

MARKETING PROBLEMS OF WOMEN FISH VENDORS IN KANNIYAKUMARI DISTRICT WITH SPECIAL REFERENCE TO COLACHEL AREA

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Abstract

This paper examines the challenges faced by women fish vendors in Tamil Nadu, focusing on their socio-economic status in Kanniyakumari District, specifically Colachel. The major issues include lack of market access, gender discrimination, financial resources, inadequate market facilities, social stigma, and lack of legal protection. The paper suggests solutions such as capital access, infrastructure improvements, health and safety assurance, and legal protection to empower these women fish vendors and improve their livelihoods.

Key words: *women fish vendors, financial resources, social stigma, safety assurance*

INTRODUCTION

Fishing is one of the oldest economic activities of the human race, closely followed by agriculture. Fish and seafood are essential for a wholesome food supply, providing protein, fat, and medicinal value. Fish, with its 'omega' chemical element, can be consumed by people with heart problems and have both nutritive and curative powers. In India, rare and good varieties of fish are found, and 'prawn' is considered the queen of fish. Millions of people worldwide have profitably engaged in fishing and fish trading, with fish and fishermen being inseparable. However, the fruits of their struggle around water do not always reach the people, and many hurdles persist. Fishing has been a traditional occupation for a significant portion of the population, and its economic conditions depend on fish catches. Fisheries development is essential for improving food production and diet quality in developing countries. Fish provide an ideal supplement to many inhabitants, providing essential protein, vitamins, and essential minerals.

OBJECTIVES OF THE STUDY

1. To study the socio-economic status of women fish vendors in Kanyakumari district
2. To identify the marketing problems of Women fish vendors in fish vending.

REVIEW OF LITERATURE

Manjuparthania Bisurs and Rama Mohan Rao (2014) The study suggests that enhancing women's productivity and self-reliability in fisheries can improve their living standards, and promoting entrepreneurial activities and training in natural disaster management can provide employment opportunities.

Guruprasad and Gaddem Narasimha Rao (2014) The environments are often subjected to degradation at an alarming rate leaving a very gloomy future. Due to increasing coastal population and growth in mechanized boat operations all along the coastline, the socio-economic status of the fishermen community is now in a fragile state. It is time that a thorough understanding of the socio-economic status of the coastal population, their limitations to compete with affluent.

Nurul et al. (2013) The result shows that poverty is still a major problem faced by the fishermen in the study area. Poverty is evident in economic life of the fisherman and their housing condition. Basically, the problems faced by the fishermen can be classified into two general problems, namely (1) the problems encountered related to socio-economic life of fishermen and (2) the problems related to the physical condition of housing/settlement area. In terms of socio-economic sustainability of the profession as fishermen, the problems faced include low income, limited capital and fishing equipment, low education level and lack of skill and technology

METHODOLOGY

The study utilized primary data collected through questionnaires and direct interviews, with a total sample size of 200, using simple random sampling techniques.

TOOLS OF THE STUDY

The study mainly focuses on small fish vendors in Colachel. The researcher analysed the data by using percentage and liker's five point scaling methods. The variables are selected by the researcher during the research period. These variables are the main key points of this study.

DEMOGRAPHIC PROFILE OF WOMEN FISH VENDORS

The researcher analyzed the socio economic conditions of fishermen such as age, marital status, education monthly income and monthly expenditure.

TALE 1.1 AGE OF THE RESPONDENTS

Particulars	Respondents	Percentage
Up to 30	20	10
31-40	60	30
41-50	80	40
Above 50	40	20
Total	200	100

Source: primary data

The table 1.1 shows that age group of respondents of women fish vendors from Kanniyakumari district in Colachel area. It shows that 40 percentage of respondent in the age group of 41-50 in the fish vending business. 20 percentage of respondent in the age group of above 50 in the fish vending business.

TABLE 1.2 MARITAL STATUS OF RESPONDENTS

Particulars	Respondents	Percentage
Married	50	25
Unmarried	90	45
Widow	60	30
Total	200	100

Source: primary data

Table1.3 shows that marital status of respondents from Kanniyakumari district in colachel area. The table shows that 76.67 percent of the respondents are married and also called as 30 percent of the respondents are widow.

TABLE 1.3 EDUCATIONAL STATUS

Particulars	Respondents	Percentage
Illiterates	110	56
Primary	45	21
Higher secondary	43	20
Graduates	2	3
Total	200	100

Source: primary data

Table 1.3 shows that educational status of respondents from Kanniyakumari district in colachel area. The table shows that 56 percent of respondents are primary and also called as 3 percent of respondents are graduates.

TABLE 1.4 MONTHLY INCOME OF RESPONDENTS

Particulars	Respondents	Percentage
Below ₹10,000	40	20
₹10,001-₹20,000	80	40
₹20,001-₹30,000	60	30
Above ₹30,000	20	10
Total	200	100

Source: primary data

The above table 1.4 revealed that monthly income of respondents from Kanniyakumari district in colachel area. The table shows that (40) percent of respondents are earn between in the income group of 10001-20000, (10) percent of respondents are earn between in the income group of above 30,000.

TABLE 1.5 MONTHLY EXPENDITURE OF RESPONDENTS

Particulars	Respondents	Percentage
Below ₹10,000	50	25
₹10,001-₹20,000	120	60
₹20,001-₹30,000	20	10
Above ₹30,000	10	5
Total	200	100

Source: primary data

The above table 1.5 revealed that monthly expenditure of respondents from Kanniyakumari district in colachel area. The table shows that (60) percent of respondents are between in the expenditure group of ₹10001- ₹20000, (5) percent of respondents are earn between in the expenditure group of above ₹30,000.

