**ANN - 5.15**

**Baseline study for Fisheries Development in Telangana state**

Key intermediaries/ market player and major functionalities

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| **Women (vendor category)** | **Major functionality**   * Member of the family (in small reservoir & tanks) * Sell fish directly at consumers door step * Provide value addition by way of species sorting, grading, also extend post sale service of cleaning / dressing & slicing of fish occasionally also use ice to extend the quality * Play major role in sale of left over fish harvested by their family members/society * Buy at nominal price and sell on a margin of Rs. 20-30/kg * On an average sell 20-30 kg/day * Generally rates are negotiable/ bargainable and price depends on quality of the fish and special days |
| **Retailer** | * Procurement of fish from wholesaler/aggregator/fishermen on credit/ cash terms and sell fish to Consumers * Scale of operation normally limit to meeting local demands * Limited purchasing power, handle limited sale quantity depending on location, consumer foot falls, consumers purchasing power * Value addition includes grading, use of ice, display, maintenance of minimal hygiene with focus on protection from flies, post sale cleaning/dressing packing etc * Generally keeps margin of 15-30 % depending on fish varieties, quality, days market arrivals of particular variety and demand * Major expenses involved is mainly on labor cost and rental |
| **Wholesalers** | * Procurement of fish mainly through aggregators in case reservoirs, directly through society/local agents in case of tanks, * Procurement by direct harvesting from the contracted tanks * Value addition includes varietal sorting, size grading, icing, packing etc and the sale margin will be between 10-20 % based on demand for particular species of fish from outside markets / dealer / agents supply indents from merchants of outside state * Average trends and price in outside markets * Segregate fish to domestic and outside market |
| **Intermediaries / local fish collectors/local aggregator** | * Aggregator advance money to fishers to ensure supply * Local collectors works as agent of aggregator/retailer/wholesaler for collection of fish * Collection and pooling of fish from the fishers, segregation and grading, supply to next channel (retail/wholesale) |