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Goat marketing in Satara district

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Abstract

The study was conducted to assess the marketing of goat in Karad, Koregaon, Lonand and Mhaswad livestock markets of Satara District of Maharashtra state. The data regarding marketing of goat was collected through personal interview of 15 sellers, purchasers and brokers of each market. During study of goat marketing in selected four markets of Satara district, 60.00 per cent of sellers and 63.33 per cent of purchasers preferred to purchase non-descript goat. However 40.00 per cent sellers and 33.33 per cent purchasers preferred osmanabadi goat. Majority of sellers (50.00 per cent) and purchasers (63.33 per cent) preferred adult age goat as compared to young and old age goat. The sellers of the selected markets adopted (56.67 per cent) grooming practice. 80.00 per cent sellers and 68.33 per cent purchasers found that broker are essential to get appropriate price. Whereas, 80.00 per cent sellers need broker to search customers and 63.33 per cent purchasers need broker to fixing the price of goat. It was observed that maximum (95.00 per cent) sellers brought their goat on the day of market and only 05.00 per cent sellers brought their goat on previous day of market.

Keywords: age, broker, goat, marketing, price, purchaser, seller

Introduction

Goats are associated with human, since beginning of agriculture and domestication of animals, making them socioeconomically, a very important animal providing meat, milk, fibre, hair and service to man throughout the world, especially in developing countries like India, more than 90 per cent of small ruminants are owned by landless and marginal farmers. They are universally considered the “poor man's cow” and are the major source of animal protein like milk and meat for many subsistence farmers in tropical regions (Gamit *et al.*, 2019) [1]. 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 and identification of bottlenecks with a view to provide efficient services in the transfer of goods from producers to consumers. However marketing of goats and their products is one of the most neglected areas in India. As a result it suffers from many drawbacks such as 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].

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 basis of specially designed questionnaires at weekly market days in the month January, February, March and April, 2021.

Method of data analysis

According to the objectives of study, the data collected through personal interview, was tabulate and statistically analyzed by simple tabulation technique as per Panse and Sukhatme (1967) [5] and the results were interpreted for conclusion.

Results and Discussion

1. Breeds of goat sold and purchased in goat market: Distribution of goat sellers according to breeds of goat sold in selected markets is presented in Table 1.

Table 1: Distribution of sellers according to breeds of goat sold in selected markets.

Sr. No.	Breeds	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Osmanabadi	05 (33.33)	07 (66.67)	05 (33.33)	07 (66.67)	24 (40.00)
2	Sangamneri	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
3	Sirohi	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	Boer	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
5	Non- descript	10 (66.67)	08 (53.34)	10 (66.67)	08 (53.34)	36 (60.00)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

In the present study selling of goat according to breed of goat found that maximum 60.00 per cent non- descript goat sold by sellers and 40.00 per cent osmanabadi goat breed sold by sellers in all selected markets of Satara district. It was also noticed that sangamneri, sirohi and boer breeds were not found in all four selected markets. The trend indicated that

there was a special priority to have the non- descript goat only. The results of the study correlates with Todkar *et al.* (2016) [9], who reported that 71 per cent of sellers sold non- descript breed while 18 per cent were sold berari goat breed and 11 per cent osmanabadi goat breed sellers were observed.

Table 2: Distribution of purchasers according to breeds of goat purchased in selected markets.

