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Market Potential and Promotional Strategies for Inland Farm Fisheries in Kalapatti District of Coimbatore

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ABSTRACT

Inland fisheries represent a significant untapped market with substantial potential for contributing to food security, employment, and economic growth. With growing demand for high-quality protein and sustainable food sources, inland fish farming presents opportunities for both local and international markets. This study examines the market potential for inland fish species, focusing on consumer trends, pricing dynamics, and competitive advantages. It explores the benefits of promoting species like catla, rohu, and tilapia, which are in high demand due to their nutritional value, adaptability to different farming conditions, and efficient growth rates.

INTRODUCTION

Inland fisheries are a vital component in the livelihoods and food security of people throughout the world, as well as contributing huge recreational and economic benefits. These valuable assets are jeopardized by lack of research-based understanding of the impacts of fisheries on inland ecosystems, and similarly the impact of human activities associated with inland waters on fisheries and aquatic biodiversity. To explore this topic, an international workshop was organized in order to examine strategies to incorporate fisheries into ecosystem approaches for management of inland waters. To achieve this goal, a new

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research agenda is needed that focuses on: quantifying the ecosystem services provided by fresh waters; quantifying the economic, social and nutritional benefits of inland fisheries; improving assessments designed to evaluate fisheries exploitation potential; and examining feedbacks between fisheries, ecosystem productivity and aquatic biodiversity

The production of inland fish in the country during 2019–2020 was 6.4 million metric tonnes, and this increase in fish production has placed the country the second largest producer of inland fish. Even with the vast increase in production over the years, it can provide about 8 kg/caput to the present population (56% as fish eaters) against the nutritional requirement of 11 kg. The projected domestic requirement of the country by 2020 is estimated at 12 million metric tonnes and more than 34% of which has come from the inland sector.

The fisheries sector has been recognized as a "sunrise sector" and has achieved outstanding double-digit average annual growth of 10.87% since 2017–2018. The sector has reached a record fish production of 142 lakh metric tons in FY 2019–20 and has immense potential for growth. Moreover, it has been instrumental in sustaining the livelihoods of over 28 million people in India, especially marginalized and vulnerable communities. It has contributed towards encouraging socio-economic development (NFDB 2020).

The present study was conducted in Coimbatore, the industrial hub of Tamil Nadu, with a population density of 731 persons per sq. km (higher than the state's population density of 555 persons per sq. km) and the existence of more than 50 private fish retail outlets and 15 Tamil Nadu Fisheries Development Corporation Ltd. (TNFDC) retail outlets. The paucity of information availed in the pilot survey was amended by incorporating all the variables considered required for the

study. Through the amended survey schedule, primary data was collected from 50 fish sellers using convenience sampling techniques during December 2017 and April 2018. Simple tools of analysis like tabular and percentage analyses were used (TNFDB 2019).

Under supply facilities which extend the scope for selling quality fishes. It is clearly observed that while half of the surveyed outlets did not have any permanent structures for selling fish, 14 outlets were without sanitation and drainage facilities. in a similar study stated that the Market infrastructure such as off-loading docks, icing, packaging materials, storage facilities, parking space, drinking water, electricity and telephones are very much essential for fish handling.

Santhosh & Rajkumar (2018).

The average fish production potential in reservoirs was estimated to be 250 kilograms (kg)/hectare (ha) and 350 kg/ha in wetlands. Freshwater aquaculture and reservoirs are the two key growth pillars. The introduction of cage/pen culture in the aquaculture sector resulted in a large increase in production. Inland aquaculture has a lot of potential in this country. Sustainable cage culture production has an output potential of roughly 50 kg/cubic meter (m3). Rivers, reservoirs, lakes, flood plain wetlands, estuaries, backwaters, and mangroves are examples of inland open water resources.

PROBLEM STATEMENT:

This study aims to find the suitable strategies and create an awareness about the farm fishes' comparison to sea fish. this company has been following and adopting the farmed fish online store for buying the product. And providing the E-Marketing techniques and concepts, and applies them through the electronic medium of the internet. To design, advertising, brand development, promotion, and sales. following

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under VTF. And knowing inland fisheries management.

OBJECTIVES OF STUDY:

- To analyse production and consumption of fish in Kalapatti

- To study the consumer perception towards fresh water farm fish and low saline water fish

- To assess the market potential of VTF fish products in Kalapatti

- To formulate the promotional strategies for branding company product

REVIEW OF LITERATURE:

- **BS Abdul Rahman (2018)** has studied fish farmers' use of scientific methods for fish farming in rural areas. Large numbers of cooperatives need to be established in order to improve the marketing efficiency of fish in rural India. Rural banks and microfinance organizations can play big roles in improving the livelihood of fish farmers by providing interest-free loans to them. There is also a need to set up online stores for selling fish so that consumers can simply place orders from their computers or smartphones. Thus, there is a greater need to review the status of fish marketing channels in rural India.