MARKETING PROBLEMS OF WOMEN FISH VENDORS

The present marketing situation as well as socioeconomic condition of head loading fisher women. In their day to day life, they encounter so many challenges related to marketing field such as lack of transport facilities, toilet facilities, portable water facilities, undefined working hours and working days, sexual harassment, uncertain bargaining, gender discrimination, fear of loss and so on. Especially in the case of gender discrimination and sexual harassment they tackle it boldly, which is handled with their mental courage. In the marketing field the male fish vendors treat them as their equal competitors. Which represents that the female fish vendors have been empowering themselves competes with their male counterparts. This study surveys the various costs incurred by the women fish vendors for the single time fish vending and also important available fish species and their prices during the different seasons. Further more this research also highlights the volume of daily transaction of women fish vendors and their preferable marketing places for different species of fish.

TABLE NO.1.6 MARKETING PROBLEMS OF WOMEN FISH VENDORS

SL. No	Marketing Problem	Very High	High	Neutral	Low	Very low	Total	Mean score	Rank
1	Lack of access to market	84 (420)	68 (272)	32 (96)	12 (24)	4 (4)	200 (816)	4.08	I
2	Gender discrimination	64 (320)	64 (256)	36 (108)	34 (68)	2 (2)	200 (754)	3.77	II
3	Inadequate infrastructure	44 (220)	104 (416)	8 (24)	36 (72)	8 (8)	200 (740)	3.70	IV
4	Limited financial resources	40 (200)	100 (400)	12 (36)	36 (72)	12 (12)	200 (720)	3.61	VI

5	Lack of transport facilities	50 (250)	50 (200)	62 (186)	30 (60)	8 (8)	200 (704)	3.52	IX
6	Market information gap	52 (260)	76 (304)	8 (24)	56 (112)	8 (8)	200 (708)	3.5 4	VII
7	Lack of Training and skill.	24 (120)	88 (352)	12 (36)	48 (96)	28 (28)	200 (632)	3.16	XIII
8	Quality control issues	16 (80)	84 (336)	56 (168)	20 (40)	24 (24)	200 (648)	3.24	X
9	Lack of storage facilities	48 (240)	80 (320)	20 (60)	24 (48)	28 (28)	200 (696)	3.54	VII
10	Legal and regulatory barriers	40 (200)	60 (240)	16 (48)	72 (144)	12 (12)	200 (644)	3.22	XI
11	Poor access to credit and capital	62 (310)	72 (288)	33 (99)	28 (56)	5 (5)	200 (758)	3.79	III
12	Lack of hygienic	50 (250)	80 (320)	30 (90)	36 (72)	4 (4)	200 (736)	3.68	V
13	Social and cultural constraints	28 (140)	72 (288)	28 (84)	52 (104)	20 (20)	200 (636)	3.18	XII

Source: Primary Data

It is inferred from the table 1.6 that the main problems in marketing is due to ‘Lack of access to market’ which has been ranked I with highest mean score of 4.08. The second problem is ‘Gender discrimination’ with the mean score of 3.77. ‘poor access to credit and capital’ is ranked third as it has the next highest mean score of 3.79. followed by that ‘inadequate infrastructure’, ‘lack of hygienic’, ‘limited financial resources’, both ‘lack of storage facilities’, ‘market information gap’ ‘lack of transport facilities’, ‘quality control issues’ with mean score of 3.79, 3.70, 3.68, 3.61, both 3.54, 3.52 and 3.24 respectively and have next ten places. The least important problems are ‘legal and regulatory barriers’, ‘social and cultural constraints’ and ‘lack of training and skill’ as they gain lowest mean scores of 3.18 and 3.16 and have been ranked last as XII and XIII.

FINDINGS

Majority of respondent in the age group of 41-50 years involved in the fish vending business. 45 percentage of respondents were married. Majority of respondents are illiterates. Majority of respondents are earn monthly income group of ₹10,001- ₹20,000. Majority of respondents are monthly expenditure group of ₹10,001- ₹20,00. The main problem in marketing is due to ‘Lack of access to market’ which has been ranked I with highest mean score of 4.08. The second problem is ‘Gender discrimination’ with the mean score of 3.77. ‘poor access to credit and capital’ is ranked third as it has the next highest mean score of 3.79. The least important problems are ‘legal and regulatory barriers’, ‘social and cultural constraints’ and ‘lack of training and skill’ with mean scores of 3.22, 3.18 and 3.16.

SUGGESTIONS

1. Facilitate access to microfinance programs, enabling fisherwomen to invest in better equipment, storage, and transportation.
2. Fishermen Free Housing Scheme should be extended to all Fishermen who live in huts or Kutcha houses
3. Lack of proper storage facilities can lead to spoilage. Advocate for or collaborate on initiatives that provide access to cold storage facilities, ensuring the preservation of the catch.
4. Facilitate access to microfinance programs, enabling fisherwomen to invest in better equipment, storage, and transportation.
5. Provide training on financial literacy to empower fisherwomen to manage their earnings effectively.

CONCLUSION

Women contribute a major workforce and should be considered equal partners in growth and development of the world, but it is not so especially in developing and underdeveloped countries. Women

in Agriculture (WIA), Women in Fisheries (WIF) were the offshoots of Women in Development (WID) focusing on the gender issues related to specific areas. Several workshops have been conducted world over emphasizing the role of women and children in fisheries. The World Fisheries Conference in Rome in 1984 stressed the vital contribution that women make in fisheries directly and indirectly.

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