# MARKETING OF FISHERIES IN COASTAL KARNATAKA: A CASE STUDY OF KARWAR

(For Fishermen and Merchants)

## Part - I General Information

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<td>No. of Family Members: Male: Female: Children: Total:</td>
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### Subsidiary occupation of the Family

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### Professional Training in Fisheries:

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### Family Income per year Rs.

| 1) From Fishing Rs. | 2) From other Sources Rs. |

### Investments

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### Did you undergo any special Training in Fishing? Yes ( ) No ( )

If Yes specify

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**QUESTIONNAIRE- 1**

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If Yes specify
**Type of Fish caught - Quantity in Tonnes and value Rs. in lakhs**

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**Part – II Marketing**

1) Assembling
   a) Where do you assemble your fish after catching them?
      i) At the seashore ii) House Premises iii) Special Store Room
      iv) At the Society Premises v) Other
   b) How do you assemble the fish?
      i) Different type of fish is assembled in different places
      ii) As per the preference of the buyers
      iii) According to the availability of place
      iv) Others
   c) How long do you keep your fish in assembled form before processing or before sale
      i) 1 to 4 days (ii) 5 to 7 days (iii) More than 7 days
   d) What is the annual cost of assembling? Rs.......

2) Storage
   a) Do you store your fish in well prepared warehouses before sale?
      Yes ( ) No ( )
   b) If 'Yes' do you use cold storage? Yes ( ) No ( )
   c) If 'yes' which cold storage do you use?
      i) Own (ii) Society Cold Storage (iii) Govt cold storage
      (iv) Private cold storage (v) Others
   d) What is the usual duration of keeping fish in storage?
      i) 1 week ii) Two week iii) Three week iv) other
   e) What is the annual cost of (cold) storage cost of your fish? Rs.......
3) Processing
   a) Do you process your fish? Yes ( ) No ( )
   b) If 'Yes' what are steps involved
      i) ______________________ ii) ______________________ iii) ______________________
   c) Who does the processing of fish?
      i) Trained processors ii) Special processing firms
      iii) Processors in co-op Societies iv) others
   d) How much value is added to processed fish?
      10 pc, 20 pc, 30 pc, 50 pc, More than 50 pc
   e) What is the annual cost of the processing of your fish? Rs......
   f) Who bears the processing cost?
      i) Self ii) Co-op society iii) Others

4) Grading
   a) Does your fish need grading? Yes ( ) No ( )
   b) If 'Yes' who does the grading?
      i) Self    ii) Graders in the co-op society
      iii) Govt. nominated Graders iv) others
   c) What method of grading is followed?
      i) ______________________ ii) ______________________
   d) Where is your fish graded?
      i) Co-op society ii) Cold storage houses
      iii) Own premises iv) Others
   e) What is annual cost of grading? Rs......
   f) Who bears the cost of grading?
      i) Self ii) Co-op society iii) Wholesalers iv) Cold storage owners
      iv) Others
   g) How does grading of fish help the dealers?
      i) Better price ii) More demand iii) More sales
      iv) Better product image v) More income vi) Others

5) Packing
   a) Does your fish need proper packing before it is sold? Yes ( ) No ( )
   b) If 'Yes' what material is used for packing?
      i) Wooden boxes ii) Synthetic or Polythene bags iii) Other Material
   c) Do you consider the transport hazard and buyers preferences while packing your fish?
      Yes ( ) No ( )
   d) What is the annual cost of packing?
   e) Do you consult experts in your packing process?
   f) If Special packing of fish is not necessary give reasons
      1) ______________________ 2) ______________________ 3) ______________________

6) Transport
   a) What type of transport do you use for marketing of your fish?
      i) Trucks   ii) Tempo   iii) Train iv) Others
b) Do you own your transport vehicles? Yes ( ) No ( )

c) If ‘Yes’ which vehicles do you own?
- Truck  
- Tempo  
- Others  

d) If ‘No’ do you hire private transport? Yes ( ) No ( )

e) What is the annual cost of transport? Rs. ......

f) Do you face any transport difficulty? Yes ( ) No ( )

7) Sales Organisation

a) Who looks after your sales operations?
- Self  
- Family members  
- Sales staff  
- Others  

b) Who are your buyers?
- Co-op society  
- Wholesale merchants  
- Cold storage owners  
- Retail merchants  
- Exporters  
- Others  

c) Where does your fish go after sales?
- Local market  
- Taluka market  
- Within district  
- Outside district  
- All India  
- Export market  
- Others  

d) What part of your sales are made to co-op society? ------ percent

- Prompt payment  
- Proper Weighing  
- Prompt buying  
- Reasonable price offer  
- Others  

f) Do you face any problems in selling your fish to co-op society? Yes ( ) No ( )

g) If ‘Yes’ specify
- Weighing  
- Price discrimination  
- Delay in payment  
- Others  

h) Do you find advantage in selling to exporters? Yes ( ) No ( )

i) If ‘Yes’ specify
- Better price  
- Regularity of buying  
- Prompt payment  
- Other  

j) What part of your sales do you sell to exports? _________ percent.

k) Give details of your sales for the last 5 years.