Sr. No.	Breeds	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Osmanabadi	03 (20.00)	05 (33.33)	07 (66.67)	05 (33.33)	20 (33.33)
2	Sangamneri	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
3	Sirohi	02 (13.33)	00 (00.00)	00 (00.00)	00 (00.00)	02 (03.33)
4	Boer	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
5	Non- descript	10 (66.67)	10 (66.67)	08 (53.34)	10 (66.67)	38 (63.33)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

The data regarding distribution of goat purchaser according to breeds of goat purchased in selected markets is presented in Table 2. It was also noticed that sangamneri and boer breeds were not purchased in four selected markets whereas, Koregaon, Lonand, Mhaswad markets no single purchaser purchased sirohi goat breed. Among four different markets the percent goat purchasers involved in Lonand market (46.67 per cent) purchased osmanabadi goat and their number was highest whereas in Karad, Koregaon and Mhaswad markets (66.67 per cent) purchasers purchase non- descript goat and

their number was highest than Lonand market. From the results it was revealed that the maximum goat purchasers (63.33 per cent) purchased non- descript goat followed by osmanabadi (33.33 per cent) and sirohi (03.33 per cent).

2. Age of goat: The detail of goat sold in selected markets were categorized into three groups according to their age i.e. young (7 to 8 month), adult (9 to 12 month) and old (5 years) is presented in Table 3.

Table 3: Distribution of sellers according to the age of goat sold in selected goat markets.

Sr. No.	Age of goat	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Young (7 -8 month)	05 (33.33)	05 (33.33)	07 (46.67)	07 (46.67)	24 (40.00)
2	Adult (9-12 month)	08 (53.33)	08 (53.33)	07 (46.67)	07 (46.67)	30 (50.00)
3	Old (above 5 year)	02 (13.33)	02 (13.33)	01 (06.67)	01 (06.67)	06 (10.00)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

Majority of sellers in above four markets (50.00 per cent) sold their adult goat (9-12 month), followed by 40.00 per cent sellers sold young goat and 10.00 per cent their old goat (above 5 years). The farmers or sellers sold young and adult goat to earn more income while, old goat sold with aim to replace the new goat with old. Our results are similar with Sabapara (2016) [7], who reported that highest number of goat owners (80.8 per cent) sold their goat at the age 7-12 months

followed by 14.4 per cent at more than 12 months and 4.8 per cent at 3-6 months of age of kids. Naik (2017) [4], reported that 60.00 per cent sellers sold adult goats, 28.33 and 11.67 per cent sellers sold young and old goats, respectively. Gavit (2018) [2], Stated that majority 61.67 per cent sellers sold adult goats, 25.00 and 13.33 per cent sellers sold young and old goats, respectively.

Table 4: Distribution of purchaser according to the age of goat purchased in selected goat markets.

Sr. No.	Age of goat	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Young (7-8 month)	06 (40.00)	05 (33.33)	03 (20.00)	02 (13.33)	16 (26.66)
2	Adult (9-12 month)	08 (53.33)	09 (46.67)	10 (66.67)	11 (73.33)	38 (63.33)
3	Old (above 5 yrs)	01 (06.67)	01 (06.67)	02 (13.33)	02 (13.33)	06 (10.00)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

Goat purchasers in selected markets of Satara district were grouped according to age of goat (Table 4). It was found that majority (40.00 per cent) purchasers from Karad market who preferred young age goat. Whereas in Mhaswad market maximum (73.33 per cent) purchasers purchased adult age goat and 13.33 per cent purchasers preferred old age goat from Lonand and Mhaswad markets. From the results it was revealed that majority 63.33 per cent purchasers preferred purchasing of adult goat followed by 26.67 and 10.00 per cent young and old goat. The results of the study correlates with

Naik (2017)^[4], reported that 73.33 per cent buyers purchased adult goats, 18.33 and 8.34 per cent buyers purchased young and old goats, respectively. Gavit (2018)^[2], who stated that 66.67 per cent buyers purchased adult goat, 20.00 and 13.33 per cent buyers purchased young and old goats in their study area.

3. Preparation of goat for sale: The various practices adopted for preparation of goat for sale in each selected market of Satara district are presented in Table 5.

Table 5: Distribution of sellers according to practices adopted for preparation of goat.

