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

**ANN - 3.10**

Summary points on fish trade and marketing

* In all, the state has over 82 fish market outlets located in different districts providing access to consumers and linking the produce of fishers with wider market network chain. The state has altogether three wholesale cum retail markets, two in Hyderabad of bigger magnitude both in terms of volume and value trade (Begum bazaar and Musheerabad) and one in Karimnagar town (Ramnagar market). The rest of the markets are of different magnitude and function with wider diversity and arrangements.
* Rural markets are dominated by local- small-time retailers who bring fish from original source (reservoirs/tanks) and do their business in make-shift shops/stalls. Their daily sale is around 30 kg and they earn Rs. 20/ kg of fish thus taking home, around Rs. 500/600 per day.
* In Hyderabad Wholesale cum retail markets, the daily volume of fish traded (bought and sold) vary on a season to season basis. The overall average is 10 tons on week days and around 20 tons on holidays and festival/marriage season.
* The wholesale fish markets are generally located at strategic points and are active very early in the morning hours.
* Generally, markets are characterized by unhygienic conditions with lack of adequate facilities for fish handling, inadequate availability of potable water, good quality ice, electricity, storage and waste management generated due to fish dressing and disposal of spoiled /non marketed fishes.
* The fish markets though unhygienic are still patronized by the fish eating population, perhaps because they get fresh fish at reasonable costs.
* The retail markets and unorganized markets are key platforms for the daily transaction of fish trade and are the important transaction points between consumers and traders.
* Large number of aggregators (estimated to range between 20-40 per reservoir depending on the size of reservoir) also buy fish regularly from fishers of reservoirs in addition to tanks.
* Marketing system of fish is different for reservoirs and tank fisheries.
* As for tank fisheries, the harvest is in bulk voluminous and calls for a systematic approach to sales. The volume of sale on tank site is quite small and limited to the local demand during non peak harvesting season.
* The present marketing system is widely scattered, segregated into several players who make their own livelihood by earning respectable income.
* Fresh fish being in great demand in recent years, substantial quantity of fish is disposed off on the tank-site/reservoir site itself. The buyers are mainly aggregators and direct consumers.
* Preference and demand for processed fish/fish products by consumers is very limited and is restricted to dry fish to a smaller extent.
* Incentive schemes/ programs of DOF to facilitate market players and institutions are being roped in to address the gap areas related to Hygienic marketing.