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## A case study on marketing of Hilsa on the behalf of producer's, share in consumer's rupees, price spread & marketing efficiency in south 24 Parganas, West Bengal

**Ranajit Saha, Amit Kumar, Dr. Nitin Barker, Dr. Ameesh John Stephen and Dr. Anupriya Paul**

#### Abstract

India is the second-largest fish-producing country in the world accounting for 7.56% of global production and contributing about 1.24% to the country's Gross Value Added (GVA) and over 7.28% to the agricultural GVA. West Bengal is the largest fish-producing state and accounts for about 20 percent of the total fish production in India. We have conducted this study in South 24 Parganas district of West Bengal Which is one of the important fish producing area. The present study conducted in the year 2021-22. For the study we have selected Diamond Harbour-I block and 3 villages were selected purposively because those are having maximum number of fishermen as resident. The study reveals there are two marketing channels presents and the price spread is comparatively higher in channel-II.

**Keywords:** Marketing margin, marketing cost, marketing efficiency, price spread, producer's share in consumer rupee

#### Introduction

The Hilsa Fish (*Tenualosa Elisha*), also known as Ilisha belongs to the subfamily Alosinae of Family Clupeidae. Commercially, it is the most important fishery in the estuaries, especially in the Ganga-Hooghly region. Hilsa, by habitat, is a marine fish but migrates in estuaries and rivers for spawning, normally inhabiting the lower region of the estuaries and the foreshore areas of the sea. In India, hilsa fishery exists mostly in the rivers draining into the Bay of Bengal, mainly the rivers Hooghly-Bhagirathi, Godavari, and Mahanadi. In India about 90% of the hilsa catch in the country comes from the Hooghly-Bhagirathi River system. Hilsa is the major component of fishery in the Hooghly estuary, accounting for 15-20% of the total fish landing. The annual hilsa catch from the Hooghly estuary is highly fluctuating over the years. Hilsa landing in the Bhagirathi-Hooghly River system during 2000-01 to 2010-11 varied between 12733 and 77912 t. The price of Hilsa fish is usually high because it is well-known for its numerous health benefits as well as its soft, flavourful taste. It's one of the key reasons why it's so popular. For this kind of popularity, it is also exported globally.

#### Materials and Method

##### Selection of the District

There are 23 districts in West Bengal, out of all these districts, South 24 parganas was purposively selected for carrying out the study because South 24 parganas is the largest fish producer among all. South 24 Parganas is located on the south eastern part of West Bengal and has lots of rivers and cluster of islands.

##### Selection of Block

There are 29 blocks present in South 24 parganas & out of those Diamond Harbour I block was selected purposively for executing the study. Hooghly river is surpassing through this block & for that reason availability of Hilsa is very Prominent in this block.

##### Selection of Village

Out of 67 villages falling in the Diamond Harbour I block; 3 villages are selected purposively for primary data collection. The criteria for selection of villages were the maximum number of farmers grow fisheries and required number of sample farmers were available.

**Analytical Tool**

The stated objectives of this study were fulfilled through tabulation and analytics of the data will pertain to study. To work out the cost of marketing of pineapple various costs associated with it will be aggregate.

**Total cost of marketing:** the total cost incurred on marketing by various intermediaries involved in the sale and purchase of the commodity till it reaches the ultimate consumer will computed as follows:

$$C = cf + cm1 + cm2 + cm3 + \dots + Cmn$$

Where:

C = total cost of marketing

Cf= cost born by the producer from the time produce leaves the farm till the sale of produce.

Cmn = cost incurred by middlemen in the process of buying and selling.

**Producer’s share in consumer’s rupee**

$$Ps = \frac{PF}{Pr} \times 100$$

Where,

Ps = Producer’s share

PF = Price received by the farmer

**Marketing margin**

There alternative measures may be used. The three alternative measures which may be used in estimating market margins are.

a) Absolute margin of ith middlemen (Ami) = PRi - Ppi + Cmi

b) Percentage margin of ith middlemen (Pmi)

$$\frac{PRi - (Ppi + Cmi)}{PRi} \times 100$$

Where,

PRi = Total value of receipts per unit (sale price)

Ppi = Purchase value of goods per unit (purchase price)

**Marketing Efficiency**

Marketing Efficiency refers to the degree to that market costs mirror all obtainable, relevant info. If markets area unit economical, then all info is already incorporated into costs, and then there’s no thanks to “beat” the market as a result of there are not any undervalued or overvalued securities obtainable.

$$MME = \frac{FP}{MC + MM}$$

Where, MME is modified measure of marketing effectiveness

FP=Price received by farmer

MC=Marketing cost

MM=Marketing margin

**Price spread**

The price spread is workout by computing the difference between the market price and the net price received by the producers. This difference represents the gross marketing margin.

$$Gmm = pc - pfb$$

Where:

GMM = gross marketing margin

Pc = price paid by consumer

Pfb = price received by producer

**Results & Discussion**

To analysis marketing margin, marketing cost, market efficiency, price spread, consumers share in producers’ rupees of Hilsa fish,

Channel-I: Producer → Consumer.

