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Studies on marketing of Goat in Osmanabad district

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Abstract

The study was conducted to study general trade practice and cost of goat in Osmanabad district. Instead of studying all markets, four markets as per geographical distribution of districts were selected viz., Osmanabad, Karanjkhed, Kalamb and Vashi goat markets. 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 Osmanabad district 88.33 percent seller and 91.67 percent purchasers preferred to purchase Osmanabadi goat. Majority of sellers (61.67 percent) and purchasers (66.67 percent) preferred adult age goat as compared to young and old age goat. The sellers of the selected markets adopted (70 percent) grooming practice. 50.00 percent sellers and 66.63 percent purchasers found that broker is essential to get appropriate price. Whereas, 55.00 percent sellers need broker to search customers and 50 percent purchasers need broker to fixing the price of goat. It was observed that maximum (98.33 percent) sellers brought their goat on the day of market and only 1.67 percent sellers brought their goat on previous day of market.

Keywords: Goat, market, seller, buyer, price

Introduction

India is the richest country of the world in the livestock wealth. Goats are distributed across all agro-climatic regions of the country. The density of goat population is highest in the states like West Bengal, Bihar, U.P., Tamil Nadu, Maharashtra and Jammu & Kashmir. Goat population of India is consists of number of breeds. Some of the breeds produced only fiber, some are reared for meat and milk. Livestock contributes 27.28 % to agriculture GDP Goat contributes nearly 17.93% and sheep about 7.14% of the total GDP from livestock sector mainly in form of milk, meat, skin & wool. India ranks first in goat and second in sheep population. In India, there are about 24 goat breeds (NBAGR, 2015) ^[4]. Out of that four are found in Maharashtra viz.; Osmanabadi, Sangamneri, Kokan Kanyal and Berari. The total goat population in India and Maharashtra is about 135.2 million and 83.35 lakh, respectively. Goat population in Osmanabad district is about 1,78,660 lakh and it shares 1.48 percent total goat population of Maharashtra. (Livestock census, 2012). 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.

Materials and Methods

The present investigation of 'Studies on marketing of goats in Osmanabad district' was carried out by collecting the information from goat sellers and purchasers of four livestock markets in Osmanabad district of Maharashtra state through filling questionnaires.

Selection of markets

Livestock market mostly controlled by Agricultural Produce Marketing Committees (APMC) and grampanchyat in Osmanabad district was selected for the study. The four markets selected represented whole districts as per the geographical spread of the district. These markets are as follows.

Markets Day of Markets

1. Osmanabad Tuesday
2. Karanjkhed Sunday
3. Kalamb Monday
4. Vashi Saturday

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Selection of sellers, purchasers and brokers

After selecting the markets, 15 sellers, 15 purchasers and 15 brokers were selected from each market on random sampling basis and they were interviewed.

Method of data collection

The information on marketing of goat in Osmanabad 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 special and questionnaire was designed. The nature of information to be collected from these sources was different from each other. The information was collected from selected four markets on the weekly market days in the month October, November, December and January.

Method of data analysis

Keeping in view the objectives of study, the data collected through personal interview, which were further tabulated and statistically analyzed by the simple tabulation technique as per Panse and Sukhatme (1967)^[6] and the results were interpreted for conclusion.

Results and Discussion

1. Size of land holding of goat seller and buyers: The data regarding size of land holding of goat seller and buyers in selected markets is presented in Table 1 and Table 2, respectively. Goat sellers engaged in marketing of goat were categorized according to their land holding as marginal (up to 1 ha), small (1.01 to 2 ha), medium (2.01 to 4 ha) and large (above 4 ha).

Table 1: Distribution of goat sellers according to their land holding in selected markets

Sr.no.	Category of farmers	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Marginal (up to 1 ha)	01 (06.67)	03 (20.00)	03 (20.00)	02 (13.33)	09 (15.00)
2	Small (1.01 to 2 ha)	07 (46.67)	03 (20.00)	06 (40.00)	07 (46.67)	23 (38.33)
3	Medium (2.01 to 4 ha)	05 (33.33)	06 (40.00)	03 (20.00)	04 (26.67)	18 (30.00)
4	Large (above 4 ha)	02 (13.33)	03 (20.00)	03 (20.00)	02 (13.33)	10 (18.33)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

It is observed from Table 1 that goat sellers indicates that majority sellers were from small land holding group (38.33%) involved in selling of goat followed by medium farmers (30.00%), large farmers (16.67%) and marginal farmers

(15.00%) in all the selected markets of Osmanabad district. Khatun *et al.* (2012)^[8] reported that the landless and marginal farmers were brought significantly higher number of goats to the markets for sale than that of small and medium farmers.

Table 2: Distribution of goat buyers according to their land holding in selected markets

Sr. No.	Category of farmers	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Marginal (up to 1 ha)	05 (33.33)	05 (33.33)	01 (6.67)	03 (20.00)	14 (23.33)
2	Small (1.01 to 2 ha)	04 (26.67)	04 (26.67)	07 (46.67)	04 (26.67)	19 (31.67)
3	Medium (2.01 to 4 ha)	03 (20.00)	04 (26.67)	02 (13.33)	06 (40.00)	15 (25.00)
4	Large (above 4 ha)	03 (20.00)	02 (13.33)	05 (33.33)	02 (13.33)	12 (20.00)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

It is observed from Table 2 that majority of goat buyers farmers were from small land holding group (31.67%) followed by medium (25.00%), marginal (23.33%), and large land holding group (20.00%).

