

FINANCIAL AND MARKETING STRATEGIES ANALYSIS OF FISH FARMING PRACTICES IN UTTAR PRADESH

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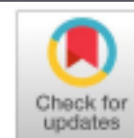
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ABSTRACT : Present study is related to financial analyse and marketing of fish in Meerut District of Uttar Pradesh, to analyse the budgetary, marketing channels and price spread. Sixty respondents were selected purposively for present investigation and the average size of pond was 1.40 hectare. The cost and return analysis indicated that farmers incurred overall average cost of Rs. 98966.82 and decreases with increase of pond size, the realized overall net profit was Rs. 140666.05 per hectare. The fish farming enterprise was found to be economically profitable and advantageous with benefit cost ratio (BCR) of 2.42. The producer's share in consumer rupee estimated and varies from 74.00 percent to 96.15 percent. Findings of the study recommends higher possibilities of integrated fish farming in the area.

Key words : Fish farming practices, tabular analysis, price spread, BCR.

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INTRODUCTION

Fish farming plays a significant role in addressing various global challenges and has several important advantages and contributions. Fish farming contributes to global food security by providing a consistent and reliable source of protein for a growing world population with high-quality source of protein and essential nutrients, making it a crucial component of diets worldwide. Besides that it is an important source of income, creates employment opportunities, particularly in rural and coastal areas and supports livelihoods for millions of people involved in various aspects of the industry, from fish production to processing and marketing.

According to FAO, inland aquaculture produced 51.3 million tones accounting for 62.5 percent of the world's farmed food fish production. This refers to aquaculture produced either from inland natural water sources, such as rivers and lakes and fish farms. Fisheries sector occupies a very vital place in the socio-economic development of the country. Fish culture received notable attention in the state of Tamil Nadu as early as 1911 and

subsequently, states such as West Bengal, Punjab, Gujarat, Tami Nadu, Andhra Pradesh and Uttar Pradesh initiated fish culture through the establishment of Fisheries Departments and support to fishers and farmers for expansion of the sector.

In Uttar Pradesh fish production comes only from inland fisheries. Total fish production of Uttar Pradesh increased from 392.93 thousand metric tonnes in 2009-10 to 632.22 thousand metric tonnes in 2017-18. Due to the presence of a large number of ponds are located in district selected and the nearby Markets located in the National Capital Delhi and State Uttarakhand, the farmers attracted towards fish farming because of good market infrastructure nearby centre of production. Despite its numerous advantages, fish farming also faces challenges, including environmental concerns related to water use, disease management and potential negative impacts on local ecosystems. To maximize the benefits of fish farming, it is essential to promote sustainable practices, adhere to responsible regulations and invest in ongoing research and innovation. Hence, it is imperative to look into economics of fish farming practices on commercial

The Marketing of fish depend upon the local traders, where middlemen earn more profit and transfer fewer shares to the people who involved in production. The chain of various marketing intermediaries through which the various farm commodities pass between consumers and producers is called marketing channel. Five marketing channels were identified in the district. In the study area major marketing supply chains of fish were identified as under,

Channel I : Producer – Consumer

Channel II : Producer – Retailer – Consumer

Channel III : Producer- Trader – Wholesaler – Consumer

Channel IV : Producer – Wholesaler – Retailer – Consumer

Channel V : Producer – Trader – Wholesaler – Retailer – Consumer

Marketing costs and margin incurred by the retailer in channel 2nd, 4th and 5th was found to be Rupees 885.00, 1055.00 and 1055.00 per quintal, respectively. The marketing cost incurred by the wholesaler was Rupees 170.00 per quintal in channel 3rd and margin received was Rupees 800.00 per quintal. The marketing efficiency for fish marketing in Channel I through Acharya's modified method of marketing efficiency was 25.00. Hence, the Channel I was the most efficient marketing channel for the marketing of fish in the Meerut district, Uttar Pradesh. Channel V was most profitable to the producer because producer received highest *i.e.*, Rs. 8500 per quintal for their produce, Bora and Das (2018), Chakravarti *et al* (2017) reported the similar results.

CONCLUSION

Being a very profitable and highly growth-oriented sector fish production and marketing has vast potential to generate income of the small holders. The analysis of

financial and marketing strategies for fish farming practices in Uttar Pradesh reveals both opportunities and challenges. While the sector shows promise for economic growth and food security, there is a need for comprehensive planning and investment. Financial strategies should focus on securing funding for infrastructure development, improved technology adoption and skill enhancement for farmers. Simultaneously, marketing strategies must emphasize product diversification, value addition and access to broader markets, both domestic and international. Successful implementation of these strategies can transform fish farming in Uttar Pradesh into a thriving and sustainable industry, benefitting farmers, consumers and the overall economy of the state. It is imperative for stakeholders, including government bodies, financial institutions and agricultural experts, to collaborate and support the growth of this sector for long-term prosperity.

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