

**MARKETING PROBLEMS FACED BY THE FISHERMEN IN THE  
MANMUNAI NORTH DIVISIONAL  
SECRETARIATE DIVISION IN BATTICALOA DISTRICT**



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## ABSTRACT

Fish is the safe food in all over the world and fishery industry is one of the oldest industries in the world. Sri Lanka, like other countries in the Asian region has an agricultural economy and the fishing sector plays an important role in the economy and social development of the country. Even though Sri Lanka has broad coastal area with source to fishing that significantly contributed to the development of the country over the last two decades. Also, it is a fast going importance in the Sri Lankan economy. Fishery sectors contribution to the Gross Domestic Product (GDP) was 2.7% in 2005, directly employing about 160,300 persons and another 50,000 persons in related activities. However, over 700,000 people depend on fishery industry for their livelihood. The per capita consumption of fish is around 9.37 Kg. per annum in 2005. The Exclusive Economic Zone (EEZ) where Sri Lanka has jurisdiction over is the ocean area of 517,000 Sq. km., which is roughly six times of her land area. However, the yield is very low due to lack of marketing facilities for the fish. The Mannar North Division one of them which is facing many problems faced by the fishermen discovered cause for it.

For the purpose of finding out the causes for the marketing problems of fish, the research considers four variables as conceptualization. Those are Price, distribution channel, facilities and Government policy. The information for knowing problems and causes has been collected through the structured questionnaire issued to fishermen in the Mannar North Divisional Secretariat Division. 200 fishermen have been taken from 19 G.N fish landing centre and questionnaires were issued.

The fishermen are unable to sell their fish in higher price due to lack price system in this area and also individual influence for determine the fish prices. The fishermen having problems related with distribution channel, the physical objective of distribution channel includes transport and storage facilities, those are also in very poor level in this division. In addition, they face the problems regarding the contact with other area fishermen and relevant government organization or non- government organization due to poor communication facility. Almost fishermen in this division are small holders and they are without capital for buy the equipment for fishing and marketing. Hence, the fishermen get loans from private sector. Not only that, the Government policy is poor level on behalf of fishermen to market their fish. These crisis faced by the fishermen have lead to very large increase in poverty. Therefore, the ultimate purpose of study is to find out causes for these problems and propose the remedies and strategies to improve the fish marketing.

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