

FISH MARKETING SYSTEM IN DISTRICT BUDAUN (U.P.)

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ABSTRACT : The presented paper reveals the fish marketing status and condition prevailed in the channel causes inference in the development of fish market in Budaun district of U.P, It also deals impact of marketing channels of fishery over the development of culture and capture fishery potential. Despite the problem exists in the system, the conventional marketing procedure to sale and purchase of fish, turnover and demand of local people is praise worthy. The properly channeled marketing systems will boost the development of fisheries and creates awareness among the people and also enhance the consumption of fish produces at local level. It will also make the conception of better quality in terns of freshness. It will also promote the per capita income as well as consumption of fish as main diet supplement.

Key Words : Marketing pattern, Indian major carps, PRA and RRA technique, culture and capture fishery.