Marketing of bullocks in Amravati district

V.N. DAREKAR, S.G. GUBBAWAR, R.R. SHELKE AND **S.D. CHAVAN**

ABSTRACT : There are too many difficulties in bullock marketing which are faced by farmers and hence the study was planned. Four cattle markets from Amravati district were selected and these are Chandur Bazar, Badnera, Sendurjana and Paratwada. The data were collected by simple interview method after making three visits to each market. Majority of medium land holders were involved in the sell and purchase of bullocks and their bullocks because of financial and fodder problems. 70.45 per cent purchasers expressed about need of bullock for field operation. Majority of sellers and purchaser preferred non-descript and white coated bullocks. Adult bullocks were preferred by sellers (59.09 per cent) and purchaser (47.72 per cent) in bullock marketing, 84.09 per cent sellers brought their bullocks to the market on the day of market. Majority of sellers and purchasers adopted seller-broker-purchaser channel, following by direct channel and through friends and relatives channels. In all the markets, broker was the need for negotiate the price and for searching customers and bullocks. In all markets of Amravati district sellers and purchasers expressed middleman was the major problem in marketing of bullocks. Majority of sellers and purchasers did not like to prefer crossbred bullocks problem in Amravati district.

KEY WORDS : Marketing of bullocks, Customers, Sellers and purchasers, Middleman, Non-descript bollocks, Crossbred bullocks

HOW TO CITE THIS PAPER : Darekar, V.N., Gubbawar, S.G., Shelke, R.R. and Chavan, S.D. (2012). Marketing of bullocks in Amravati district, *Res. J. Animal Hus. & Dairy Sci.,* **3** (1) : 25-29.

INTRODUCTION

In India draft animals are very important. Draft animal marketing has attained as tremendous importance in rural areas. For proper marketing of draft animals requires good organized and independent cattle markets which are required but unfortunately, in India livestock marketing is combined with the general agricultural marketing activities. The cattle and bullocks are disposed off through local markets. Presently, there is a long chain of middlemen in marketing channels which is very harmful to both sellers and purchasers as the price received by sellers and the amount paid by purchasers is affected *visa vis.* due to middlemen's the large number of middlemen's working in such markets charge with exorbitant manner which leads to wide spread of price in marketing of cattle. Hence, finally farmers by both way *i.e.* in the role of purchasers and sellers are exploited by malpractices of middlemen.

It is hoped that the information proved by this investigation will be equally useful to businessman engaged in all stages of marketing of bullock and producers who seek marketing services on most economical term. The data will be useful for development of animal husbandry and marketing committee in general and improving the economic prospects of cattle producers and traders in particular by reducing the excess marketing cost and avoiding mal practices through middleman and agents.

MATERIALS AND METHODS

The present investigation was undertaken by collecting the information from bullock sellers and purchasers in Amravati district of Maharashtra state. Data were collected by personal interview and by filling questionnaire. The district is situated in the state of Maharashtra.

Agricultural produce market committees controls the total cattle markets of Amravati district, out of which randomly four markets (Chandur Bazar, Badnera, Sendurjana and Paratwda) were selected for study which represented whole district as per the geographical spread of the district. 11 seller, 11 purchaser and 11 brokers were selected from each market on random sampling basis and they were interviewed in total 44 sellers, 44 purchasers and 44 brokers.

Keeping in view the objectives of study, the data were

━━━━━━ **MEMBERS OF RESEARCH FORUM** ━━━━━━

Address for correspondence :
S.D.Chavan, Department of Animal Husbandry and Dairying, Dr. Panjabrao Deshmukh Kirshi Vidyapeeth, AKOLA (M.S.) INDIA

Associated Authors' :
V.N Darekar, S.G. Gubbawar and R.R. Shelke, Department of Animal Husbandry and Dairying, Dr. Panjabrao Deshmukh Kirshi Vidyapeeth, AKOLA (M.S.) INDIA

collected through personal interview, which were further tabulated and statistically analyzed by the simple tabulation technique as per Panse and Sukhatme (1971) and the results are interpreted for conclusion.

