

## Procurement management of slaughter animals by retailers in Madhya Pradesh

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Received : 12.01.2012; Revised : 04.03.2012; Accepted : 08.07.2012

### ABSTRACT

Rearing of livestock and poultry has been an age old practice in India, with about 18 million people engaged in meat sector, namely trade of live animals, hides, bones, casings, horns and hooves etc. Bhopal and Indore districts have highest meat production in Madhya Pradesh state, from each district two taluka were selected namely, Bhopal, Berasia in Bhopal district, Indore and Mhow in Indore district. The sample of 10 sheep and goat meat and 5 buffalo meat retailers' were randomly selected from each Taluka making sample size of 40 sheep and goat meat and 20 buffalo meat retailers. The data were collected through personal interviews by survey method in the year 2010-11. It was found that the retailers procured the slaughter animals from longer distance, especially for buffaloes and marketing efficiency was higher when retailers procured large categories of slaughter sheep, goat and buffalo from farmers while it was lowest when procured from village middlemen and wholesaler. Hence, it is necessary to promote the well developed livestock markets nearer to slaughter houses and their rearing can be encouraged as an enterprise activity by providing subsidy to the farmers so that the meat retailers can increase their profits by procuring maximum number of animals from farmers.

**KEY WORDS :** Livestock, Slaughter animals, Marketing efficiency, Procurement, Meat retailers, Net return

**How to cite this paper :** Singh, Anil, Murthy, C. and Yusuf, Mohammed (2012). Procurement management of slaughter animals by retailers in Madhya Pradesh. *Internat. J. Com. & Bus. Manage*, 5(2): 122-127.

Livestock production contributes important share in gross domestic product (GDP) of the nation and state as well. It contributes around 20 per cent of the national agricultural output and 5.26 per cent of the total GDP. Rearing of livestock and poultry has been an age old practice in India, with about 18 million people engaged in meat sector, namely trade of live animals, hides, bones, casings, horns and hooves etc. Livestock enterprise plays an important role in solving

unemployment problem especially in the rural areas and there by supplement farm income, while organic manure from livestock and poultry enriches the soil fertility and facilitates crop production.

India has a major share in livestock population in the world comprising 18.5 crore cattle, 9.79 crore buffaloes, 6.5 crore sheep, 12.44 crore goats, 1.83 crore pigs and 48.90 crore poultry (2003 livestock Census).

In spite of ample resource and consumption, meat production and its retailing is under traditional and primitive envelope and highly unorganized, The condition of slaughter houses is still miserable and full of dung, decaying offal's, and dogs and pigs ready to spread rabies and other fatal zoonotic diseases (Delhalle *et al.*, 2008). There are only 12 Export Oriented Units (EOU) in the country and none in Madhya Pradesh, using modern technology for production, but that meat is exported, not supplied to domestic market. Meat is an essential component of balanced diet and about

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