Study on price structure and constraints in marketing of crossbred bullocks in Chandrapur district of Vidarbha region of Maharashtra

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ABSTRACT : By survey and the analysed data of cattle markets of Chandrapur district, it was observed that at all the markets under study the average net purchasing price of bullocks was highest in Chandrapur cattle market. Middleman, fodder, drinking water and cattle shed were the major problems as reported by 90, 85, 80 and 78 per cent sellers, respectively. As regards the purchasers (89 %) of majority told that middleman was the main problem while 66 per cent purchasers desired that cattle markets should be well regulated about broker charges, bullock prices etc. Also observed that majority of farmers of Chandrapur district did not prefer the crossbred bullocks. According to sellers of Chandrapur district 92 per cent sellers thought price of crossbred bullocks were less than indigenous bullocks. Majority of farmers expressed that working capacity and climate were the major problem in rearing of crossbred bullocks.

KEY WORDS : Crossbred bullocks, Bullock price, Bullock marketing

INTRODUCTION

Agriculture is the most predominant sector in the Indian economy. Agricultural sector at present furnish livelihood to 65 to 70 per cent of the total population. Bullocks are primary and basic need of agricultural operations and the service of draught animals to the human being has been closely associated with origin and civilization.

The primary thing intended in this study was consolidating the information which will helpful in accompanying the improvement in bullock marketing in Chandrapur district. It hoped that the items of knowledge provided by this investigation will be equally helpful to businessmen engaged in all stages of marketing of bullocks and to producers who seek 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 middlemen 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, Brahmapuri, Warora and Rajura which represented whole district as per the geographical spread of the district.

On the chosen of the markets 25 sellers, 25 purchasers and 25 brokers were selected from each market on random sampling basis and 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 APMC's, the separate sets of list of intended events and questionnaire were specially designed.

The following points were contemplate to reach a conclusion and observations tabulated, which were statistically analysed by the simple tabulation technique as per Panse and Sukhatme (1971) and the results were interpreted for conclusion. The objectives of study were net price paid for a bullock by purchasers and also the marketing cost at each market (Table 1), constraints faced by sellers in cattle markets (Table 2), constraints faced by purchasers in cattle markets

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(Table 3), preference to crossbred bullocks by purchasers (Table 4), sellers price of crossbred bullocks as compared with local bullocks (Table 5), problems faced by purchasers in rearing of crossbred bullocks (Table 6).

RESULTS AND DISCUSSION

The analysed data of Table 1 showed that among all the four selected cattle markets (Chandrapur, Brahmapuri, Warora and Rajura) upto Rs. 15000 cost group average bullock price was Rs. 12277.25, the average marketing cost Rs. 305.25, hence net price of bullocks was Rs. 12582.5 and marketing cost became lower at Chandrapur bullock market. In Rs. 15000 – 25000 cost group average cost / bullock was Rs. 22283, average marketing cost Rs. 422 and net price of bullock was Rs. 22705. The data showed that to buy medium quality bullocks Brahmapuri market was better due to desirable bullocks price and less marketing cost. And in the above Rs. 25000 cost group

average price was Rs. 31824.25, average marketing cost Rs. 619.25, hence net price / bullock was Rs. 32443.5 and to purchase excellent quality bullocks Warora market was best.

About the constraints faced by sellers in the cattle markets the facts have been shown in Table 2, Majority of sellers (90%) in all the cattle markets faced the problems of legal or illegal brokers. Brokers and middlemen always interfered in the transaction of bullock with or without willingness of sellers. Only 18% sellers desired about the separate market for bullocks marketing.

According to Table 3, it was observed that maximum (89%) purchasers expressed that the brokers involvement in deal caused higher cost of bullock, 66 % purchasers told that they required regulated market in which transaction should be made legally and there should be control on prices of bullocks and broker charges. Dhume (1985) reported the similar results about the malpractices by seller, middleman etc. which support the

Table 1 : Net price paid for a bullock by purchasers

Cost (Rs.)	Particulars	Markets				Average cost per bullock (Rs.)
		Chandrapur	Brahmapuri	Warora	Rajura	
Upto 15,000	Bullock price (Rs.)	13015	12937	12000	11157	12277.25
	Marketing cost (Rs.)	295 (2.26)	337 (2.60)	312 (2.60)	277 (2.48)	305.25 (2.48)
	Net price (Rs.)	13310 (102.26)	13274 (102.60)	12312 (102.60)	11434 (102.48)	12582.5 (102.48)
15001- 25000	Bullock price (Rs.)	23031	21090	21980	23031	22283.00
	Marketing cost (Rs.)	450 (1.95)	342 (1.62)	446 (2.02)	450 (1.95)	422.00 (1.89)
	Net price (Rs.)	23481 (101.95)	21432 (101.62)	22426 (102.02)	23481 (101.95)	22705.00 (101.89)
Above 25,000	Bullock price (Rs.)	32500	31011	32467	31319	31824.25
	Marketing cost (Rs.)	540 (1.66)	700 (2.25)	587 (1.8)	650 (2.07)	619.25 (1.94)
	Net price (Rs.)	33040 (101.66)	31711 (102.26)	33054 (102.43)	31969 (102.08)	32443.5 (101.94)

