

# **Women dominance in fish marketing: A case study of women retailers in Goa, India**



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**Session 6: Women achievers: Success stories of women entrepreneurs in aquaculture and fisheries**

# INTRODUCTION

- **Goa** is one of the smallest states in India with coast line of 104 kms **contributes 2.5% of the total GDP** of the state.
- Goa is visited by large number of international and domestic tourists each year. **Rice with fish curry** is the staple diet in Goa. Fish assumes greater significance to the people of Goa food of more than **90%** per cent of population and it forms an integral part of Goan life and culture as it forms one of the most important items of the.
- **Mackerels and sardine** contribute 50% of the marine catch.
- **Women** form around 48% of this population and dominated in fish marketing in Goa

## **Dominant fish species:**

- Nearly 30 to 35 marine fish species
- **Mackerel**, sardines, prawns, squids, sharks, tuna, sole fish, seabass, catfish, shark, **seerfish**, **shrimps**, **crabs**, **pomfrets** and **snappers** etc.



## **MATERIALS AND METHODS:**

- Mormugao taluka ( $15^{\circ}38'18''$ N and  $73^{\circ}58'37''$  E) of District South Goa on the west coast of India.

### **Selection of respondent**

- to access the economic status, anthropometric measurement, morbidity status and constraints.
- Overall 74 respondents were interviewed.

### **Sampling**

- The interview schedule as per the Khode (2018).
- The constraints were studied using the Garret score technique (Garret and Woodworth, 1969).

