

Fish Demand Paradigms and Perspectives Across Telangana, India

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Introduction

The fish supply in the country continues to show unprecedented growth over the last two decades. However, the fish demand exhibits wide variation across/ within the different states, seasons, and species. For millennia, fish has been acknowledged as a great human food source and is valued as a complete diet. Since high malnutrition levels are linked to higher child mortality, this would ensure that the fisheries sector contributes to meeting the Millennium Development Goals (MDGs: Goal 4- Reducing child mortality; Goal 5- Improved maternal health). Telangana is one of the main fish producing and consuming state in the nation where the per capita fish consumption of fish is one and half times the national average. The demand and supply relations are on par over the years.



The demand continues to surge high due to the varied fish consumption preference, income, and demand. The fish demand and supply relationship of Telangana are often bolstered by the doctrines of fish availability, accessibility, and affordability. There is a scarcity of specific information on household fish consumption patterns, and types of fish ingested. As a result, the current inquiry was carried out to find out the status of Telangana people in terms of the trends/ patterns of fish intake or fish consumption throughout the inland urban and rural locales, the major drivers of fish consumption, the key barriers to fish consumption faced by consumers and the findings of this study will be useful in launching future research efforts on related topics.

Objectives

The overall objectives of the proposed study are to analyze the fish consumption paradigms across the two selected study areas, with special focus on:

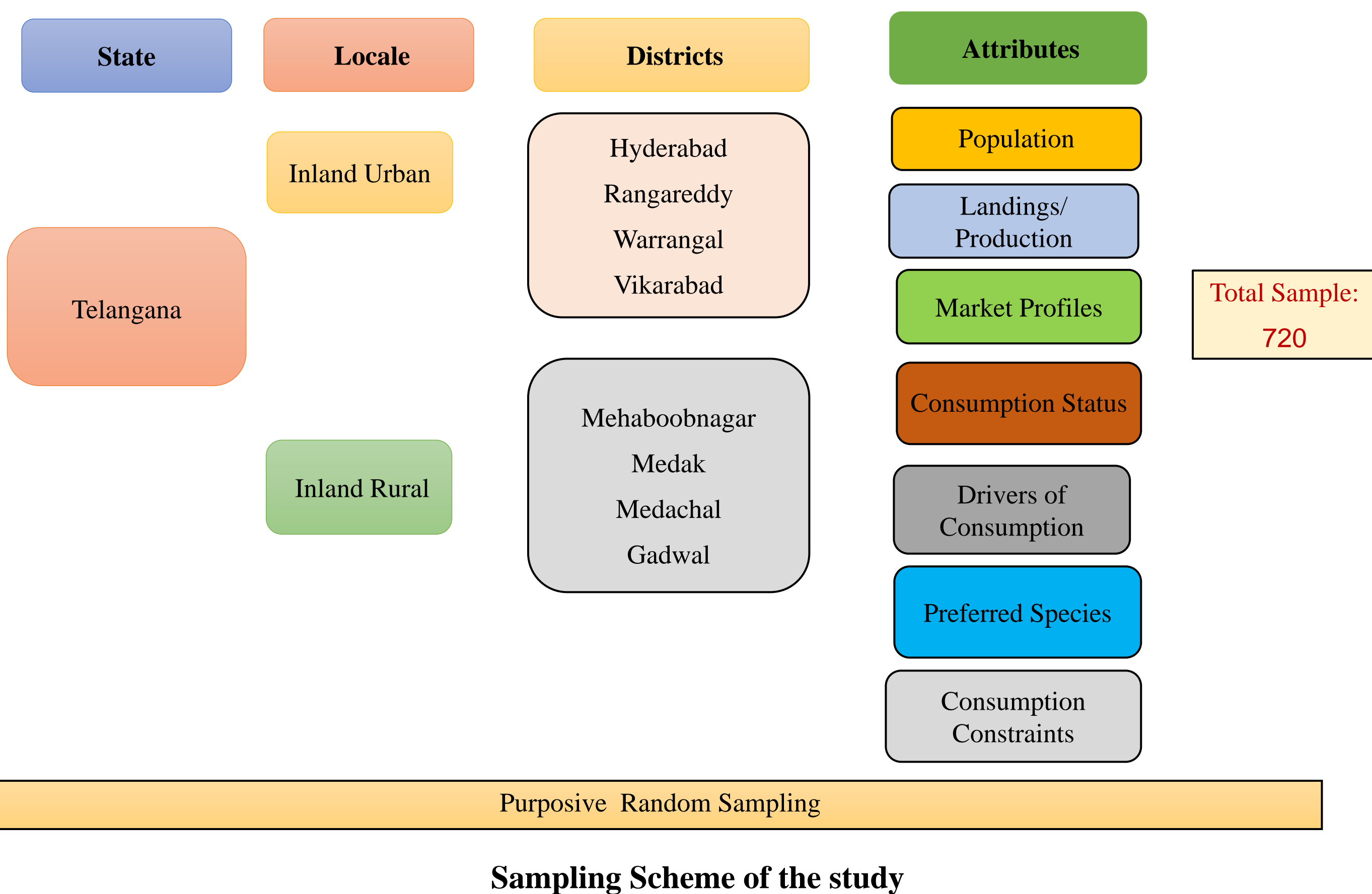
- Analyzing the trends and pattern of fish consumption.
- Identifying the major factors that drives people for fish consumption.
- Assessing major constraints of consumption.

