban and the rural levels. A new fish market is constructed near the Ayikara harbour. This market named as “THE MODERN FISH MARKET is the central fish market in Kannur Corporation. Due to efficient means of transport and convenience large quantity of fish and fish products is traded all over the district.

* **Infrastructure Facilities**

The physical conditions in which local fish markets function are often deplorable Non hygienic business environments without proper infrastructure like cold storages, processing space, transportation network and access to fresh water etc. are to be must be provided to prevent fish from going waste badly affect the fish vendors.

* **Capital**

The fish traders have less capital to meet their working capital. They mainly depend on money lenders for capital. These moneylenders usually charge high rate of interests, often 30 per cent and more.. Government should provide financial assistance by way of subsidies, grants etc. through Nationalized banks.

**CHAPTER – IV**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO. 4.1**

**AGE GROUP OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Less than 25 years | 10 | 20 |
| 25-35 Years | 15 | 30 |
| 35-45 Years | 20 | 40 |
| Above 45Years | 5 | 10 |
| **Total** | **50** | **100** |

**CHART NO.4.1**

**AGE GROUP OF THE RESPONDENTS**

**INTERPRETATION:**

Table No 4.1 shows that 20% of the respondents are in the age of less than 25 years, 30% of the respondents are in the age of 25-35 years, 40% of the respondents are in the age of 35-45 years and 10% of the respondents are in the age of above 45 years.

**TABLE NO.4 .2**

**CLASSIFICATION OF GENDER OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Male | 39 | 78 |
| Female | 11 | 22 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.2 shows that 78% of the respondents are male and 22% of the respondents are female.

**TABLE NO. 4.3**

**RATION CARD TYPE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| APL | 11 | 22 |
| BPL | 36 | 72 |
| No ration card | 3 | 6 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.3 shows that 72% of the respondents have BPL card, 28% of the respondents have no ration card and remaining none of the respondents have APL card.

**TABLE NO.4.4**

**CLASSIFICATION OF EDUCATIONAL QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Below SSLC | 27 | 54 |
| SSLC | 23 | 46 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.4 shows that 54% of the respondents are below SSLC, 46% of the respondents are SSLC.

**TABLE NO.4.5**

**CLASSIFICATION OF WORKING EXPERIENCE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Below 10 years | 10 | 20 |
| 10-20 years | 32 | 64 |
| Above 20 years | 8 | 16 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.5 shows that 20% of the respondents have experience of below 10 years, 64% of the respondents have experience of 10-20 years and 16%of the respondents have experience of above 20 years.

**TABLE NO.4.6**

**FORM OF OWNERSHIP**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Sole proprietorship | 6 | 12 |
| Partnership | 34 | 68 |
| Leasehold | 10 | 20 |
| **Total** | **50** | **100** |

**CHART NO.4.2**

**FORM OF OWNERSHIP**

**INTERPRETATION:**

Table No 4.6 shows that 12% of respondent’s business is sole proprietorship, 68%of respondent’s business is partnership firms and 20%of respondent’s business is leasehold.

**TABLE NO.4.7**

**CLASSIFICATION OF INITIAL INVESTMENT**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Below 3000 | 25 | 50 |
| 3000-5000 | 18 | 36 |
| Above 5000 | 7 | 14 |
| **Total** | **50** | **100** |

**CHART NO.4.3**

**CLASSIFICATION OF INITIAL INVESTMENT**

**INTERPRETATION:**

Table No 4.7 shows that 50% of the respondents have initial investment of below 3000, 36% of the respondents have initial investment of 3000-5000 and 14% of the respondents have initial investment of above 5000.

**TABLE NO.4.8**

**CLASSIFICATION OF RANGE OF INCOME PER DAY**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| 1000-3000 | 6 | 12 |
| 3000-5000 | 16 | 32 |
| Above 5000 | 28 | 58 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.8 shows that 12% of the respondents have income of 1000-3000 per day, 32% of the respondents have income of 3000-5000 per day and 58% of the respondents have income of above 5000 per day.

**TABLE NO.4.9**

**CLASSIFICATION OF RANGE OF EXPENDITURE PER DAY**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Below 1000 | 27 | 54 |
| 1000-2000 | 10 | 20 |
| 2000-5000 | 11 | 22 |
| Above 5000 | 2 | 4 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.9 shows that 54% of the respondents have range of expenditure of below 1000 per day, 20% of the respondents have range of expenditure of Rs.1000-2000, 22% of the respondents have range of expenditure of Rs.2000-5000 and 4% of the respondents have range of expenditure of above 5000 per day.

