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Jadhav SB

Department of Animal Husbandry and Dairy Science, College of Agriculture, Latur, VNMKV, Parbhani, Maharashtra, India

Dr. AT Shinde

Associate Professor, Department of Animal Husbandry and Dairy Science, College of Agriculture, Latur, VNMKV, Parbhani, Maharashtra, India

More NM

Department of Animal Husbandry and Dairy Science, College of Agriculture, Latur, VNMKV, Parbhani, Maharashtra, India

Corresponding Author

Jadhav SB

Department of Animal Husbandry and Dairy Science, College of Agriculture, Latur, VNMKV, Parbhani, Maharashtra, India

Goat marketing constraints and its suggestions in Satara district

Jadhav SB, Dr. AT Shinde and More NM

Abstract

The present study entitled “Goat Marketing Constraints and its Suggestions in Satara district” of Maharashtra state was undertaken in Karad, Koregaon, Lonand and Mhaswad goat markets of Satara District. The data was collected from 15 sellers, purchasers and brokers of each market. In this study, 40.00 per cent problem of the sellers were transportation followed by 31.67 per cent poor access of market information and 11.67 per cent lack of market infrastructure availability. Whereas, 48.33 per cent problem of purchasers were unregulated markets and (10.00 per cent) poor response to loan facilities from APMC and other finance from bank. To upliftment of marketing system of goat steps must be taken by authorities for regularization of market facilities.

Keywords: APMC, constraints, goat, marketing, satara, suggestions

Introduction

Livestock sector plays an significant role in the welfare of India. Livestock sector contributes 4.11 per cent GDP and 25.06 per cent of total agriculture GDP. Goat contributes 17.93 per cent of the total GDP from livestock sector. India ranks 2nd in goat population with 148.88 million and Maharashtra ranks 6th in goat population with 10.60 million. Goat population in Satara district is 3,96,276. (20th Livestock Census). Marketing plays an important role in the development of any sector including goats. An efficient marketing system can ensure a reasonable price to producer and minimize unnecessary costs and margins and benefits all sections of the society. A study of marketing system is necessary to understand the complexities involved an identification of bottlenecks with a view to provide efficient services in the transfer of good from producer to consumers. As a result it suffers from many drawbacks such as very high margins, avoidable marketing costs, unnecessary transportation and mortality of animals during transit and hindrance in exports on account of poor quality and lack of information (Kumar, 2007) [3]. The main constraint for goat marketing few available markets. The constrains linked with goat marketing are long distance from market, no agency helping in marketing, Lack of market infrastructure availability leads to backyard goat farmers in getting their reasonable profit (Gamit *et al.*, 2019) [2]. The suggestions offered for improving goat marketing, there is a need for developing the quick and cheap mode of transport and animal markets should be regulated for the smooth and effective marketing of animals (Pandit and Dhaka, 2005) [5]. The purpose of this study to consolidate the market base information helpful for bringing improvement in goat marketing in Satara district.

Material and Methods

Selection of markets

Livestock market mostly controlled by Agricultural produce marketing committees (APMC) and grampanchayat in Satara district was selected for the study. The selected four markets Karad, Koregaon, Lonand and Mhaswad represents whole Satara district.

Selection of sellers, purchasers and brokers

15 sellers, purchasers and brokers each from four livestock markets were selected on random sampling basis and they were interviewed.

Method of data collection

The information on marketing of goat in Satara district was collected by personal survey interview method.

For collection of information from sellers, purchasers, brokers and agricultural produce marketing committees the separate interviews were scheduled on the weekly market days in the month January, February, March and April, 2021 and questionnaire was specially designed.

Method of data analysis

According to the objectives of study, the data collected through personal interview, which were further tabulate and

statistically analyzed by simple tabulation technique as per Panse and Sukhatme (1967)^[6] and the results were interpreted for conclusion.

Results and Discussion

Constraints in goat markets

It was observed that, there were many problems faced by sellers in selected goat markets of Satara district at the time of sale of goat.

Table 1: Constraints faced by sellers in selected goat market.

| Sr. No. | Constraints | Markets | | | | Total |
|---------|-----------------------------------|---------------|---------------|---------------|---------------|---------------|
| | | Karad | Koregaon | Lonand | Mhaswad | |
| 1 | Transportation | 08 (53.33) | 05 (33.33) | 07 (46.67) | 04 (26.67) | 24 (40.00) |
| 2 | Undue market charge | 00 (00.00) | 00 (00.00) | 00 (00.00) | 00 (00.00) | 00 (00.00) |
| 3 | Poor access to market information | 04 (26.67) | 05 (33.33) | 04 (26.67) | 06 (26.67) | 19 (31.67) |
| 4 | Poor infrastructure facilities | 00 (00.00) | 03 (20.00) | 00 (00.00) | 04 (26.67) | 07 (11.67) |
| 5 | Middlemen | 03 (20.00) | 02 (13.33) | 04 (26.67) | 01 (06.67) | 10 (16.67) |
| | Total | 15 (100) | 15 (100) | 15 (100) | 15 (100) | 60 (100) |