- **Santosh kumar & Rajkumar (2018**) has studied with the goal of delivering maximum value for the least possible total cost. Market chain analysis aims to provide information on profitability for the various agents along the market chain. Economic value chain analysis describes the range of activities required to bring a product to the final consumer and, in the case of international products, the extent to which intermediaries or agents gain from participating in the chain The same may be

applied in fish and fishery product marketing to increase profitability with the least added cost in terms of value-added services.

- **Gowsalya. et.al (2019**) has studied and analysed the market structure and inland fisheries management in Aliyar reservoir, Coimbatore district. The present study was analysed and reported that the annual growth rate of stocked fish (carp) decreased by 16%, but an attractive issue was that the AGR of non-stocked fish production (both exotic and indigenous species) was increased and observed the domination in total farm fish production.

- **Mohammed Hussain Alema & Charles (2020)** has explained marketing relationships between consumers and firms selling fish in the context of developing the e-commerce sector for the fishery industry. We use a unique dataset composed of quantitative and qualitative data to provide behavioural economic analysis and interpretation. The results reveal interdependent managerial and consumer behavioural relationships, indicating the presence of bilateral contingencies. The results also provide some indication of the theory of transaction cost, where cost-intensive activities are likely to be internalised within marketing firms selling fish.

- **HK Varda & Haridas Kumar (2021)** has explained that the fisheries sector contributes to the livelihood of a large section of economically underprivileged population in India. More than 250,000 people of the state, basically the economically weaker section of the society, depend on this sector as reliable occupation for their livelihood. Despite vast inland fisheries resources in the form of reservoirs, rivers, tanks and ponds, Chhattisgarh is yet to achieve self-

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sufficiency in fish production. Insufficient understanding of existing marketing network also contributes to extended marketing channels and marginalization Institutional changes are therefore important to improve the economic prosperity of fisheries who are often exploited by middlemen.

RESEARCH METHODOLOGY:

Study area

Kalapatti is a Town Panchayat city in district of Coimbatore, Tamil Nadu. The Kalapatti town is divided into 15 wards for which elections are held every 5 years. The Kalapatti Town Panchayat has population of 39,586 of which 19,936 are males while 19,650 are females as per report released by Census India 2022

In this project work, certain methodologies adopted for the present study are discussed, including the selection of the study area, sampling technique, sampling size, collection of data, and various analytical tools used in the study.

- Selection of the study area
- Sampling technique
- Sampling size
- Data Collection
- Tools of Analysis

Selection of the study area

The selected area was executed based upon by the zonal level division to meet the customers and distributors and village level for farmers.

Zone level covered areas

South Coimbatore zone:

1. Peelamedu
2. Sulur
3. Kangeyampalyam

4. Kalapati
5. Saravanapatti

Sampling Technique

As per the objective of the study convenience sampling technique will be used for customers and purposive sampling technique will be used to interview the customers.

TARGETTING GROUPS	TOTAL NO OF CUSTOMERS /DAY
Department stores	10
Super market	10
Apartment stores	10
Organic stores	10

Sampling size

For customers based upon the targeting groups of stores 10 customers will be collected from each location of area the total sample size is 150-200.

Data Collection:

Primary Data: It will be collected with the help of interview scheduling, questionnaire methods from consumers, and a daily sales report by directly scouting the zone location. To take the order of the store, we meet the customer based upon the targeting groups. The places where we get into the survey to identify

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the market potentiality of the fish market in given zone area.

Secondary Data: The secondary data will be collected from different articles, journals, websites, and companies' previous records. such as Hand Book of Fishery Statistics published by the Government of India and the State Fisheries Department. Additionally, linear regression will be done for the study. Trend lines with time series data on fish seed production and inland fish production are fitted for forecasting purposes.

TOOLS OF ANALYSIS:

Basic, appropriate statistical tools will be used for analyzing the data. The data collected from the respondents will be scored, tabulated, and analyzed using the following statistical tools and techniques: percentage, pie chart, data representation, and bar graphs. The Garrett ranking table will be used for market analysis of the products of the organization.

Analysis method to estimate the market potentiality and price level in zone level.

- Market research on the target group stores by knowing the geographic level of location to customer potentiality.

- Competitive analysis method to estimate the competitors and strategies are followed to know the differences between the competitors and our company potentiality.

MARKET RESEARCH:

- **Demand:** Is there a desire for your product and service?

- **Market size:** How many people would be interested in your offering?

- **Economic indicators:** What is the income range and employment rate?

- **Location:** Where do your customers live and where can your business reach?

- **Market saturation:** How many similar options are already available to consumers?

