



Adoption of marketing channels for selling and purchasing of bullocks

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ABSTRACT

In the present investigation the data were collected from the markets of Akola, Akot, Chohatta bazaar and Murtizapur Tahsils of the district by personal interview of 25 sellers, 25 purchaser and 25 brokers from each market *i.e.* 100 sellers, 100 purchasers and 100 brokers and by filling the questionnaire. It was observed that in all the selected markets, maximum number of sellers sold their bullocks through brokers (79 per cent). The channel of friends or relatives (4 per cent) was adopted by very less number of sellers. While, few sellers sold their bullocks directly (17per cent) to the farmers. Regarding purchasing , it was observed that, maximum number of buyers (85 per cent) purchased bullocks through brokers, while 4 and 11 per cent of buyers used friend or relative and direct method, respectively for buying the bullocks. It was seen that negotiation of price was the major reason (92.94) of sellers behind need of the brokers. Similarly, searching customers (90.58 per cent) was the another important reason of brokers per cent need. Only 3.52 per cent sellers told that they need brokers for guarantee of payment.

KEY WORDS : Broker, Selling, Purchasing, Negotiation, Agriculture produce market

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INTRODUCTION

The marketing of livestock found a prime importance in rural areas, requires good organized and independent cattle markets. But, in India mostly it is combined with the general agricultural marketing activities. There are large numbers of middlemen functioning in such markets they charge with exorbitant manner which leads to wide spread of price in marketing of cattle. Therefore, proper organization for marketing of livestock and livestock products is of great importance for the successful development of cattle industry, as it provides necessary incentive to the cultivator to adopt better methods of cattle husbandry.

Cattle markets are mostly under the control of Agriculture Produce Market Committee (APMC). But the facilities provided by them are not sufficient, in respect of middlemen control, other facilities like animal shed, water arrangement, fodder availability etc. Hence, the sellers and purchasers have to face too many problems

while marketing of cattle.

In Akola district there are seven Agricultural produce market committees controlling the cattle marketing activities. Out of these, four cattle market were selected for study. As there are several problems about marketing which are to be faced by sellers and purchasers, hence, the study was undertaken to suggest suitable recommendations to improve the situation and to solve the problems they are facing.

The present study was undertaken with the objectives to study the general trade practices, the cost of bullocks, the constraints in marketing of bullocks and the marketing of crossbred bullocks.

MATERIALS AND METHODS

The present investigation, was undertaken by collecting the information from bullock sellers and purchasers in Akola district of Maharashtra state in 2007. Data were collected from Akola, Akot, Chohatta bazaar and Murtizapur tahsils of the district by personal interview of 25 sellers, 25 purchaser and 25 brokers from each market *i.e.* 100 sellers, 100 purchasers and 100 brokers and by filling the questionnaire.

The information was collected by survey method from each market on the market day of four markets in the month of February and March 2007, thrice for each market

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