RESULTS AND DISCUSSION

The results attained from the present study are presented below:

Reasons for sale and purchase of bullocks:

While collecting the information from the bullock sellers, it was noticed that there were various reasons behind the selling of bullocks. The data on the basis of various reasons for sale of bullock are presented in Table 1.

The data from Table 1 indicate that maximum (72.72%) farmers sold their bullocks due to financial problems. Second major problem faced by the farmers was fodder due to which about 47.72 per cent farmers had sold their bullocks. Whereas 40.90 per cent farmers replaced costlier bullocks by cheaper one and reselling were carried out by only 13.63 per cent farmers, 18.18 per cent farmers were selling bullocks due to defects and 13.63 per cent were having no need of bullock. It indicates that the farmers replaced their old age bullocks by young bullocks for farm operations while young fetch good price so were reared by farmers to get more income. It seems that there is specific reason for sale of bullocks and vary from farmers to farmers.

Reason for purchase of bullocks in selected markets:

The opinion of purchasers about various reasons for buying of bullock is presented in Table 2.

It observed from Table 2 that in all the markets purchasers mentioned the need of bullocks for farm operation and that was the major reason. It was observed that only 15.90 per cent purchasers replaced costlier bullock by cheaper one. In Paratwada market, 9.09 per cent farmers purchased bullocks for resale by higher cost for getting profit over it. While in Sendurjana market, no purchasers was found purchasing bullock for resale purpose.

It can be further explained that the need of bullock for farm operation is the major reason in all the four selected markets. In Chandur bazar, Sendurjana, Paratwada, maximum purchaser thought about replacing costlier bullocks by cheaper one in that specific group of reason.

Breeds of bullocks sold and purchased in cattle market:

During the visit to the different markets of Amravati district, breeds of bullocks sold in the selected markets were studied and data are presented in Table 3.

From Table 3, it is noticed that 9.09 per cent Deoni and 9.09 per cent Gir bullocks were sold in Chandur bazar and Paratwada out of four selected markets. Farmers did not prefer to crossbred bullocks and the selling percentage of crossbred bullock was only 4.54 per cent in selected market. 15.90 per cent Gaolao bullocks were sold by farmers in various markets of Amravati district. It was observed that majority in all the

Table 1: Distribution of bullock sellers according to the reason for sale

Sr. No.	Reason for sale of bullocks	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Financial problem	05 (45.45)	09 (81.81)	08 (72.72)	10 (90.90)	32 (72.72)
2.	Fodder problem	03 (27.27)	05 (45.45)	07 (63.63)	6 (54.54)	21 (47.72)
3.	Replaced costlier by cheaper one	04 (36.36)	05 (45.45)	04 (36.36)	05 (45.45)	18 (40.90)
4.	Replace cheaper by costlier	03 (27.27)	04 (36.36)	03 (27.27)	02 (18.18)	12 (27.27)
5.	No need of bullocks	02 (18.18)	02 (18.18)	01 (9.09)	01 (9.09)	06 (13.63)
6.	Due to defect	01 (9.09)	03 (27.27)	02 (18.18)	02 (18.18)	08 (18.18)
7.	Due to old age	02 (18.18)	02 (18.18)	01 (9.09)	03 (27.27)	08 (18.18)
8.	For resale	03 (27.27)	01 (9.09)	01 (9.09)	01 (9.09)	06 (13.63)

Figures in parentheses indicates percentage

Table 2: Distribution of bullock purchasers according to the reason for purchase of bullocks in selected markets