Material and Methods

The study was based on the primary data gathered from two regions of Telangana covering urban - rural locale. Accordingly, 720 consumer households from urban and rural regions were studied using with a well-structured questionnaire post reconnaissance study. The schedule elicited the information on the personal profile, income, expenditure, fish consumption pattern, major preferred species, major buying source, the factors which drives people to consume fish.

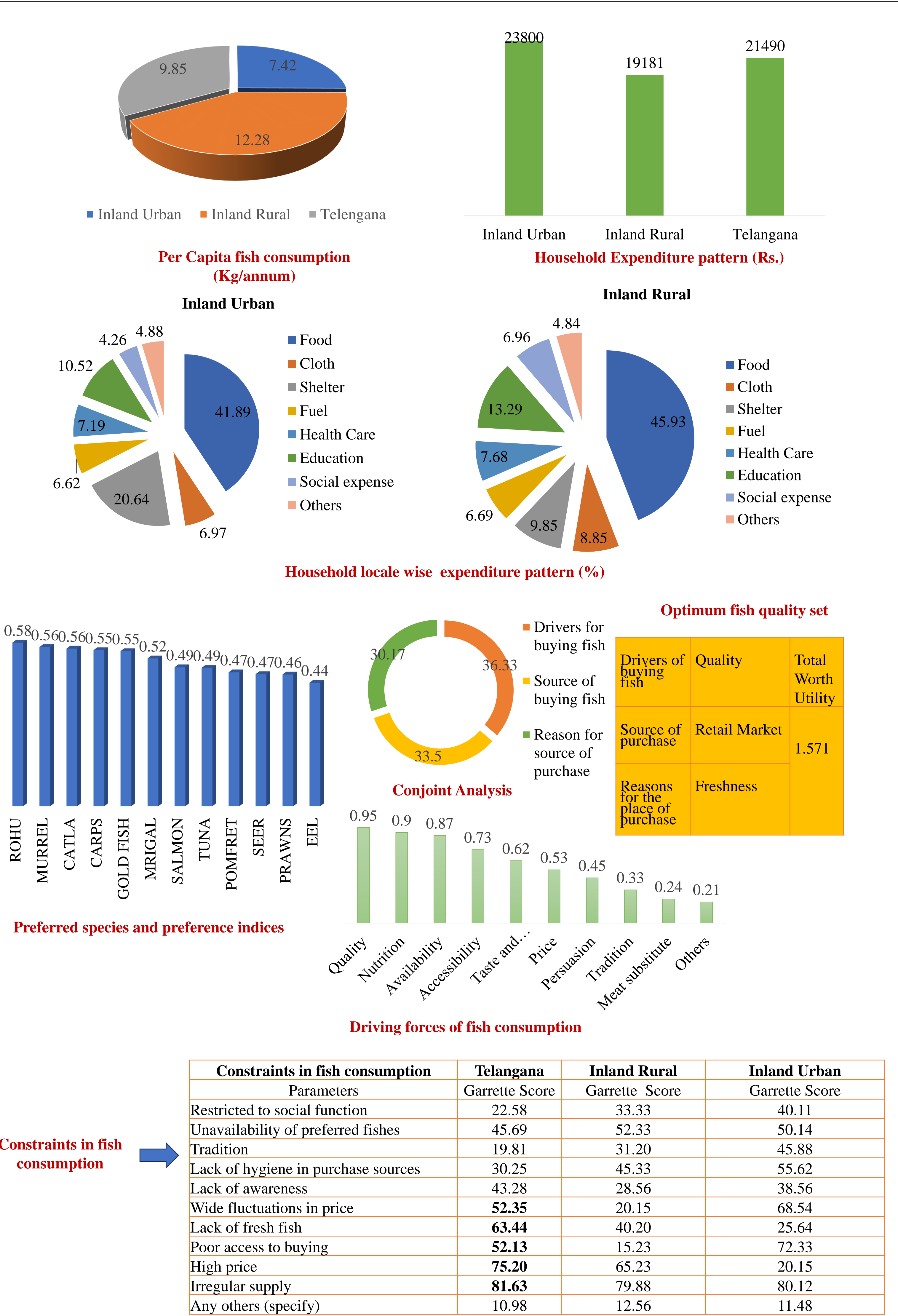
Design of Study

Sample frame : 90 respondents each district.
Study Area : Urban – Hyderabad , Rangareddy, Warangal, Vikarabad
Rural – Mehaboobnagar, Medak, Medachal, Gadwal



Tools of analysis : Percentage analysis, Conjoint analysis, Discriminant Analysis, Garrette ranking method.

Results and Discussion



Conclusion

- The fish consumption of Telangana is steadily increasing.
- The average annual per capita fish consumption across the study locales was found to be 9.85 kg ranging from 7.42 kg (inland urban) to 12.28 kg (inland rural).
- Irrespective of the increased price of fish, increasing the fish consumption rate reached its peak that majority of the consumers consume fish on regular basis.
- Main source of fish purchase is the retail markets followed by wayside markets.
- The major constraints in fish consumption was the irregular supply, followed by consumption restricted due to high price, wide fluctuations in price, lack of fresh fish and lack of hygiene in purchase sources.
- Ensuring the availability and affordability of fish is highly important and could be augmented without any fail.
- The local fishermen of the area should be made aware of following good handling practices in order to fetch quality standard and good price.
- Proper guidelines and practices could be adopted for increasing consumption and improving hygiene standards in the fish supply chain.

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