**TABLE NO.4.10**

**TIME OF OPERATION**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Morning – Afternoon | 24 | 48 |
| Afternoon – Evening | 17 | 34 |
| Evening – Night | 9 | 18 |
| Whole day | 0 | 0 |
| **Total** | **50** | **100** |

**CHART NO.4.4**

**TIME OF OPERATION**

**INTERPRETATION:**

Table No 4.10 shows that 48% of the respondents take morning-afternoon time for operation, 34% of the respondents take afternoon-evening, 18% of the respondents take evening-night and remaining none of the respondents takes whole night for operation.

**TABLE NO.4.11**

**TYPE OF SALES**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Through market | 24 | 48 |
| Through separate stalls | 14 | 28 |
| Home delivery | 8 | 16 |
| Export | 4 | 8 |
| **Total** | **50** | **100** |

**CHART NO.4.5**

**TYPE OF SALES**

**INTERPRETATION:**

Table No 4.11 shows that 48% of the respondents sales through market, 28% of the respondents sales through separate stalls, 16% of the respondents sales through home delivery and 8% of the respondents export the fish.

**TABLE NO.4.12**

**METHOD OF USING FOR FISH PROCUREMENT**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Open Auction | 20 | 40 |
| Direct weighing | 7 | 14 |
| From societies | 12 | 24 |
| From sub agents | 11 | 22 |
| **Total** | **50** | **100** |

**CHART NO.4.6**

**METHOD OF USING FOR FISH PROCUREMENT**

**INTERPRETATION:**

Table No 4.12 shows that 40% of the respondents do open auction for fish procurement, 14% of the respondents do direct weighing, 24% of the respondents do from societies and 22% of the respondents do from sub agents for fish procurements.

**TABLE NO.4.13**

**CLASSIFICATION OF REGULAR CUSTOMERS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Yes | 45 | 90 |
| No | 5 | 10 |
| **Total** | **50** | **100** |

**CHART NO.4.7**

**CLASSIFICATION OF REGULAR CUSTOMERS**

**INTERPRETATION:**

Table No 4.13 shows that 90% of the respondents have regular customers and 10% of the respondents have no regular customers.

**TABLE NO.4.14**

**MEASURES TAKEN TO MAINTAIN CUSTOMERS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Credit facility | 10 | 20 |
| Discount rates | 18 | 36 |
| Prompt delivery | 2 | 4 |
| Offer quality fish | 20 | 40 |
| **Total** | **50** | **100** |

**CHART NO.4.8**

**MEASURES TAKEN TO MAINTAIN CUSTOMERS**

**INTERPRETATION:**

Table No 4.14 shows that 20% of the respondents give credit facility to maintain their customers, 36% of the respondents give discount rates, 4% of the respondents give prompt delivery and 40% of the respondents offer quality fish to maintain the customers.

**TABLE NO.4.15**

**NATURE OF DEMAND FOR THE FISH**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Constant | 31 | 62 |
| Seasonal | 14 | 28 |
| Irregular | 5 | 10 |
| **Total** | **50** | **100** |

**CHART NO.4.9**

**NATURE OF DEMAND FOR THE FISH**

**INTERPRETATION:**

Table No 4.15 shows that 62% of the respondents opinioned that there is constant demand for the fish, 28% of the respondents said it is seasonal demand and 10% of the respondents said irregular demand for the fish.

**TABLE NO.4.16**

**DEMONETIZATION POLICY AFFECTED SALES**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Strongly agree | 17 | 34 |
| Agree | 11 | 22 |
| Neither agree nor disagree | 10 | 20 |
| Disagree | 5 | 10 |
| Strongly disagree | 7 | 14 |
| **Total** | **50** | **100** |

**CHART NO.4.10**

**DEMONETIZATION POLICY AFFECTED SALES**

**INTERPRETATION:**

Table No 4.16 shows opinion about demonetization policy affected sales, 34% of the strongly agreed, 22% of the respondents agreed, 20% of the respondents neither agreed nor disagreed, 10% of the respondents disagreed and 14% of the respondents disagreed with the statement that demonetization policy affected sales.

**TABLE NO.4.17**

**INSPECTION BY GOVERNMENT AUTHORITIES**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Frequently | 7 | 14 |
| Occasionally | 25 | 50 |
| Rarely | 18 | 36 |
| **Total** | **50** | **100** |

**CHART NO.4.11**

**INSPECTION BY GOVERNMENT AUTHORITIES**

**INTERPRETATION:**

Table No 4.17 shows that 14% of respondents say that Government authorities inspect the stalls frequently, 50% of the respondents say they inspect occasionally and 36% of the respondents opinioned that the government authorities rarely visit the fish stalls.