# FISH REATILING MARKETS IN GOA

Male : 3  
Female : 71



**Vasco city fish market**



**Dabolim market**



**Vaddem market**



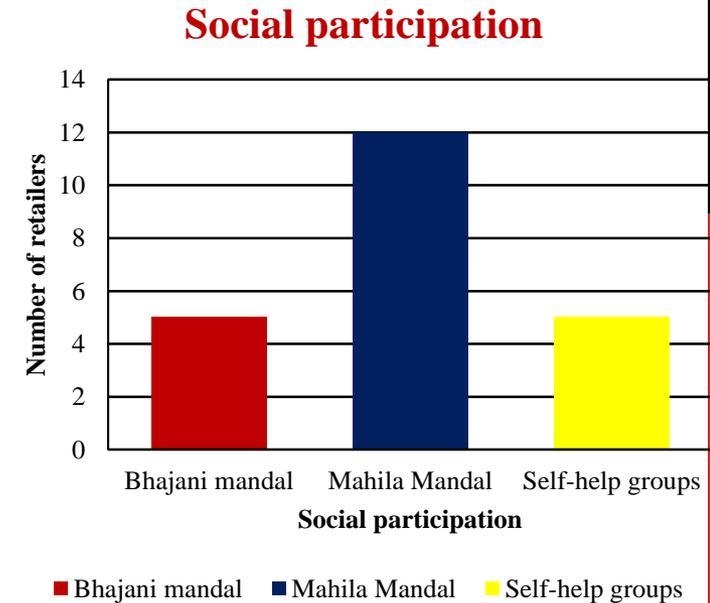
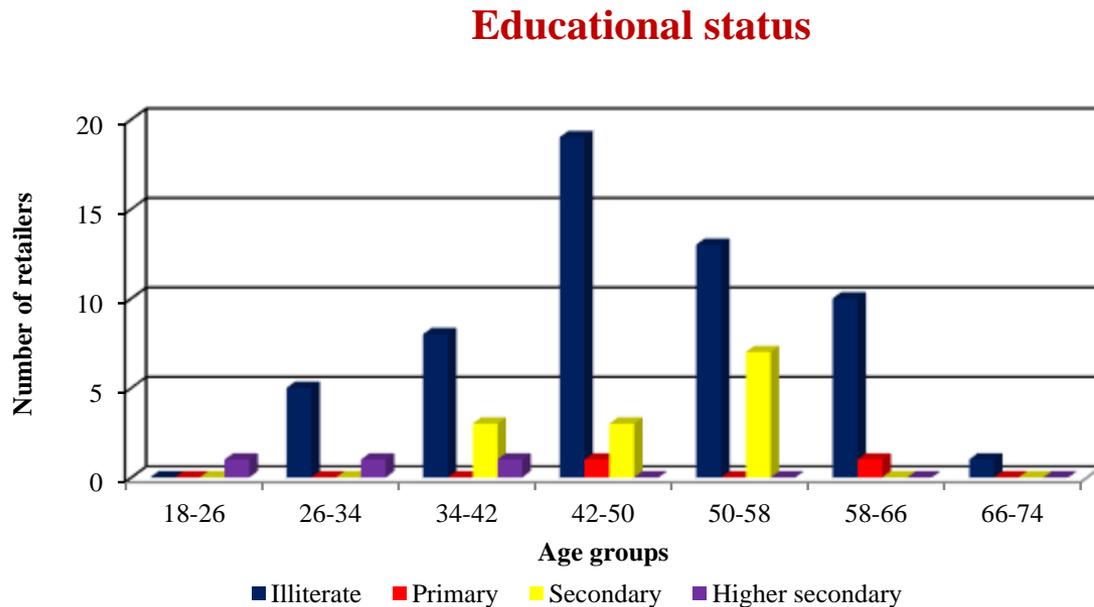
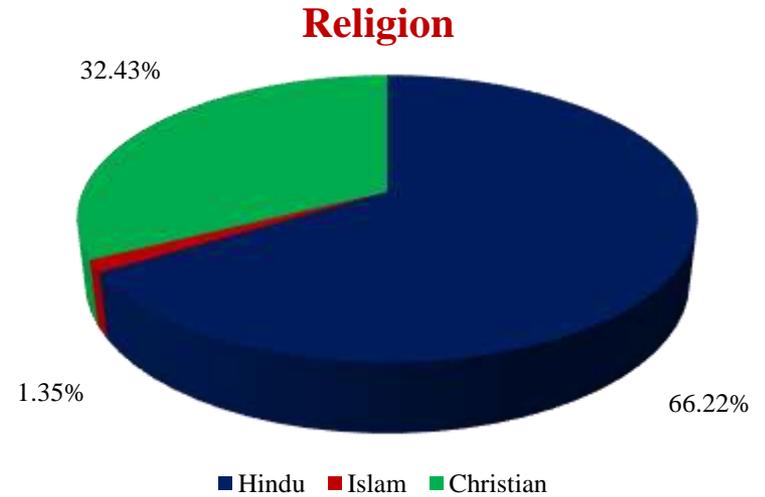
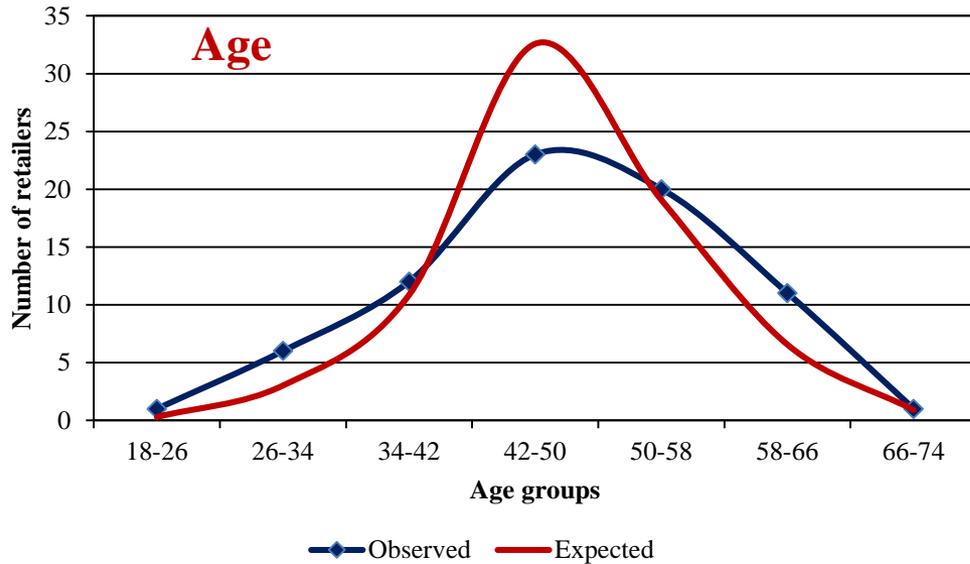
**Mundvel market**



