



# Study on general trade practices and price structure of bullocks at Chandrapur district of Vidarbha region of Maharashtra

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**Abstract :** By survey and the analyzed data of cattle markets of Chandrapur district it was observed that at all the markets under study majority of bullocks sold were non descript. The trend indicated that there was no special priority to have the bullocks of descript draft breed. The farmers or sellers sold young and adult bullocks to get more income from selling, while old bullocks are sold to replace new bullocks. Greater number of sellers (78%) sold their bullocks through brokers and very few seller (5%) had trust on broker about guarantee of payment. Maximum farmers (71% and 60%) sold their bullocks due to financial and fodder problems, respectively. All bullock purchasers (100%) considered bullock teeth to select the good bullocks. 91% sellers brought their bullocks at market place on the market day. Mostly (75%) bullock sellers came to the market along with their bullocks by walking from their villages. To sale low quality bullocks Warora market is good and for marketing of medium quality bullocks Brahmpuri market is better and also to sale best and excellent quality bullocks Brahmpuri market is better.

**Key Words :** Bullocks marketing, Bullock price

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## INTRODUCTION

Agriculture is the most predominant sector in the Indian economy. Agricultural sector at present furnish livelihood to 65 to 70% of the total population. Bullocks are primary and basic need for agricultural operations and the service of draught animals to the human being has been closely associated with origin and civilization. Eighty four million draft animals in the country supply 40 million Hp energy to cultivate 100 million hectare of land and transportation of freight for about 50 million km.

The primary thing intended in this study was to consolidate the information which will helpful in accompanying improvement in bullock marketing. It is hoped that the items of knowledge provided by this investigation will be equally useful to businessman engaged in all stages of marketing of bullocks and to producers who seeks

marketing services on most economical term. The data will be useful for development of animal husbandry and market committee in general and improving the economic prospects of cattle producers in particular by reducing the excess marketing cost and avoiding malpractices through middleman and agents.

## MATERIAL AND METHODS

The study composed of randomly selected four cattle markets of Chandrapur district of Vidarbha region of Maharashtra, that is to say Chandrapur, Brahmpuri, Warora and Rajura which represented whole district as per the geographical spread of district.

On the chosen of the markets 25 sellers, 25 purchasers and 25 brokers were selected from each market on random sampling basis and they were interviewed more over 100

sellers, 100 purchasers and 100 brokers were interviewed by the survey personal interview method. To assemble the facts provided by sellers, purchasers, brokers and APMCs the separate sets of list of intended events and questionnaire were specially designed.

The following points were contemplated to reach a conclusion and observation tabulated which were statistically analyzed by the simple tabulation technique as per Panse and Sukhatme (1971) and the results were interpreted for conclusion, the objectives of study were information of bullocks about breed and age (young up to 4 years, Adult 4.01 to 10 years and Old above 10 years) of bullocks (Table 1 and 2), channels adopted for marketing (Table 3), need of broker (Table 4), items of knowledge of sellers about reasons behind sale of bullocks (Table 5) selection practices for bullocks purchasing (Table 6), arrival of bullocks at market place (Table 7), a way of bullocks transport (Table 8) and net

price of bullocks obtained by sellers (Table 9).

## RESULTS AND DISCUSSION

The analyzed data (Table 1) showed that among all four selected cattle markets (Chandrapur, Brahmपुरi, Warora and Rajura) 79% of non-descript, 17% Gaolao, 1% Deoni, 1% Gir and 2% crossbred bullocks were sold.

From Table 2 it was observed that 17% young, 73% adult, 10% old bullocks were sold in selected markets. Results obtained by Chivhane (2005) were supportive to results of present study. About adoption of marketing channels Table 3 showed that maximum 78% sellers sold their bullocks through broker, 5% sold through friends or relatives and 17% sold directly.