**TABLE NO.4.18**

**CLASSIFICATION OF DOING WITH SURPLUS FISH**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Take home | 6 | 12 |
| Dispose it | 3 | 6 |
| Use as dry fish | 14 | 28 |
| Export | 7 | 14 |
| Preserve it in ice | 20 | 40 |
| **Total** | **50** | **100** |

**CHART NO.4.12**

**CLASSIFICATION OF DOING WITH SURPLUS FISH**

**INTERPRETATION:**

Table No 4.18 shows that 12% of the respondents say that they take home the surplus fish, 6% of the respondents say that they dispose it, 28% of the respondents say that they use as dry fish, 14% of the respondents say that they export and 40% of the respondents say that they preserve it in ice.

**TABLE NO.4.19**

**DISPOSING THE WASTE GENERATED**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Local means | 16 | 32 |
| Biogas | 31 | 62 |
| Dumping in public place | 3 | 6 |
| **Total** | **50** | **100** |

**CHART NO.4.13**

**DISPOSING THE WASTE GENERATED**

**INTERPRETATION:**

Table No 4.19 shows that 32% of the respondents dispose it n local means, 62% of the respondents dispose the waste in bio gas 6% of the respondents dispose the waste by dumping in public place.

**TABLE NO.4.20**

**DEGREE OF COMPETITION**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Very high | 15 | 30 |
| High | 18 | 36 |
| Average | 10 | 20 |
| Low | 5 | 10 |
| Very low | 2 | 4 |
| **Total** | **50** | **100** |

**CHART NO.4.14**

**DEGREE OF COMPETITION**

**INTERPRETATION:**

Table No 4.20 shows that 30% of the respondents say that the degree of competition in fish trading is very high, 36% of the respondents say degree of competition is high, 20% of the respondents say degree of competition is average, 10% of the respondents say degree of competition is low and 4% of the respondents say degree of competition is very low.

**TABLE NO.4.21**

**LOCATION OF BUSINESS INFLUENCE ON SUCCESS OR FAILURE OF OPERATION**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Strongly agree | 13 | 26 |
| Agree | 21 | 42 |
| Neither agree nor disagree | 15 | 30 |
| Disagree | 1 | 2 |
| Strongly disagree | 0 | 0 |
| **Total** | **50** | **100** |

**CHART NO.4.15**

**LOCATION OF BUSINESS INFLUENCE ON SUCCESS OR FAILURE OF OPERATION**

**INTERPRETATION:**

Table No 4.21 shows opinion about location of business influence on success or failure of operation, 26% of the respondents strongly agreed, 42% of the respondents agreed, 30% of the respondents neither agreed nor disagreed, 2% of the respondents disagreed and remaining none of the respondents strongly disagreed with the statement.

**TABLE NO.4.22**

**FIXING PRICE OF THE PRODUCT**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| On the basis of cost plus profit | 22 | 44 |
| On the basis of competitive pricing | 7 | 14 |
| On the basis of quality of fish | 15 | 30 |
| On the basis demand | 6 | 12 |
| **Total** | **50** | **100** |

**INTERPRETATION:**

Table No 4.22 shows that 44% of the respondents fix the price of their on the basis of cost plus profit, 14% of the respondents fix the price of their on the basis of competitive pricing, 30% of the respondents fix the price of their on the basis of quality of fish, 12fix the price of their on the basis of demand

**TABLE NO.4.23**

**DURING TRAWLING SEASON**

|  |  |  |
| --- | --- | --- |
| **Category** | **No, of respondents** | **Percentage** |
| Unemployed | 7 | 14 |
| Engage in fishing allied activity | 28 | 56 |
| Engage in other jobs | 15 | 30 |
| **Total** | **50** | **100** |

**CHART NO.4.16**

**DURING TRAWLING SEASON**

**INTERPRETATION:**

Table No 4.22 shows that 14% of the respondents say they are unemployed during trawling season, 56% of the respondents say they are engaged in fishing allied activities during trawling season and 30% of the respondents say they are engaged in other jobs during trawling season.

**CHAPTER – V**

**FINDINGS, SUGGESTIONS & CONCLUSION**

**5.1 FINDINGS**

* From the classification of age wise classification of respondents it is found that majority of respondents belong to the age group of 35-40 years.
* Gender wise classification of respondents shows that 78% of respondents are male.
* 72% of respondents have BP cards.
* From the analysis educational qualification we can see that majority of respondents have below SSLC qualification.
* It is found that majority of respondents have 10 – 20 years of experience in fish trading.
* It shows that 68% of the respondent’s business is partnership firms.
* Most of 50% of the respondents have initial investment of below 3000.
* Most of 58% of the respondents have income of above 5000 per day.
* Majority of 54% of the respondents opinioned their daily expenditure is below 1000
* 48% of the respondents take morning-afternoon time for operation.
* Majority of 48% of the respondents sell the items through local market.
* Most of 40% of the respondents collect the fish through open auction.
* 90% of the respondents say that they have regular customers to buy the fish
* 40% of the respondents opinioned that they offer quality fish to maintain the customers.
* 62% of the respondents say that there is constant demand for the fish.
* 34% of the respondents strongly agreed that demonetization policy affected sales.
* From the study it is found that majority of respondents stated that Government authorities inspect the market and stalls occasionally.
* It is shown that 40% of the respondents preserve the surplus fish in ice
* It is shown that 62% of the respondents dispose the waste in bio gas.
* It is shown that majority of 36% of the respondents opinioned that the degree of competition in the fish trading is very high
* 42% of the respondents agreed with the statement that location of business influence the success of the business.
* Majority of 44% of the respondents fix the price on the basis of cost plus profit.
* Majority of 56% of the respondents say they are engaged in fishing allied activities during trawling season.