Sr. No.	Reason for buying of bullocks	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Need of bullock	10 (90.90)	06 (54.54)	08 (72.72)	07 (63.63)	31 (70.45)
2.	Replaced costlier by cheaper	02 (18.18)	01 (9.09)	02 (18.18)	02 (18.18)	07 (15.90)
3.	Replaced old by young	02 (18.18)	01 (9.09)	01 (9.09)	01 (9.09)	05 (11.36)
4.	For resale	01 (9.09)	01 (9.09)	- (0.00)	01 (9.09)	03 (6.81)

Figures in parentheses indicate percentage

Table 3: Distribution of sellers according to breeds of bullocks sold in selected markets

Sr. No.	Breeds	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Non descript	07 (63.63)	08 (72.72)	10 (90.90)	08 (72.72)	33 (75.00)
2.	Gaolao	02 (18.18)	03 (27.27)	01 (9.09)	01 (9.09)	07 (15.90)
3.	Deoni	01 (9.09)	- (0.00)	- (0.00)	- (0.00)	01 (2.27)
4.	Gir	- (0.00)	- (0.00)	- (0.00)	01 (9.09)	1 (2.27)
5.	Crossbred	01 (9.09)	- (0.00)	- (0.00)	01 (9.09)	02 (4.54)
	Total	11 (100)	11 (100)	11 (100)	11 (100)	44 (100)

Figures in parentheses indicate percentage

markets under study of bullocks were non-descript. The trend indicates that there was no special priority to have the bullocks of descript draft breed.

Age of bullocks:

Bullocks sold in selected markets were categorized into three groups according to their age *i.e.* young (upto 4 years), adult (4.01-10 years) and old (above 10 years) and details are presented in Table 4. It can be observed that in Chandur bazar cattle market, 27.27 per cent young age bullocks, 18.18 per cent old age while 54.54 per cent adult bullocks were sold by sellers. In Badnera market, 27.27 per cent young bullocks, 63.63 per cent adult bullocks and 9.9 per cent old bullocks were sold while in Sendurjana 9.09 per cent young bullocks, 72.72 per cent adult bullocks and 18.18 per cent old bullocks were sold. In Paratwada market, 36.36 per cent young bullocks 45.45 per cent adult and 18.18 per cent old bullocks were sold.

It is observed that in Amravati district, majority of sellers (59.09%) sold their adult bullocks, followed by 25.00 per cent sellers sold young bullocks and 15.90 per cent were observed selling their old age bullocks. The farmers or sellers sold young and adult bullocks to get more income from selling while old

bullocks were sold to replace the new bullocks.

Adoption of marketing channels:

Channels adopted for sale of bullocks by sellers are given in Table 5. Channels adopted were through broker, relative or friend and direct sale.

From Table 5 it is revealed that that in all the selected markets, maximum number of sellers (59.09%) sold their bullocks through brokers. The channel of friends or relatives was adopted by very less (13.63%) sellers. While, few sellers (27.27%) sold their bullocks directly with out broker. Sharma *et al.* (1998) observed that majority of bullocks transactions were through local trader and the main marketing channel was producer/seller- broker- buyer which is supportive to the present results.

Involvement of brokers in market:

The various reasons on the basis of need, brokers were grouped according to sellers in each selected market of Amravati district which is given in Table 6.

From the data of Table 6, it was seen that 77.27 per cent sellers needed broker to search a customer, 68.18 per cent

Table 4: Distribution of sellers according to the age of bullocks sold in selected cattle markets

Sr. No.	Age of bullock	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Young	03 (27.27)	03 (27.27)	01 (9.09)	04 (36.36)	11 (25.00)
2.	Adult	06 (54.54)	07 (63.63)	08 (72.72)	05 (45.45)	26 (59.09)
3.	Old	02 (18.18)	01 (9.09)	02 (18.18)	02 (18.18)	07 (15.90)
	Total	11 (100)	11 (100)	11 (100)	11 (100)	44 (100)