Figures in parentheses indicate percentage

The data obtained through personal interview is presented in Table 1, among four different markets maximum goat sellers (53.33 per cent) faced transporting problem in Karad market. Whereas, in Koregaon market 33.33 per cent seller faced poor access to market information. However, it was observed that 26.67 per cent middlemen problem faced by sellers while selling of goat in Lonand market. While, 26.67 per cent sellers told that in Mhaswad market there was poor infrastructure facilities. In all the selected markets, Majority of sellers 40.00 per cent faced major problem regarding

transportation followed by 31.67, 16.67 and 11.67 per cent sellers faced poor access to market information, middlemen and poor infrastructure facilities in all the selected markets of Satara district., While, not single seller suffered due to undue market charge while selling of goat in Karad, Koregaon, Lonand and Mhaswad markets. Gamit *et al.* (2019)^[2], study reported that middlemen problem (51.67 per cent) and lack of market infrastructure availability (25.00 per cent) leads to backyard goat farmers in getting their reasonable profit.

Table 2: Constraints faced by purchaser in selected goat market.

| Sr. No. | Constraints | Markets | | | | Total |
|---------|-------------------------|---------------|---------------|---------------|---------------|---------------|
| | | Karad | Koregaon | Lonand | Mhaswad | |
| 1 | Malpractices by sellers | 02 (13.33) | 00 (00.00) | 01 (06.67) | 00 (00.00) | 03 (05.00) |
| 2 | Lack of loan facilities | 00 (00.00) | 00 (00.00) | 04 (26.67) | 02 (13.33) | 06 (10.00) |
| 3 | unregulated market | 07 (46.67) | 08 (53.33) | 05 (33.33) | 09 (60.00) | 29 (48.33) |
| 4 | Middlemen | 06 (40.00) | 07 (46.67) | 05 (33.33) | 04 (26.67) | 22 (36.67) |
| | Total | 15 (100) | 15 (100) | 15 (100) | 15 (100) | 60 (100) |

Figures in parentheses indicate percentage

While collecting the information from the purchasers it was noticed that purchasers also faced problem i.e. malpractices by sellers, Lack of loan facilities, need regulated markets and middlemen problem while purchasing of goat in selected markets of Satara district. The study among four different markets it was observed that maximum 48.33 per cent purchasers told that they need regulated market in which transaction of goat should be made legally. 36.67 per cent purchasers expressed that the middlemen involvement in deal caused higher cost of goat. Whereas, 10.00 per cent purchasers expressed that poor response to loan facilities from APMC and other finance from bank hence unable of purchase

the goat as per their choice. Only 05.00 per cent purchasers thought that the sellers has hidden the information from them and also price of were high in all markets. Considering the overall situation the market should be ruled by APMC, Nagarparishad and Grampanchayat and the prices, commission, market charges should be decided by them so that goat sellers and purchasers will be beneficial, malpractices and involvement of middlemen should be eliminated from market. The results of the study correlates with Kumar *et al.* (2009)^[4], who reported that constraints faced by buyers in goat market was involvement of middlemen in market.

To suggest ways and means for marketing of goats

The following ways and means are suggested by this study for smooth and efficient marketing of goat:

1. The goat market should be regulated for the smooth and effective marketing of goat.
2. Weighing machines should be provided by market committees to avoid cheating of goat seller and purchaser who was follow the traditional technique of lifting goat by hand, considering approximate weight.
3. Market committees should provide basic facilities required in the market i.e. fodder, shelter, water, veterinary services and residential infrastructure for seller and purchaser etc.
4. There should be evolving provisions of announcement regarding market arrivals, market prices etc.
5. Market committees should issued authentic license to broker have to make control on brokers to avoid cheating of goat sellers and purchasers.
6. Grading of animals should be introduced based on the performance and other attributes i.e. colour, age, sex, weight, breed etc. and the price should be based on those grades.
7. Government should fix every year minimum support price for goat to get accurate price to goat seller.
8. Market committees should provide facilities like grooming, horn trimming and hoof trimming of goat, availability of ramp for loading and unloading of goat.
9. Market committees should have compulsion of record keeping of goat selling and purchasing.

Agricultural Workers. Second Edn. ICAR, New Delhi 1967.

Conclusions

The present study entitled "Goat Marketing Constraints and its Suggestions in Satara district" of Maharashtra state. It was concluded from the results of this study; it was observed that sellers faced major constraints in marketing of goat was transportation problem (40.00 per cent) and poor access of market information (31.67 per cent) and lack of market infrastructure availability (11.67 per cent) faced by sellers. While collecting the information from purchasers it was noticed that the purchasers also faced problems. Maximum 48.33 per cent purchasers faced unregulated market problem followed by middlemen problem (36.67 per cent) and 10.00 per cent purchasers expressed that poor response to loan facilities from APMC and other finance from bank. To overcome these constraints suggested that steps must be taken by authorities for regularization of market facilities.

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