In case of need of broker Table 4 showed that highest 80% sellers explained need of broker to search a customer,

**Table 1 : Distribution of sellers according to breeds of bullocks sold in selected markets**

Sr. No.	Breeds	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Non descript	18 (72.00)	21 (84.00)	20 (80.00)	20 (80.00)	79 (79.00)
2.	Gaolao	05 (20.00)	04 (16.00)	05 (20.00)	03 (12.00)	17 (17.00)
3.	Deoni	01 (4.00)	- (0.00)	- (0.00)	- (0.00)	01 (1.00)
4.	Gir	- (0.00)	- (0.00)	- (0.00)	01 (4.00)	01 (1.00)
5.	Crossbred	01 (4.00)	- (0.00)	- (0.00)	01 (4.00)	02 (2.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

**Table 2 : Distribution of sellers according to the age of bullocks sold in selected cattle markets**

Sr. No.	Age of bullock	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Young (Upto 4 yrs)	04 (16.00)	05 (20.00)	02 (08.00)	06 (24.00)	17 (17.00)
2.	Adult (4.01 to 10 yrs)	19 (76.00)	16 (64.00)	20 (80.00)	18 (72.00)	73 (73.00)
3.	Old (Above 10 yrs)	02 (08.00)	04 (16.00)	03 (12.00)	01 (04.00)	10 (10.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

**Table 3 : Channels adopted for sale of bullocks in selected markets**

Sr. No.	Channel	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Through broker	19 (76.00)	18 (72.00)	21 (84.00)	20 (80.00)	78 (78.00)
2.	Through friends or relatives	03 (12.00)	01 (4.00)	01 (4.00)	00 (00.00)	05 (5.00)
3.	Direct	03 (12.00)	06 (24.00)	03 (12.00)	05 (20.00)	17 (17.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

**Table 4 : Need of brokers according to sellers at selected markets**

Sr. No.	Need of broker for sellers	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	To search a customer	18 (72.00)	23 (92.00)	17 (68.00)	22 (88.00)	80 (80.00)
2.	To negotiate price	15 (60.00)	21 (84.00)	22 (88.00)	17 (68.00)	75 (75.00)
3.	Guarantee of payment	01 (4.00)	- (0.00)	02 (8.00)	02 (8.00)	05 (5.00)

Figures in parentheses indicate percentage

while 75% required broker to negotiate the bullock prices and only 5% told about trust on broker about guaranty of payment. Present results are in conformity with the findings

of Chivhane (2005) and Bhosale (2008).

According to Table 5, maximum 71% sellers had reason behind the sale of bullocks was financial problem, 60%

**Table 5 : Distribution of bullock sellers according to the reasons for sale**

Sr. No.	Reasons for sale of bullocks	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Financial problem	18 (72.00)	16 (64.00)	17 (68.00)	20 (80.00)	71 (71.00)
2.	Fodder problem	16 (64.00)	12 (48.00)	15 (60.00)	17 (68.00)	60 (60.00)
3.	Replaced costlier by cheaper one	12 (48.00)	10 (40.00)	08 (32.00)	04 (16.00)	34 (34.00)
4.	Replaced cheaper by costlier	05 (20.00)	06 (24.00)	03 (12.00)	02 (08.00)	16 (16.00)
5.	No need of bullocks	04 (16.00)	02 (08.00)	01 (04.00)	03 (12.00)	10 (10.00)
6.	Due to defect	02 (08.00)	02 (08.00)	02 (08.00)	01 (04.00)	7 (7.00)
7.	Due to old age	03 (12.00)	03 (12.00)	03 (12.00)	04 (16.00)	13 (13.00)
8.	For resale	07 (32.00)	02 (8.00)	07 (28.00)	06 (24.00)	22 (22.00)

Figures in parentheses indicate percentage

**Table 6 : Distribution of purchasers according to practices adopted for selection of bullocks**

Sr. No.	Practices adopted	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Teeth	25 (100.00)	25 (100.00)	25 (100.00)	25 (100.00)	100 (100.00)
2.	Hump	25 (100.00)	25 (100.00)	25 (100.00)	24 (96.00)	99 (99.00)
3.	Physical appearance	20 (80.00)	23 (92.00)	21 (84.00)	20 (80.00)	85 (85.00)