Sr. No.	Preparation practices	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Washing	04 (26.67)	03 (20.00)	02 (13.33)	03 (20.00)	11 (18.33)
2	Grooming	08 (53.33)	09 (60.00)	07 (46.67)	10 (66.67)	34 (56.67)
3	Blanketing	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	Horn trimming	03 (20.00)	02 (13.33)	04 (26.67)	01 (06.67)	10 (16.67)
5	Hoof treatment	00 (00.00)	01 (06.67)	02 (13.33)	01 (06.67)	04 (06.67)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

From the results it was revealed that the maximum (56.67 per cent) goat sellers adopted grooming practice followed by 20.00, 16.67 and 06.67 per cent sellers adopted washing, horn trimming and hoof trimming practices at the time of marketing in all the selected markets of Satara district. It was noticed that all above practices were adopted for getting high price from goat. While, blanketing practice was not adopted by sellers before marketing of goat in selected markets. Our results are similar with Naik (2017)^[4], stated that all sellers of Latur district preferred 66.66 per cent grooming, 13.33 per

cent washing, horn trimming 15.00 per cent and 05.00 per cent hoof trimming practice for sale of goats at the time of marketing. Gavit (2018)^[2], reported that all sellers of Osmanabad district preferred 70.00 per cent grooming, 11.67, 15.00 and 3.33 per cent washing, horn trimming and hoof trimming practices for sale of goats at the time of marketing.

4. Adoption of marketing channels: Channels adopted for sale of goat by sellers are given in Table 6. Channels adopted were through broker, friends or relatives and direct sale.

Table 6: Channels adopted for sale of goat in selected markets.

Sr. No.	Channel	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Through broker	12 (80.00)	11 (73.33)	13 (86.67)	12 (80.00)	48 (80.00)
2	Through friends or relatives	01 (06.67)	02 (13.33)	01 (06.67)	01 (06.67)	05 (08.33)
3	Direct	02 (13.33)	02 (13.33)	01 (06.67)	02 (13.33)	07 (11.67)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

The highest (86.67 per cent) sellers in Lonand market sold their goat through broker channel followed by 13.33 per cent through friends or relatives in Koregaon market while, 13.33 per cent directly in Karad, Koregaon and Mhaswad goat markets. From the results it was revealed that maximum (80.00 per cent) sellers sold their goat through broker. Because sellers get appropriate price, hence maximum sellers sale their goat through broker. The channel of friends or relatives was adopted by 08.33 per cent sellers. While, 11.67

per cent sellers sold their goat directly. Our results are similar with Todkar *et al.* (2016) ^[9], who reported that in all the selected markets, maximum number of sellers (73%) sold their goats through brokers. The channel of friends or relatives was adopted by very less (11%) sellers, while (16%) sellers sold their goats directly. Sharma (1998) ^[8], observed that majority of livestock transactions were through local trader and the main marketing channel is producer/ seller - broker- buyer which is supportive to the present results.

Table 7: Channels adopted for purchase of goat in selected markets.

Sr. No.	Channel	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	Through broker	09 (60.00)	12 (80.00)	12 (80.00)	08 (53.33)	41 (68.33)
2	Through friends or relatives	01 (06.67)	02 (13.33)	01 (06.67)	02 (13.33)	06 (10.00)
3	Direct	05 (08.33)	01 (06.67)	02 (13.33)	05 (33.33)	13 (21.67)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

The various channels adopted for purchasing of goat by purchaser in all the selected markets of Satara district is given in Table 7. It was found that 80.00 per cent purchasers preferred to purchased goat through broker in Koregaon and Lonand markets. Whereas in Koregaon and Mhaswad markets (13.33 per cent) purchasers take help of friends or relatives for goat purchasing. While, 33.33 per cent purchasers directly purchased goat in Karad and Mhaswad markets. It was indicated that, in all the selected markets of Satara district maximum number of purchasers (68.33 per cent) purchased goat through broker, while 21.67 and 10.00 per cent of purchasers used direct and friends or relatives method, respectively for purchasing goat. The results of the study correlates with Naik (2017) ^[4], stated that majority 58.33 per

cent buyers of Latur district purchased goat by broker channel method. Whereas, 38.34 per cent of buyers adopted by direct method. While 3.33 per cent each buyers take help of friends or relatives for marketing of goats. Gavit (2018) ^[2], found that 66.67 per cent buyers of Osmanabad district purchased goat by broker channel method. Whereas, 20.00 per cent buyers take help of friends or relatives for marketing of goats.