Figures in parentheses indicates percentage

Table 5: Channels adopted for sale of bullocks in selected markets

Sr. No.	Channel	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Through broker	05 (45.45)	07 (63.63)	08 (72.72)	06 (54.54)	26 (59.09)
2.	Through friends or relatives	02 (18.18)	01 (9.09)	01 (9.09)	02 (18.18)	06 (13.63)
3.	Direct	04 (36.36)	03 (27.27)	02 (18.18)	03 (27.27)	12 (27.27)
	Total	11 (100)	11 (100)	11 (100)	11 (100)	44 (100)

Figures in parentheses indicate percentage

Table 6: Need of brokers according to sellers in selected markets

Sr. No.	Need of broker for seller	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	To search a customer	08 (72.72)	09 (81.81)	07 (63.63)	10 (90.90)	34 (77.27)
2.	To negotiate price	05 (45.45)	08 (72.72)	09(81.81)	08 (72.72)	30 (68.18)
3.	Guarantee of payment	01 (9.09)	- (0.00)	01 (9.09)	01(9.09)	03 (6.81)

Figures in parentheses indicates percentage

needed for negotiation of price and only 6.81 per cent bullock sellers told that they were in need of brokers for guarantee of payment. As like to bullock sellers, purchasers also needed help of broker in all the selected markets.

Preparation of bullocks for sale:

The various practices adopted for preparation of bullocks for sale in each selected market of Amravati district are presented in Table 7. Overall, all the bullock sellers adopted 100 per cent practices of washing, 95.45 per cent sellers adopted grooming, 88.63 per cent sellers liked to decorate the horn by shaping, oiling and painting, 86.36 per cent sellers followed hoof treatment to their bullocks, while 81.81 per cent sellers adopted practice of blanketing before selling of the bullocks. It was observed that all these practices or treatments were given for getting high price from bullocks. Similar observations on preparation of animals were recorded by Sidhu (1964) which are supportive to the present results.

Selection practices for bullock purchasing:

The purchasers have choosen various methods for purchasing of bullocks from selected cattle market of Amravati

district which is presented in Table 8.

From Table 8, it can be seen that about all the purchasers preferred to see teethes because from number of teeth present in the mouth by which the age of bullock is estimated, secondly 100 per cent purchasers observed walking style of bullocks while fixing the deal 97.72 per cent purchasers preferred to see hump. Physical appearance (72.72%) and walking style (100%) was observed for the checking health of bullocks. While 75 per cent purchaser observed coat colour at the time of bullock selection because colour affect the price of bullock. 65.90 per cent purchasers thought about horns because horns beautifies the appearance and also useful in judging the age of bullocks. There were 84.09 per cent purchasers preferred to see hooves of bullocks because smooth and small hooves indicate young bullocks and large and hard hooves indicate old age of bullocks.

Cost structure of bullocks:

In selected markets of Amravati district, groups were formed according to the cost of bullock . Rs. 15,000/- per bullock was considered as minimum cost of bullock. Whereas, medium

Table 7: Distribution of sellers according to practices adopted for preparation of bullocks

Sr. No.	Preparation practices	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Washing	11 (100.00)	11 (100.00)	11 (100.00)	11 (100.00)	44 (100.00)
2.	Grooming	11 (100.00)	10 (90.90)	11 (100.00)	10 (90.90)	42 (95.45)
3.	Blanketing	08 (72.72)	10 (90.90)	09 (81.81)	09 (81.81)	36 (81.81)
4.	Horn treatment	11 (100.00)	11 (100.00)	09(81.81)	08 (72.72)	39 (88.63)
5.	Hoof treatment	11(100.00)	10 (90.90)	09 (81.81)	08 (72.72)	38 (86.36)

Figures in parentheses indicate percentage

Table 8: Distribution of purchasers according to practices adopted for selection of bullocks