Sl. No.	Particulars	Hilsa/Kg
	Sale price of the producer	750
1.	Cost incurred by Producer	
a.	Packing cost	25
b.	Transport cost	10
c.	Total cost	35
d.	Net price of Producer	715
	Purchase price of Consumer	750
	Producer share in consumer rupee	95.33%
	Marketing efficiency	21.42

Channel-II: Producer → auctioneer → wholesaler → retailer → consumer

Sl. No.	Particular	Hilsa/Kg
1.	Sale price of producer	800
	Auctioneer commission	48
	Total marketing cost	25
	Net price of producer	727
2.	<b>Cost incurred by Wholesaler</b>	
	Buying price of Wholesaler	800
a.	Transport cost	10
b.	Packing cost	5
c.	Loading & unloading	7
d.	Miscellaneous	12
e.	Total marketing cost	34
	Wholesaler margin	350
	Wholesaler selling price	1184
3.	<b>Cost incurred by Retailer</b>	
	Buying price of Retailer	1184
a.	Transport cost	11
b.	Packing cost	8
c.	Loading & unloading	7
d.	Miscellaneous	10
e.	Total Marketing cost	36
	Retailer margin	150
	Retailer selling price	1370
	Total Marketing cost	95
	Total Marketing margin	500
	Consumer buying price	1370
	Price spread	570
	Producers share in consumer rupee	53.06%
Marketing efficiency	2.3	

**Comparison of marketing cost, marketing margin, price spread, Producer’s share in consumer’s rupee & marketing efficiency in different marketing channels**

Sl. No.	Particular	Channel-I	Channel-II
1.	Total marketing cost	35	95
2.	Total marketing margin	0	500
3.	Price spread	35	570
4.	Producer’s share in consumer’s rupee (%)	95.33%	53.06%
5.	Marketing efficiency	21.42	2.3

In marketing channel-I there are no intermediaries involved. It shows the total marketing cost incurred for a producer which

involves packing, weighing of the Hilsa fish which is Rs 35/kg and market efficiency recorded 21.42, Producers share in consumers rupee recorded 95.33%.

In marketing channel-II four intermediaries were identified in this marketing channel. Producer sells his produce to wholesaler through auctioneer. Producer finds targeted traders and auctions the produce to traders and in turn sells it to the traders in the market. The auctioneers take a commission percentage from the fishermen. Then wholesalers store the fish and transport to different retailers. In this period, the marketing cost for producer stands Rs. 25/kg; marketing cost and margin of wholesaler stands Rs. 34/kg, Rs. 350/kg respectively. Retailer's marketing cost and margin stands Rs. 36/kg, Rs.150/kg respectively. The end consumer buys the Hilsa at a price of Rs. 1370/kg. Here the total marketing cost is recorded Rs. 95/kg, marketing margin is recorded Rs. 500/kg, price spread is recorded Rs. 570/kg, producers share in consumers rupee is recorded 53.06%, marketing efficiency is recorded 2.3.

### Conclusion

The study reveals that in the study area there is basically 2 marketing channels available.

The channel-I shows the marketing channel-I, in which there are no intermediaries involved. It shows the total marketing cost incurred for a producer which involves packing, weighing of the Hilsa fish which is Rs 35/kg and market efficiency recorded 21.42, Producers share in consumers rupee recorded 95.33%.

In the channel-II, four intermediaries were identified in this marketing channel. Producer sells his produce to wholesaler through auctioneer. Producer finds targeted traders and auctions the produce to traders and in turn sells it to the traders in the market. The auctioneers take a commission percentage from the fishermen. Then wholesalers store the fish and transport to different retailers.

The price spread was higher in lengthy channels and lesser in shorter channels when producers marketed directly to the consumers and then realized shares upwards of 90 percent of the consumers rupee.

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