

## Marketed surplus and price spread in marketing channels of young goats in women's SHG

S.S. BANKAR, B.R. PAWAR AND A.D. KAKADE

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### ABSTRACT

Young goat means a goat which can be sold after six month to year for mutton purpose. Investigation was carried out in Ahmednagar district of Maharashtra in the year 2008-09. Five goat rearing women's SHG from which 50 women members were selected for the study. Similarly, ten butchers, ten vendors and ten hotel owners were selected. Cross sectional data were collected from 50 sampled women members and selected market intermediaries. The results revealed that share of own rearing constituted 8.29 per cent. About 51.30 per cent of young goats were sold through channel-III (Producer - butcher consumer), followed by 31.38 per cent by channel-IV (Producer - butcher - village vender - hotel owner - consumer), 6.40 per cent by channel-I (Producer - goat rearing consumer) and 2.16 per cent from channel-II (Producer - meat consumer). It implied that higher quantity of young goats was sold through channel-III. It was clear that price spread was Rs. 4051.65 in channel-IV followed by that of Rs. 394.77 in channel-III, Rs. 31.85 in channel-I and Rs. 27.91 in channel-II.

**Key words :** Young goat, Cost, Margin, Price spread, Butcher, Vender

Goat (*Capra hircus*) belongs to the family Bovidae and is member of genus *Capra*. India ranks first in goat production. Goat is known as poor man's cow in India because it is widely distributed and clearly associated with poor people. Its economic contribution is extremely important for the security and livelihood of people throughout the developing countries. This contribution is varied, and the importance is reflected in terms of revenue generation, cash security and enhanced qualitative human nutrition.

Goat meat is also called as Chevon in India. Goat meat production in India is 0.544 million tonnes. India ranked second in goat meat production. The Angora goat meat is much more delicious than that of any other goat and fetches higher price. It is low in fat. West Bengal produces skins of finest quality. In mountain region of the Nepal and Bhutan goats are used for transport. It also produces high quality manure which is having more nutrient value than cow's manure. Goat milk have high nutritional value in diet. It is important source of protein and vitamin. It is particularly necessary for pregnant mothers and young children. More goat's milk is consumed world wide than cow's milk. Goat is also the important source of fresh

skin mainly used in leather trade and in handicraft, and of pashmina and mohair the most textile fibers. India is single largest goat skin producing country. Around 39 per cent of goat is slaughtered annually in India which contributes about 8.02 per cent of total produced in India.

A group of women are forming goat rearing in village. Due to formation of such type of group, member can get finance from bank and government subsidies. Thus, SHG can help in production and marketing of young goats. Young goat means a goat which can be sold after six month to year for mutton purpose. As the goat rearing is being emphasized and thus assuming importance in rural development programmes. This study is planned to examine the efficiency of different marketing channels of goat market in SHG of Ahmednagar district of Maharashtra.

### METHODOLOGY

Investigation was carried out in Ahmednagar district of Maharashtra in the year 2008-09. Five goat rearing women's SHG and from which 50 women members were selected for the study. Jamshed market was purposely selected because most of the young goats were marketed in that market. Then, ten samples of each butcher, vendor and hotel owners were selected. Cross sectional data were collected from 50 sampled women members and market intermediaries.

Marketing cost includes cost incurred by producer and all intermediaries in marketing of buffalo milk. Marketing margin was calculated by adding the margins

### Correspondence to:

B.R. PAWAR, Department of Agricultural Economics and Statistics, College of Agriculture, LATUR (M.S.) INDIA

### Authors' affiliations:

S.S. BANKAR AND A.D. KAKADE, Department of Agricultural Economics and Statistics, College of Agriculture, LATUR (M.S.) INDIA