Sr. No.	Practices adopted	Markets				Total
		Chandur bazar	Badnera	Sendurjana	Paratwada	
1.	Teeth	11 (100.00)	11 (100.00)	11 (100.00)	11 (100.00)	44 (100.00)
2.	Horn	08 (72.72)	07 (63.63)	07 (63.63)	07 (63.63)	29 (65.90)
3.	Hump	11 (100.00)	11 (100.00)	11 (100.00)	10 (90.90)	43 (97.72)
4.	Hooves	10 (90.90)	08 (72.72)	10 (90.90)	09 (81.81)	37 (84.09)
5.	Physical appearance	07 (63.63)	09 (81.81)	08 (72.72)	08 (72.72)	32 (72.72)
6.	Walking style	11 (100.00)	11 (100.00)	11 (100.00)	11 (100.00)	44 (100.00)
7.	Colour	09 (81.81)	08 (72.72)	08 (72.72)	08 (72.72)	33 (75.00)

Figures in parentheses indicates percentage

Table 9: Net price of bullock obtained by sellers

Cost (Rs.)	Particulars	Markets				Average cost
		Chandur bazar	Badnera	Sendurjana	Paratwada	/bullock (Rs.)
Upto 15,000	Bullock price (Rs.)	12330	11500	11307	10874	11502.75
	Marketing cost (Rs.)	297 (2.72)	406 (3.5)	295 (2.71)	295 (2.71)	304.75 (2.96)
	Net price (Rs.)	11963 (97.02)	11094 (96.46)	11012 (97.39)	10579 (97.29)	11162 (97.03)
15001- 25000	Bullock price (Rs.)	23139	21445	21470	21771	21956.30
	Marketing cost (Rs.)	390 (1.69)	329 (1.53)	406 (1.89)	402 (1.85)	381.75 (1.73)
	Net price (Rs.)	22749 (98.31)	21116 (98.46)	21064 (98.10)	21369 (98.15)	21574.50 (98.26)
Above 25,000	Bullock price (Rs.)	33576	33740	30378	30140	31956.30

Figures in parentheses indicates percentage

cost was ranging in between Rs. 15001 to Rs. 25000 and higher cost was above Rs. 25,000. per bullock. It is observed from Table 9 that selling price of bullock in Amravati district was between Rs. 11502.75 to Rs. 15000. It is seen that there were variation in prices which are due to market fees, feed charges, bullock decorating charges, traveling charges, meal expenses and bullock condition. On an average, marketing cost of bullock was 2.96 per cent and thus the sellers got 97.03 per cent cost of actual selling cost, which is Rs. 11162/-.

On the other hand, the selling cost of bullock in second group was in the range of Rs. 15001 to Rs.25000 and over all selling price was Rs. 21956.25 and marketing cost was Rs. 381.75 (1.73%) and hence net price obtained to seller was Rs. 21574.5 (98.26%). In case of bullock sold in 3rd group with cost above Rs. 25000, an average price of bullock was Rs. 31956.30 and marketing cost was Rs. 448.75 (1.40%) and in this group, net price of bullock was 31507.5 (98.59%).

Conclusion:

Majority of medium land holders were involved in the sale and purchase of bullocks. Mainly adult bullocks were sold and purchased by farmers. Seller-broker-purchaser was the marketing channel followed in all markets of district. Major reasons for sale of bullocks were financial problem and fodder problem. Non-descript and white coloured bullocks were preferred by sellers and purchasers. Crossbred bullocks were not preferred by sellers and purchasers.

LITERATURE CITED

Panes, V.G. and Sukhatme, R.V. (1971). *Statistical methods for agricultural workers*, ICAR, NEW DELHI (India).

Sharma, A.K., Singh, Rajvir and Rathore, A.R. (1998). Marketing cost and price spread of milch animal in Saharanpur district of Western Uttar Pradesh, *Indian J. Agric. Econ*., **53**(3) : 404.

Sindhu, D.S. (1964). Preparation of cattle for market, *Agriculture Mktg.,* **7**(2):15-17.