**5.2 SUGGESTIONS**

* The sanitation and hygiene condition of market should be improved tremendously not only to attract customers also to improve the working condition of traders.
* Even though most of them are employed during off season, more schemes can be put forward as there are low sales particularly for 45 days.
* In order to reduce the problems of fish marketing, the fishermen should be provided with good storage facilities. They should be provided with proper preservation facilities with a view to preserve the fish because of its perishable nature.
* The fish traders should be invited for meeting frequently so that they will get a chance to discuss various problems they have faced. It is also suggested that they should also be provided training for increasing marketing skills.
* The infrastructure facility can be enhanced and Government should take various steps to solve the problems faced by the fishermen in marketing their products.
* Implementation of a uniform price policy to minimize the fluctuations of fish prices.
* The cooperatives can bring new schemes for meeting the credit needs of fish traders.

**5.3 CONCLUSION**

Fisheries sector contributes significantly to foreign exchange earnings, productive employment generation and nutritional security. Their contribution to the economic growth is immense. But the fishing community is isolated from the main stream of development as they constitute weaker section of community and due to historical, geographical, psychological characteristics.

This project is a study on the socio economic condition and occupational status of fish traders in Kannur Corporation. Fish marketing and distribution is an integral aspect of fish production because it is only when the fish gets to the final destination (consumers) that production can be complete. One-third of the fish traders employed in Kannur Corporation are fishermen (producer) itself. The socio-economic condition and occupational status of fish traders are found to be unsatisfactory. Majority of them are outside the main stream of development and most of the benefit of Kerala government did not reach them. Yet, the socio-economic condition and occupational status of fish traders are much better compared to previous years mainly through the implementation of “Modern Fish Market” which replaced old, extremely unhygienic and unstructured market. The occupational status of fish traders on a whole is low. Except a few, not much people engaged in fish business made high profits and savings. Hence newcomers are less interested towards this field

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**QUESTIONNAIRE**

NAME:…………….

1. AGE : Below 25 25 – 35 35 - 45 Above 45
2. Gender : Female Male
3. Ration card type : APL BPL No ration card
4. Education : Below SSLC SSLC +2
5. Experience : Below 10 years 10- 20

Above 20 years

1. Form of ownership:

* Sole proprietorship
* Partnership
* Leasehold

1. What was your initial investment?
   * + Below 3000
     + 3000 – 5000
     + Above 5000
2. What is the range of income per day?
   * + - 1000 – 3000
       - 3000-5000
       - Above 5000
3. What is the range of expenditure per day?
   * + - Below 1000
       - 1000 - 2000
       - 2000 - 5000
       - Above 5000
4. What is the time of your operation?
   * + Morning –Afternoon
     + Afternoon – Evening
     + Evening- Night
     + Whole day
5. Type of sales:
   * + - Through market
       - Through separate stalls
       - Home delivery
       - Export
6. Which method you use for fish procurement?

* Open Auction
* Direct weighing
* From societies
* From sub agents

1. Do you have regular customers?

* No
* Yes

1. What are the measures taken to maintain your customers?

* Credit facility
* Discount rates
* Prompt delivery
* Offer quality fish

1. What is the nature of demand for the fish?

* Constant
* Seasonal
* Irregular

1. How far the demonetization policy affected your sales?

* Strongly Agree
* agree
* Neither agree nor

disagree

* Disagree
* Strongly Disagree

1. Have you been inspected by government authorities?

* Frequently
* Occasionally
* Rarely

1. What do you do with surplus fish?

* Take home
* Dispose it
* Use as dry fish
* Export
* Preserve it in ice

1. How do you dispose of the waste generated?
   * + Local means
     + Biogas

* Dumping in public place

1. Degree of competition:

* Very high
* High
* Average
* Low
* Very low

1. Do you agree that the location of business has an influence on success or failure of your operation?

* Strongly agree
* Agree
* Neither agree nor

disagree

* Disagree
* Strongly disagree

1. How do you fix price of your product?

* On the basis of cost plus profit
* On the basis of competitive pricing
* On the basis quality of fish
* On the basis demand

1. What do you do during trawling season?

* Unemployed
* Engage in fishing allied activity
* Engage in other jobs