

# Live Fish Marketing of Carps: A Simple Innovative Technique from Surat District, Gujarat (India)

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**Abstract**—In fish culture, transportation of live fish from the wild or hatchery to the grow outs or the markets is of great economic importance. The main objective of this function is to transport as many fish as possible with minimal loss and at economic costs. Transport of live aquatic organisms which is more than a century old, perhaps started in the 1870's. The transporters of live food fish, notably those who carry carps, probably are still second in the total weight of live fish including ornamental fish, moved. The demand for live carps in Surat district is rapidly increasing, more and more retail fish traders and restaurants are offering live fishery products to their high-income customers who are willing to pay. In present scenario India has greater demand of live fish. So, that in future live fish market will bloom. Currently live fish market of carps has been successfully going on in Surat district of Gujarat. The traditional mode of transport was in open earthen pots and metal containers. Harvesting is done in morning time is upto 9:30 to 11:30 am. Man power required for harvesting is 8-10. Different types of net use for harvesting are: - drag net, cast net (Mesh Size - 6 mm), gill net. In freshwater aquaculture mostly Indian major carp and exotic carp are culture i.e. Catla (*Catla catla*), Rohu (*Labeo rohita*), Mirgal (*Cirrhinus mrigala*) and Common carp (*Cyprinus carpio*), Grass carp (*Ctenopharyngodon idella*), Silver carp (*Hypophthalmichthys molitrix*). Drag net was mainly operated with the help of hand and foot. Cast net is operated by expert person. After harvesting the fish is weight by electronic weight balance machine. Then fishes are transfer to the aeration tank which is mainly plastic sintex tank. At the age of marketable size the average individual weight of fish is 1-3 kg. In tank total average weight of fish is 300-320 kg. The tank's frame is made up of galvanize iron which use to support the water tank to avoid bending during filling of water. For base support to tank pillar wood base is prepare. Dimension of tank is 4\*4\*4 ft. square. Water holding Capacity of tank is 1000 liter. (But they are fill 700-800 liter water in tank). White colour tank are used because it will absorb less heat and help to maintain water temperature. For keep fish live, commercial oxygen is provided by using pipe which is connected with oxygen cylinder and provides continuous supply of oxygen into tank. Live fishes along with tank transported to the market by using auto vehicle. Water temperature in transport tanks is usually controlled with ice. Exchanges of tank's water in 2-3 hours upto 40-50%. By this method it is easy to sell live fish at any location like street, local market, wholesale and retail market in Surat because of its easy mode of transportation. Price of dead fish in market: 90 Rs/kg. Price of live fish in market: 160 Rs/kg.

**Keyword:** Carps, Live Fish Marketing, Surat, Transport