Figures in parentheses indicate percentage

**Table 7 : Distribution of sellers according to arrival of bullock in the market**

Sr. No.	Arrival of bullock	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	On the days of market	21 (84.00)	22 (88.00)	24 (96.00)	24 (96.00)	91 (91.00)
2.	Previous day of market	04 (16.00)	03 (12.00)	01 (4.00)	01 (4.00)	09 (9.00)
3.	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

**Table 8 : Distribution of sellers according to method of transportation of bullocks to selected markets**

Sr. No.	Methods	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Road (Walking)	19 (76.00)	17 (68.00)	18 (72.00)	21 (84.00)	75 (75.00)
2.	By truck	06 (24.00)	08 (32.00)	07 (28.00)	04 (16.00)	25 (25.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

**Table 9 : Net price of bullock obtained by sellers**

Cost (Rs.)	Particulars	Markets				Average cost / bullock (Rs.)
		Chandrapur	Brahmapuri	Warora	Rajura	
Upto 15,000	Bullock price (Rs.)	12330	11500	11307	10874	11502.7
	Marketing cost (Rs.)	297 (2.40)	406 (3.53)	295 (2.60)	295 (2.71)	323.25 (2.81)
	Net price (Rs.)	12033 (97.02)	11094 (96.46)	11012 (97.39)	10579 (97.28)	11179.5 (97.19)
15001-25000	Bullock price (Rs.)	23139	21445	21470	21771	21956.2
	Marketing cost (Rs.)	390 (1.68)	329 (1.53)	406 (1.89)	402 (1.84)	381.75 (1.73)
	Net price (Rs.)	22749 (98.31)	21116 (98.46)	21064 (98.10)	21369 (98.15)	21574.5 (98.26)
Above 25,000	Bullock price (Rs.)	33576	33740	30378	30140	31956.3
	Marketing cost (Rs.)	443 (1.31)	417 (1.23)	501 (1.64)	434 (1.43)	448.75 (1.40)
	Net price (Rs.)	33133 (98.68)	33323 (98.76)	29877 (98.35)	29706 (98.56)	31507.5 (98.58)

Figures in parentheses indicate percentage

sellers told about fodder problem, 34% wished to replaced costlier bullock pair by cheaper one, while 16% wished to replaced cheaper by costlier, 10% had no need of bullocks, hence they sold their bullocks, 7% sellers sold due to defect in bullocks and 13% sellers sold due to old age of bullocks. Kale (2009) reported that maximum sellers sold their bullocks due to financial problems.

Table 6 explained selection practices by bullocks purchasers, for bullock purchasing all interviewed purchasers (100%) saw the bullock tooth for age detection among them 99% also considered hump and 85% considered physical appearance of bullocks. The observations by Rathod (1978) were supportive to the present results.

About arrival of bullocks at market place Table 7 showed that maximum 91% sellers, brought their bullocks at market place on the day of market and only 9% came at one day before the market day.

Table 8 provided fact about way of bullock transport to the market place, the greater number of (75%) sellers brought their bullocks at market place by walking through roads and 25% brought by vehicle like trucks.

As per the analyzed data of Table 9, up to Rs.15000 cost group the average cost per bullock secured to seller was Rs.11502.7 *i.e.* Rs.11503, average marketing cost Rs.323.25 *i.e.* Rs.323 and net price gained Rs. 11179.5 *i.e.* Rs. 11180 hence, to sell low quality bullocks Chandrapur bullocks market is best due to low marketing cost. In the Rs.15001 to Rs.25000 cost group average net price acquired

by sellers Rs.21574.5 *i.e.* Rs. 21575 and also to sell medium quality bullocks Chandrapur bullock market is better, and the data of above Rs.25000 cost group showed that average net price obtained Rs. 31507.5 *i.e.* Rs. 31508 and to sell the excellent quality bullocks Brahmपुरi cattle market is best. But it was further observed that marketing cost of Brahmपुरi market was higher than all other surveyed markets, because the middleman's fee was greater in that market while Chandrapur market has less marketing cost due to which net price was higher than other markets.

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