

STUDY OF FISHMARKET IN PAITHAN, DIST.AURANGABAD MAHARASTRA.***Deshmukh D. R. and **Jawale C. S.**

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E-mail : deshmukhdnyan@gmail.com**ABSTRACT**

The present study was carried out to find the status of wholesale fish market of Paithan city. Attempts were also made to know the hygienic conditions of wholesale market of Paithan city and helpful to Fisheries Department to develop strategies, policies and plans for training and extension work in fish marketing to improve the status of fish marketing. Also provide information to researchers, traders and fisher folks regarding the status of fish markets to improve the quality of fishes for better earning.

KEY WORDS: Freshwater fishes, fisheries, fishmarket, Paithan**INTRODUCTION**

The fisheries sector provides a powerful tool for income generator and it provide development growth to industries as well as a source of nutritious food. Fish production plays an important role in the socio-economic of community. It gives income and employment to many family. Growth and development of fishery sector is mainly dependent on fish marketing system. Market infrastructure includes wholesale market, retail market and fish retail outlets. In wholesale markets, large quantities of fishes are collected from the surrounding places sold to other wholesalers and retailers. The main source of fishes in Paithan is Godavari river and Nathsager dam. Most of fish sellers sell their fishes on road without maintaining the quality and hygiene. infrastructure facilities in majority of fish markets is not satisfactory. The supplies of fish to the consumers are in the form of fresh, dried fishes.

Fish market is a place where the fishes and fish products of commercially importance are marketed. Regulation of fish production and consumption through sale is known as fish marketing by Shammi and Bhatnagar, (2002). Biswas (2006) reported that demand and consumption patterns of fish are determined by geography, feeding habits of the locality, traditional and nutritional standards. Demand of fish may be either domestic or for export purpose. Olubunmi and Bankole (2012) explain that marketing and fish distribution is done through various channels which are important characteristics in the process of getting products from source to consumers and known as marketing channels. Marketing of fish and fishery products gives us foreign exchange to the country by Kumar (2004). Traders sell their fish without proper storage facilities. Most of fish sellers sell their fishes on road without maintaining the quality and hygiene. Facilities and infrastructure in all types of fish markets are far from satisfactory level.

MATERIALS AND METHODS

In the present study collection of primary and secondary fish data. The primary data are collected through survey of fish market with help of observations, questionnaire and interview technique (Kothari, 2004). Information on wholesale market regarding fish collection, distribution, fixation of price and hygienic condition of fish market were collected from wholesalers.

RESULTS AND DISCUSSION

The fish market in Paithan was built by Paithan Municipality .There are total 30 traders were enrolled and allotted fixed place in fish market. The market was dominated by women wholesalers. fishes were brought to fish market early in the morning without cooling facility. Fishes sold in the whole sale market were brought from villages near by Paithan and Jaikwadi dam and other states of Maharashtra, Andhra Pradesh by road. Approximately 08 ton fishes were marketed daily by wholesalers of Paithan fish market. Fish distribution was at local and district level. Traders sold their fishes to local fish markets The varieties of freshwater fishes such as *Catla* sp. (catla), *Labeo* sp. (rohu), *Cirrhinus* sp. (mrigal), *Mystus* sp. (singala), wallago sp. and *Macrobrachium* sp. (sondhiya) were found to be sold in the market and also marine water fishes like *Atropus* sp. (bangda), *Stromateus* sp. (paplet), *Harpodon* sp. (bombile), *Parastromateus* sp.(halwa), *Polynemus* sp. (rawas, cheriyu, dara), *Muraenesox* sp. (vam), *Protonibea* sp. (ghol) and *Penaeussp.* (zinga) were sold in paithan wholesale fish market. From these fishes, only freshwater fish *Clarius* sp. (magur) was found to be sold in live condition and fetched better price. The wholesale market was centrally located in paithan city. Fishes like *Wallago attu*, *Clarius*, *Rita rita*, *Notopterus chitala*, *Mystus senghala*, *Anabustes tudineus*, *Channa marulius* are also

sold in market and are having good demand. *Clarius gariepinus* is having good demand because it contains high amount of amino acid which helps in the synthesis of RBCs. The selling of fish was carried out on the road without facility of electricity, water, drainage, storage room and proper flooring. Hygienic conditions were very poor. Fishes were piled up on the floor. Most of the fish seller does not use ice or any chilling facilities while few of them used crushed ice during selling the fishes. As a result, fishes tend to deteriorate the quality and traders sold at lower price. Price of fishes was fixed by wholesalers of Paithan fish market. Wholesalers earned commission from traders who sent their fishes from different parts to Paithan fish market.

It was found that, marketing costs including handling and transportation of big size fishes are comparatively higher than that of smaller of fishes. The fluctuation in prices of fish is very high because of the uncertain in production of fish, perishable nature and variation in supply of fishes. Bumper catch on any day will slash down the fish prices and a small catch will boost the prices to very higher level was observed by Sathiadhas and Narayana Kumar (1994). Kumar R. (2008) and Ayo-Olulusi et al.(2010) pointed out the major problems are faced by fish marketers, also reported the problem of domestic fish marketing and fishery products in India. Fish marketing faced many problem such as uncertainty in fish production, highly perishable nature of fish, assembling of fish from numerous landing centers, too many species and as many demand pattern violent and frequent fluctuations in prices, difficulties in supply and demand for transportation of fish, supply of electricity, inadequate supply of cold storage facilities, display of stall and inadequate sitting arrangement in fish markets.

Table 1. Following the list of markets in Paithan

Sr. no.	Name of place	Day of market
1.	Paithan	Daily
2.	Jaikwadi	Daily
3.	pimpalwadi	Daily
4.	karkhana	Daily
5.	Issarwadi	Daily

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