**Baina market**

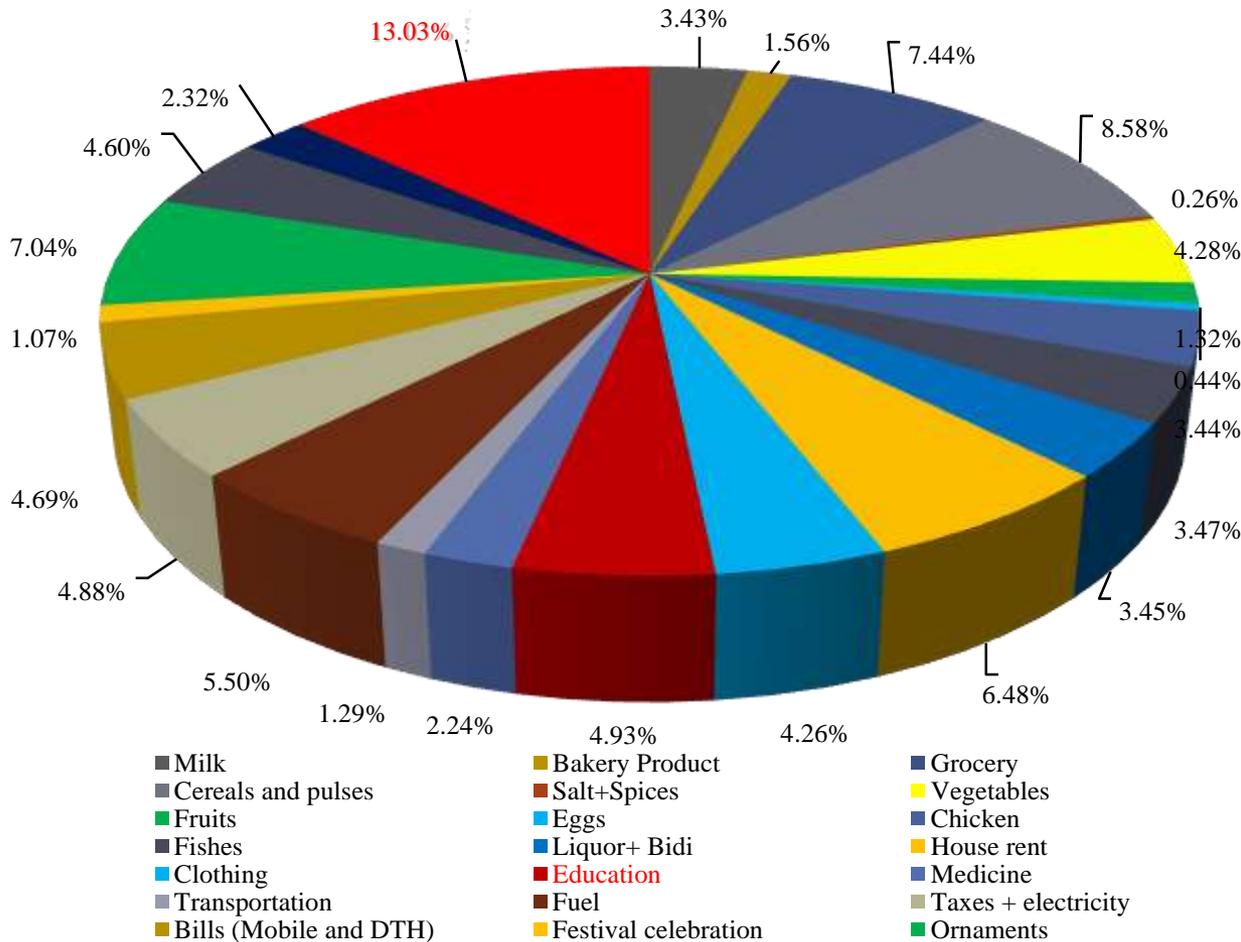
# RESULTS - Social aspects

Male : 3  
Female : 71



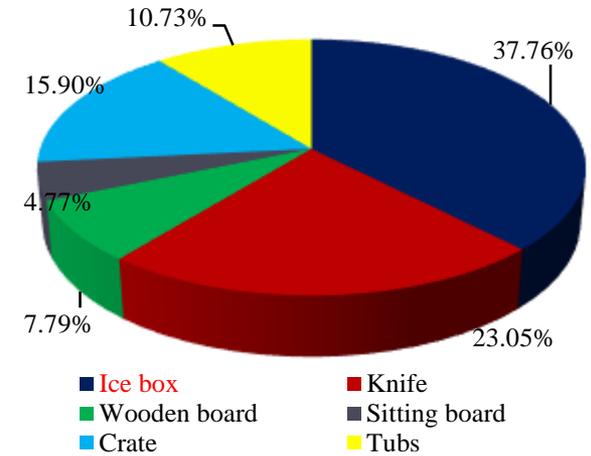
# ECONOMIC ASPECTS

## FAMILY BUDGET

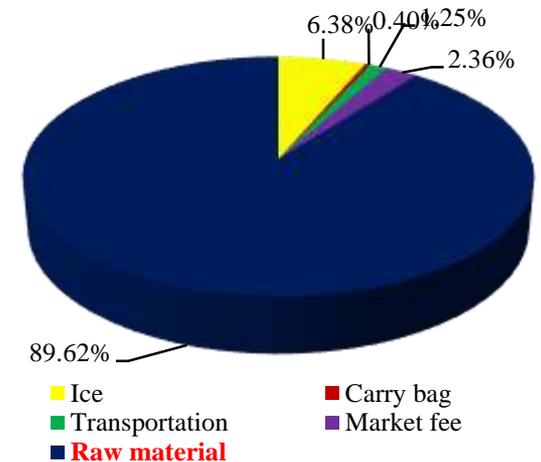


## COST AND RETURN

### A. Capital cost



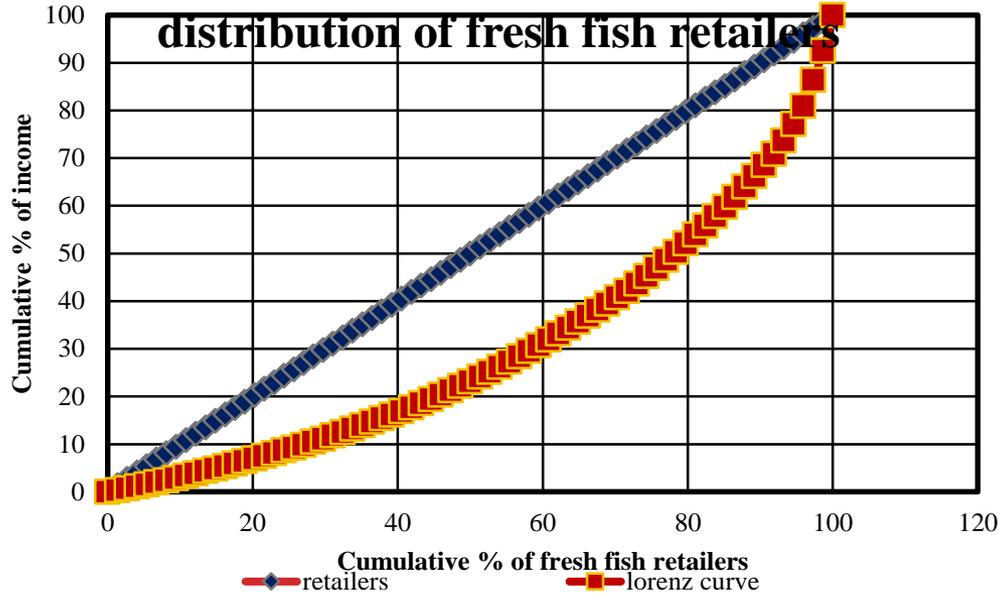
### B. Variable cost



# GINI COEFFICIENT

## Lorenz curve on the income

### distribution of fresh fish retailers



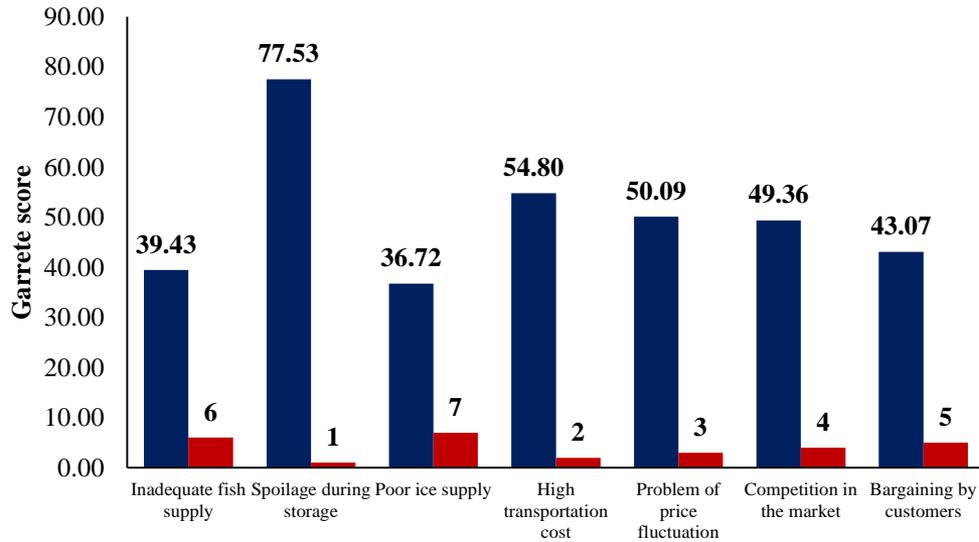
# HEALTH STATUS

## Anthropometric measurement:

1. Normal range of BMI - 55.40%
2. Overweight - 39.18%
3. Chronic Energy Deficiency IV) - 5.40%
4. Back pain - 20.87%
5. Joint pain problems - 16.48%

# CONCLUSION

- Women participation in fish retailing having very low education level of retailers and needed to be improved by providing them education and appropriate policy support for their upliftment.
- Markets highlighted indicate the need for governmental interventions in providing infrastructure and transportation facilities within the study area to encourage the retailers.



## Marketing constraints

■ Garrete score

...e and  
...markets  
...fish



...formation about their states to access the economic  
...ene facilities and constraints of fresh fish retailers.

...st run was conducted to check the correctness of the  
...selected markets by using simple random sampling  
...el was used (Zar, 2006). The constraints faced by the  
...Woodworth, 1969).

...fish market



Dabolim fish market



...sh species: Nearly 30 to 35 marine fish species



		Old age (Above 51)	
3	Marital status	Married	
		Unmarried	
		Widow	
4	Religion	Hindu	
		Muslim	
		Christian	
5	Occupation	Primary occupation	
		Secondary occupation	

Distribution of items under capital and variable c



**Anthropometric measurement**

- Normal range of BMI - 55.40%
- Overweight - 39.18%
- Chronic Energy Deficiency - 5.40%
- Back pain - 20.87%