- **Pricing:** What do potential customers pay for these alternatives?
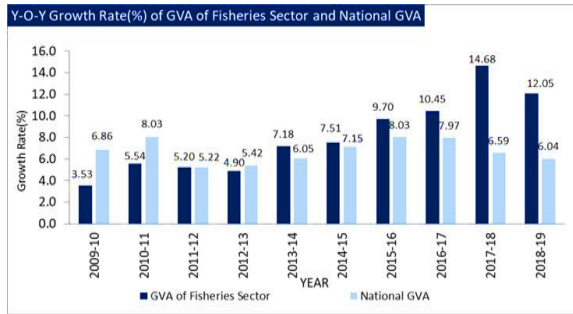
COMPETITIVE ANALYSIS:

Under the method of competitive analysis should identify company competition by product line or service and market segment. Assess the following characteristics of the competitive landscape:

- Market potentiality

- Strengths and weaknesses of consumer

- window of opportunity to enter the market

- The importance of target market to company competitors

- Any barriers that may hinder to enter the market

- Indirect or secondary competitors who may impact success.

Bar graph:

A bar graph is a specific way of representing data using rectangular bars in which the length of each bar is proportional to the value it represents. It is a graphical representation of data using bars of different heights. In real life, bar graphs are commonly used to represent business data.

Bar graph were used with well labelled axis, legends, columns are numbered with percentage of the respondents. It is used to determine frequency of **consumption patterns** grown in study area, frequency of different type of farm fish ordered by consumer.

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Growth rate of inland fisheries sector in India

Pie chart:

A **pie chart** is a type of graph that represents the data in the circular graph. The slices of pie show the relative size of the data, and it is a type of **pictorial representation of data.** A pie chart requires a list of categorical variables and numerical variables.
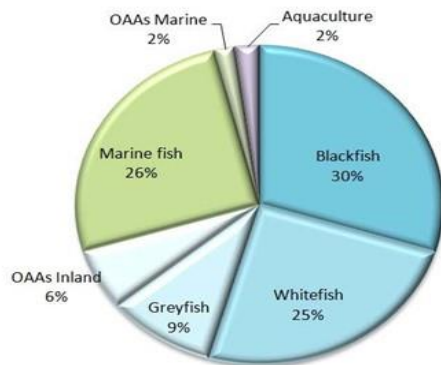
Income level distribution of consumer :

| Income group	Percentage of total (n= 40)
Middle -level income group	40%
Upper-level income group	35%
Lower-level income group	25%
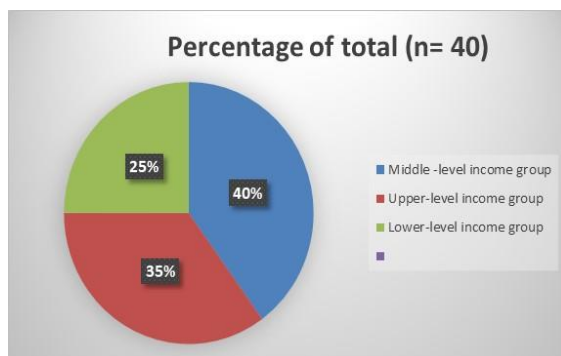
Income level of the consumer in Coimbatore district

TARGETING GROUPS:

Under by the targeting groups of the consumer was measured to determine the market potentiality of the targeting store. hence it easy to implement the business strategy of the concerned targeting stores based upon the area and location of the zone. Targeting, also known as multisegmented marketing, is a marketing strategy that involves identifying specific personas or markets for specific content. Companies use target marketing to learn more about their consumers and thus create advertisements for specified groups to maximize response.

List of targeting group of stores selling the farm fishes in Coimbatore district

Types of stores	Percentage of market potentiality of the consumer (n=40)
Department store	20%
Super market	15%
Organic store	25%
Hyper market	5%
Grocery	30%
Gym centers	3%
Beauty parlor	3%
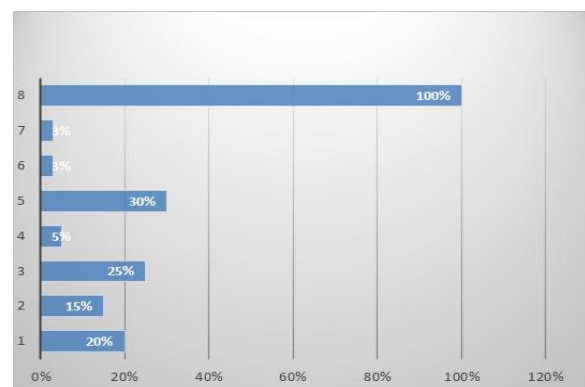
Market potential level of consumer preferring farm fishes in Coimbatore district

CONCLUSION:

In India's national economy, the fisheries sector holds a prominent position. Fisheries play an important part in our country's

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socioeconomic growth because it helps to increase food supply, create job opportunities, improve nutritional levels, and earn foreign exchange, among other things. In its primary, secondary, and tertiary parts, the sector employs around 14 million people. For millions of people around the world, the fishing industry is a vital source of food, nourishment, and livelihood.

In the financial year 2022, inland fish production in India was over 12 million metric tons. This represents a notable increase of 7.76 percent compared to the previous financial year, which recorded production of over 11 million metric tons.

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