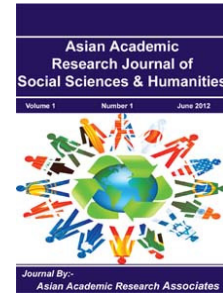




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**DISTRIBUTION CHANNEL AND EXPORT PRACTICES OF FISHER FOLK IN  
KANYAKUMARI, TAMILNADU, INDIA**

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**ABSTRACT**

Fisheries sector plays an important role in India's economy in augmenting food supply, in generating employment, raising nutritional levels and earning foreign exchange. The Fishermen over the years have been witnessing marketing problems in both national and international market. This study was carried out in Kanyakumari district to identify the problems in selling fish both national and international market. The fishermen are facing major problems in processing units and it is been affected by the factors such as awareness of the exporting and the mode of selling they have chosen. Due to daily financial requirements they are in need of money daily. This study revealed channels followed by the fishermen's are determining factor for fish selling in domestic and abroad.

**Keywords: Fishermen, Fisher-Folks, Fish Selling, Kanyakumari, Fish Marketing And Exporting.**