

AN ANALYSIS OF THE FACTORS DETERMINING DEMAND FOR FISH IN INDIA

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Abstract

Fishery is a sunrise sector which contributes majorly to nutritional security and employment opportunities in India. Although it is a versatile source of animal protein, studies show that domestic consumption of fish has declined over time despite an upward shift in its production. Consumption behavior, in general, is more complex to comprehend as compared to production. This paper discusses the status and determinants of protein consumption from fish. Using the information from 68th round National Sample Survey (2011-12), the latest available data on household consumer expenditure at all-India level, the paper aims to decipher the factors affecting demand for fish in India. Results from a cross-sectional regression analysis suggest an expected complementary and substitutability role of income and price effects across different sources of animal protein, in line with the theory of demand. The results further highlight the role played by seasonal and geographical factors in determining the demand for fish as a staple protein. The paper highlights the need for strengthening the existing policies and putting in place new initiatives for promoting fish as an acceptable source of protein in India.

Keywords: Fish, consumption, protein, demand, expenditure, rural, urban, seasonality.

JEL Codes: C21, D12, Q21, Q22.