Figures in parentheses indicate percentage

Table 2 : Constraints faced by sellers in selected cattle market

Sr. No.	Constraints	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Cattle shed	19 (76.00)	21 (84.00)	20 (80.00)	18 (72.00)	78 (78.00)
2.	Water arrangement	15 (60.00)	20 (80.00)	22 (88.00)	23 (92.00)	80 (80.00)
3.	Fodder arrangement	20 (80.00)	23 (92.00)	20 (80.00)	22 (88.00)	85 (85.00)
4.	Middle man	24 (96.00)	23 (92.00)	20 (80.00)	23 (92.00)	90 (90.00)
5.	Need separate market	07 (28.00)	05 (20.00)	00 (00)	06 (24.00)	18 (18.00)
6.	Not proper cost gain by animal	15 (60.00)	16 (64.00)	12 (48.00)	13 (52.00)	56 (56.00)

Figures in parentheses indicate percentage

Table 3 : Constraints faced by purchasers in selected cattle market

Sr. No.	Constraints	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Middle man	24 (96.00)	20 (80.00)	22 (88.00)	23 (92.00)	89 (89.00)
2.	Malpractices by sellers	13 (52.00)	16 (64.00)	19 (76.00)	17 (68.00)	65 (65.00)
3.	Lack of loan facilities	07 (28.00)	12 (48.00)	10 (40.00)	11 (44.00)	40 (40.00)
4.	Regulated market	19 (76.00)	17 (68.00)	14 (56.00)	16 (64.00)	66 (66.00)

Figures in parentheses indicate percentage

Table 4 : Preference to crossbred bullocks by purchasers

Sr. No.	Particulars	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Preferred	03 (12.00)	01 (4.00)	01 (4.00)	00 (00.00)	5 (05.00)
2.	Non-preferred	22 (88.00)	24 (96.00)	24 (96.00)	25 (100.00)	95 (95.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

Table 5 : Sellers price of crossbred bullocks as compared with local bullocks

Sr. No.	Particulars	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	More	02 (8.00)	01 (4.00)	- (0.00)	- (0.00)	03 (3.00)
2.	Same	01 (4.00)	01 (4.00)	02 (8.00)	- (0.00)	04 (4.00)
3.	Less	22 (88.00)	23 (92.00)	23 (92.00)	25 (100.00)	92 (92.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicates percentage

Table 6 : Problems faced by purchasers in rearing of crossbred bullocks

Sr. No.	Particulars	Markets				Total
		Chandrapur	Brahmapuri	Warora	Rajura	
1.	Traditions	02 (8.00)	01 (04.00)	03 (12.00)	02 (8.00)	8 (8.00)
2.	Diseases	05 (20.00)	03 (12.00)	06 (24.00)	03 (12.00)	17 (17.00)
3.	Environment	04 (16.00)	03 (12.00)	09 (36.00)	10 (40.00)	26 (26.00)
4.	Less working capacity	14 (56.00)	18 (72.00)	07 (28.00)	10 (40.00)	49 (49.00)
	Total	25 (100)	25 (100)	25 (100)	25 (100)	100

Figures in parentheses indicate percentage

present results.

Table 4 shows about the preference of crossbred bullocks by the purchasers. Among all four markets, average 95 per cent purchasers not preferred the crossbred bullocks to rear. Chopade (2007) reported similar observations regarding preference of crossbred bullocks by purchasers.

As per the analysed data of Table 5, among all four surveyed markets, 92 per cent crossbred bullocks fetched fewer prices than the local bullocks. Demand of crossbred bullocks was less due to the reason of the poor working capacity and lack of adoption to climate.

Problems faced by farmers in rearing crossbred bullocks showed in Table 6 indicated that 49 percent farmers explained that crossbred bullock have less working capacity than local bullocks., hence it was revealed that environment and working capacity were the main problems in rearing of crossbred bullocks. Venkatasubramanian and Fulzele (1996) reported similar results regarding non-preference of crossbred bullocks by farmers due to tradition.

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