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<th>2) Squids</th>
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2001-2002
Quantity
Value (Rs)

1) Have you been able to sell all your fish? Yes ( ) No ( )
2) If ‘no’ what part of your fish remained unsold?
   i) 10 pc  ii) 20 pc  iii) 30 pc  iv) more than 30 pc
3) What were the reasons for unsold stock?
   i) Lack of demand ii) Excess supply iii) Low price iv) Others
4) What did you do with the unsold stock?
   1) .......................... 2) .......................... 3) ..........................

8) Credit Sales
   a) Do you sell fish on credit? Yes ( ) No ( )
   b) If ‘Yes’ give reasons
      i) To dispose off excess stock
      ii) To avoid storage cost
      iii) To avoid quality deterioration
      iv) To avoid price fluctuation in future
      v) To increase sales
      vi) Others
   c) What is the duration of time for credit sales?
      i) 1 month  ii) 2 months  iii) 3 months  iv) More than 3 months
   d) What is the percentage of credit sales to your total sales?
      i) 10 pc  ii) 20 pc  iii) 30 pc  iv) more than 30 pc

9) Channel of Distribution
   a) Which channel of distribution do you prefer?
      i) Co-op society ii) Commission agents iii) Wholesale merchants
      iv) Retail merchants v) Exports vi) others.
   b) What are the advantages of the channel of distribution preferred by you?
      i) More sales ii) Quick payment iii) Advance payment iv) Better price
      v) Storage facility vi) Transport facility vii) others.
   c) Do you sell through more than one channel? Yes ( ) No ( )
      If ‘Yes’ give reasons 1) .......................... 2) .......................... 3) ..........................
   d) Do you experience any difficulty with your present channel of distribution?
      Yes ( ) No ( )
   c) If ‘Yes’ specify 1) .......................... 2) .......................... 3) ..........................

10) Market Information
   a) Where do you obtain information about the market for your fish?
      i) Newspapers ii) Co-op society iii) Radio iv) TV
      v) Wholesale merchants vi) Commission agents vii) Others
   b) Are you influenced by the market information while selling your fish?
c) Do you incur any expenditure for obtaining market information? Yes ( ) No ( )

d) If ‘Yes’ what is the annual cost of obtaining market information? Rs........

11) Insurances

a) Do you insure your fish stock before sale? Yes ( ) No ( )
b) If ‘Yes’ what is the annual cost of insurance of your fish? Rs........
c) Do you think insuring the fish before sales is beneficial? Yes ( ) No ( )
d) If ‘Yes’ specify the benefits 1) 2) 3)
e) Do you get insurance facility at co-op society? Yes ( ) No ( )

12) Pricing

a) How are prices fixed for your fish?
   i) Market supply and demand determine the price
   ii) The co-operative society fixes the price
   iii) The Wholesale merchants quote the price
   iv) Commission Agents fix the price
   v) Others
b) What is your role in fixing the price?
   i) Accept the price fixed by co-operative society
   ii) Accept the price fixed by wholesale merchants
   iii) Negotiate with the buyers
   iv) Others
c) What factors are considered while fixing the price?
   i) Cost and demand
   ii) Influence of intermediaries
   iii) Others
d) Are the prices stable or fluctuating during the last 5 years? stable ( ) fluctuating ( )
e) What is the average price of fish during the last 5 years?
   Type of fish (Price per Quintal in Rs.)
   1) Prawns 2) Squid 3) Mackrel

1997-98
1998-99
1999-2000
2000-01
2001-02

13) Marketing Finance

a) What are the purposes for which you require finances for marketing?
   i) To meet assembling cost
   ii) To meet storing cost
   iii) To meet grading cost
   iv) To meet processing cost
   v) To meet the cost of transporting
   vi) To meet cost packing
   vii) To meet insurance cost
   viii) To meet wages & salaries of salesmen
   ix) To pay the taxes
   x) To pay the commission for the commission agents
   xi) Others
b) What is the total amount of finance needed to meet your marketing operations per year? Rs......
c) What are the sources of finances for your marketing operations?
d) Do you get adequate marketing finance? Yes ( ) No ( )

14) Marketing Cost
   a) What are the marketing costs incurred by you?
      Cost Item                     Annual Cost in Rs.
      i) Cost of Assembling
      ii) Cost of Storing
      iii) Transporting cost
      iv) Processing Cost
      v) Grading Cost
      vi) Cost of Packing
      vii) Cost of Insurance
      viii) Payment of Taxes, fees etc.
      ix) Other cost
      x) Total Marketing Cost
   b) Have the marketing cost remained Stable ( ) Increased ( ) Declined ( )
c) What is the average annual marketing cost over the last 5 years?

   Year      Marketing cost per year (in Rs.)
   1997-1998
   1998-1999
   1999-2000
   2000-2001
   2001-2002