5. Involvement of brokers in market: Data regarding need of broker for seller with different reasons in each selected markets of Satara district is given in Table 8. The 80.00 per cent sellers needs broker to search a customer followed by 13.33 per cent need negotiate price and 06.67 per cent to avoid cheating.

Table 8: Need of brokers according to sellers in selected markets.

Sr. No.	Need of broker for seller	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	To search a customer	12 (80.00)	11 (73.33)	13 (86.67)	12 (80.00)	48 (80.00)
2	To negotiate price	01 (06.67)	02 (13.33)	02 (13.33)	03 (20.00)	08 (13.33)
3	Guarantee of payment	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	Cheating of broker	02 (13.33)	02 (13.33)	00 (00.00)	00 (00.00)	04 (06.67)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

Not a single sellers expected need of broker for guarantee of payment in selected markets in Lonand and Mhaswad market. Whereas not single seller cheated by broker. Our results are similar with Ramesh *et al.* (2012) ^[6], who reported that sellers were asked the reason for selling their animals through particular channels. Availability of credit (10.2 per cent) as main reason to sell their animals. Naik (2017) ^[4], who reported that majority of sellers in all the goat markets of

Latur district needed brokers to search the customers 53.33 per cent, 8.33 per cent negotiate price, 26.67 per cent guarantee of payment and 11.67 per cent cheating of broker. Purchasers also needed some kind of help of broker in all the selected markets. The groups were formed on the basis of need of broker for the various reasons according purchasers in selected markets were given in table 9.

Table 9: Need of brokers according to purchasers in selected markets.

Sr. No.	Need of broker for buyers	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	To fix price	11 (73.33)	08 (53.33)	09 (60.00)	10 (66.67)	38 (63.33)
2	Choice of Goat	04 (26.67)	07 (46.67)	06 (40.00)	05 (33.33)	22 (36.67)
3	For purchasing on credit	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	For guarantee of goat	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

In the present study it was noticed that majority (68.33 per cent) purchasers need broker service for fixing the price of goat. Secondly, 36.67 per cent purchasers need broker for choice of goat in all selected markets of Satara district. While in Karad, Koregaon, Lonand and Mhaswad markets not a single purchaser expect help of broker for purchasing goat on credit or guarantee of goat. Our results are similar with Naik (2017) [4], reported that majority of buyers needed broker for 46.66 per cent to fix the price of goat, 31.67 per cent choice of

goat, 10.00 per cent buyers to give guarantee of goat. Gavit (2018) [2], who stated that majority of buyers needed broker for 50.00 per cent to fix the price of goat, 36.67 per cent choice of goats, 10.00 per cent buyers to give guarantee of goat and 3.33 per cent buyers purchasing goat on credit was another reason of broker need.

6. Arrival of goat in market: Arrival pattern of goat to each selected markets of Satara district is given in Table 10.

Table 10: Distribution of sellers according to arrival of goat in the market.

Sr. No.	Arrival of goat	Markets				Total
		Karad	Koregaon	Lonand	Mhaswad	
1	On the days of market	14 (93.33)	15 (100.00)	13 (86.67)	15 (100.00)	57 (95.00)
2	Previous day of market	01 (06.67)	00 (00.00)	02 (13.33)	00 (00.00)	03 (05.00)
3	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicate percentage

The 95.00 per cent sellers brought their goat on the day of market and 05.00 per cent sellers brought their goat on previous day of market in all the selected markets of Satara district. It was observed that majority of sellers from nearby area of market places brought their goat on the day of market. Our results are similar with Naik (2017) [4], revealed that majority of 95.00 per cent sellers brought their goats to the market on the day of market in selected markets of Latur district. Gavit (2018) [2], reported that majority of 93.33 per cent sellers brought their goats to the market on the day of

market in selected markets of Osmanabad district. Whereas, 1.67 per cent sellers came with goats on previous day of market.

7. Cost structure of goat: In selected markets of Satara district, groups were formed according to the cost of goat up to Rs. 5000 per goat was considered as minimum cost of goat. Whereas, medium cost was ranging in between Rs. 5000 to Rs. 7000 and higher cost was Rs. 7000 to Rs. 9000 per goat.

Table 11: Net price of goat obtained by sellers.

Gross price of goat (Rs.)	Particulars	Markets				Average cost/ goat (Rs.)
		Karad	Koregaon	Lonand	Mhaswad	
Upto 5,000	Goat price (Rs.)	4480 (5 goat)	3566 (6 goat)	4575 (4 goat)	4542 (7 goat)	4290.75
	Marketing cost (Rs.)	68 (1.51)	65 (1.82)	65 (1.42)	69 (1.51)	66.75 (1.55)
	Net price (Rs.)	4412 (98.48)	3501 (98.17)	4510 (98.57)	4473 (98.48)	4224 (98.44)
5,000- 7,000	Goat price (Rs.)	5328 (7 goat)	6380 (5 goat)	6283 (6 goat)	6716 (6 goat)	6176.75
	Marketing cost (Rs.)	97 (1.82)	79 (1.23)	93 (1.48)	90 (1.34)	89.75 (1.45)
	Net price (Rs.)	5231 (98.17)	6301 (98.76)	6190 (98.51)	6626 (98.57)	6087 (98.54)
7,000-9,000	Goat price (Rs.)	8066 (3 goat)	7975 (4 goat)	8160 (5 goat)	8150 (2 goat)	8087.75
	Marketing cost (Rs.)	130 (1.61)	110 (1.37)	129 (1.58)	105 (1.28)	118.5 (1.46)
	Net price (Rs.)	7933 (98.35)	7865 (98.62)	8031 (98.41)	8045 (98.71)	7968.5 (98.52)

Figures in parentheses indicates percentage

It was observed from Table 11, net price obtained to seller was Rs.4224 (98.44 per cent) in up to Rs. 5000 price group. On the other hand, the net price obtained to seller in group of Rs. 5000 to Rs. 7000 was Rs. 6087 (98.54 per cent). In case of goat sale in third group with cost Rs. 7000 to Rs. 9000 it was seen that net price of actual selling goat was Rs. 7968.5 (98.52 per cent) in selected four markets of Satara district. Our results are similar with Todkar *et al.* (2016) [9], reported that selling price of goat around Nagpur city was Rs. 1268.75

in up to Rs. 1500 price group. In this range average net price was Rs. 1189.5 (93.75 per cent) and average marketing cost was Rs. 79.75 (6.27 per cent). In the range of Rs. 1501 to Rs. 2500 over all selling price was Rs. 2087.5 and marketing cost was Rs. 104 (4.98 per cent) and hence net price obtained was Rs. 1983.5 (95.01 per cent). In case of goat sale in third group with price above Rs. 2500 an average price of goat was Rs. 2987.5 and marketing cost was Rs. 127 (4.25 per cent) in this group net price of goat was 2860.50 (95.74 per cent).

Table 12: Net price paid for a goat by purchaser.

Gross price of goat (Rs.)	Particulars	Markets				Average cost per goat (Rs.)
		Karad	Koregaon	Lonand	Mhaswad	
Upto 5000	Goat price (Rs.)	4815 (4 goat)	4342 (5 goat)	4770 (6 goat)	3876 (8 goat)	4450.75
	Marketing cost (Rs.)	85 (1.76)	68 (1.56)	94 (1.97)	87 (2.24)	83.5 (1.87)
	Net price (Rs.)	4730 (98.23)	4274 (98.43)	4676 (98.02)	3789 (97.75)	4367.25 (98.12)
5,000- 7,000	Goat price (Rs.)	6580 (6 goat)	6358 (6 goat)	6993 (3 goat)	5837 (4 goat)	6442
	Marketing cost (Rs.)	97 (1.47)	85 (1.33)	105 (1.50)	93 (1.59)	95 (1.47)
	Net price (Rs.)	6483 (98.52)	6273 (98.66)	6888 (98.49)	5744 (98.40)	6347 (98.52)
7,000- 9,000	Goat price (Rs.)	8314 (5 goat)	7980 (4 goat)	8343 (6 goat)	8078 (3 goat)	8178.75
	Marketing cost (Rs.)	135 (1.62)	124 (1.55)	146 (1.74)	115 (1.42)	130 (1.58)
	Net price (Rs.)	8179 (98.37)	7856 (98.44)	8197 (98.25)	7963 (98.57)	8048.75 (98.41)

Figures in parentheses indicate percentage

From Table 12, it can be seen that net price paid for a goat by purchaser was Rs. 4367.25 (98.12 per cent) in up to Rs.5000 price group. While in second group (Rs. 5000 to Rs. 7000) in this group net price of goat was Rs. 6347 (98.52 per cent). In third group with price Rs. 7000 to Rs. 9000 it was observed that average net price of goat was Rs. 8048.75 (98.41 per cent) in selected goat markets of Satara district. The results seen in Table 7.2 related with findings obtained by Naik (2017) [4], who reported that average purchasing price of goat

was Rs. 2525 in first group (up to Rs. 3000), average marketing cost was Rs. 62.5 (2.41 per cent) and average net price was Rs. 2587.5. Average purchasing price was Rs. 4125 between ranges of Rs. 4000 to Rs. 5000, which was having market cost was Rs. 93.75 and average net price was Rs.4230. In range of above Rs. 5000 average price of purchasing goat was Rs. 4230 and average marketing cost was Rs. 142.5 (2.85 per cent) due to which average net price of purchased goat was Rs. 5017.5 in selected markets of Latur district.

Table 13: Details of market charges in selected goat markets.

Market charges	Karad	Koregaon	Lonand	Mhaswad
Entrance fees for sellers	5	5	5	5
Market fees for purchaser	30	30	30	30

Table 13, indicated that there was entrance fee for sellers in all selected markets. It was observed that entrance fee for sellers were Rs. 5 per goat in Karad, Koregaon, Lonand and Mhaswad markets. It was seen that market fees for purchasers Rs. 30 for making stamp of goat in all selected markets of Satara district.

Conclusions

It was concluded from the results of the present study as, during marketing of goat in selected four markets of Satara district, it was found that maximum 60.00 per cent of sellers and 63.33 per cent of purchasers preferred non- describe goat. However 40.00 per cent sellers and 33.33 per cent purchasers preferred osmanabadi goat. Majority of sellers (50.00 per cent) and purchasers (63.33 per cent) preferred adult age goat as compared to young and old age goat. Near about all sellers of the selected markets adopted (56.67 per cent) grooming

practice because it improving the health of the skin and coat and helps in earning more profit. In study area it was observed that, maximum (80.00 per cent) sellers and (68.33 per cent) purchasers told that broker are essential to get appropriate price. it was seen that, majority of 80.00 per cent sellers need broker to search customers and purchasers also needed some kind of help of broker maximum 63.33 per cent purchasers need broker to fixing the price of goat. It was observed that maximum (95.00 per cent) sellers brought their goat on the day of market and only 05.00 per cent sellers brought their goat on previous day of market.

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