2. Distance of market: The results of the sellers engaged in marketing of goat are grouped in three groups according to distance viz., short (up to 25 km), medium (25.01– 50 km) and long (more than 50 km) from their villages to the goat market in Osmanabad district are presented in Table 3.

Table 3: Distribution of goat sellers according to the distance of selected markets from their village

Sr. No.	Distance of market from village (km)	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Short up to 25 km	13 (86.67)	14 (93.33)	15 (100.00)	12 (80.00)	54 (90.00)
2	Medium 25.01-50 km	02 (13.33)	01 (6.67)	00 (00.00)	03 (20.00)	06 (10.00)
3	Long Above 50 km	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

It is revealed from Table 3, that goat sellers in marketing of goat from medium and long distance i.e 25.0 to 50 and above 50 km from Kalamb market are nil. The distance from their village to the market plays very important role in marketing of goat. Maximum sellers (90.00%) brought their goat from short distances market for sale. As the distance of market

place increases, the number of goat marketing reduced. Those sellers who avoid long distance market place might be selling their goat in an around villages. These certainly affecting the selling prices. Goat markets were grouped according to distance traveled by buyers from selected market of Osmanabad district to their village were given in Table 4.

Table 4: Distribution of goat buyers according to the distance of their villages from selected markets

Sr. No.	Distance of market from village (km)	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Short up to 25 km	12 (80.00)	10 (66.67)	09 (60.00)	14 (93.33)	45 (75.00)
2	Medium 25.01 to 50 km	03 (20.00)	02 (13.33)	04 (26.67)	01 (6.67)	10 (16.67)
3	Long Above 50 km	00 (00.00)	03 (20.00)	02 (13.33)	00 (00.00)	05 (8.33)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

It was seen from Table 4, Maximum goat buyers (75.00%) were from short distance group followed by medium (16.67%) and long-distance group (8.33%) in all selected markets in Osmanabad district. It was indicated that the buyers were like the goat purchasing from the near about area of respective markets. It was seen from Table 3 and 4 that the few numbers of sellers as well as buyers crossed the distance

of 50 km and above. It may be due to costlier transporting goat in vehicle or by foot.

3. Breeds of goat sold and purchased in goat market:

During the survey to the different markets of Osmanabad district breeds of goat sold in the selected markets were studied and data are presented in Table 5.

Table 5: Distribution of sellers according to breeds of goat sold in markets

Sr. No.	Breeds	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Sangamneri	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
2	Osmanabadi	12 (80.00)	14 (93.33)	13 (86.67)	14 (93.33)	53 (88.33)
3	Non- descript	03 (20.00)	01 (6.67)	02 (13.33)	01 (06.67)	07 (11.67)
4	African Boer	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
5	Konkan kanyal	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 indicate percentage

It is observed that maximum (88.33 percent) of Osmanabadi goat and 11.67 non-descript goat were sold in selected goat markets of Osmanabad district. It is noticed that Sangamneri, African boar and Kokan kanyal goat were not sold in all four selected markets. The trend indicates that there was a special priority to have the goat of Osmanabadi and Non-descript.

The trend indicated that there was a special priority to have the non- descript goat only. The results of the study correlate with Todkar *et al.* (2016)^[7] who reported that 71 percent of sellers sold non-descript breed while 18 percent were sold berari goat breed and 11 percent osmanabadi goat breed sellers were observed.

Table 6: Distribution of buyers according to breeds of goat purchased in selected markets

Sr. No.	Breeds	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Sangamneri	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
2	Osmanabadi	13 (86.67)	14 (93.33)	14 (93.33)	14 (93.33)	55 (91.67)
3	Non descript	02 (13.33)	01 (6.67)	01 (6.67)	01 (6.67)	05 (8.33)
4	African boer	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
5	Konkan kanyal	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

The data regarding distribution of goat purchaser according to breeds of goat purchased in selected markets is presented in Table 6. It was observed that as regards the breeds of goat majority of buyers (91.67%) has purchased Osmanabadi and 8.33 percent non-descript breed of goat. It may be due to knowledge and availability of Osmanabadi goat. There were no goats of Sangamneri, African boar and Kokan kanyal

breed were purchased by farmers.

4. Age of goat: 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) and details are presented in Table 7.

Table 7: Distribution of sellers according to the age of goat sold in selected goat markets

Sr. No.	Age of goat	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Young (7 month 8)	04 (26.67)	05 (33.33)	03 (20.00)	03 (20.00)	15 (25.00)
2	Adult (9 month 12)	08 (53.33)	07 (46.67)	11 (73.33)	11 (73.33)	37 (61.67)
3	Old (above 5 yrs)	03 (20.00)	03 (20.00)	01 (6.67)	01 (6.67)	08 (13.33)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

Majority of sellers in Osmanabad district 61.67 percent sale their adult goat, followed by 25.00 percent sellers sale young goat and 13.33 percent were observed selling their age old goat. The farmers or sellers sold young and adult goat to earn more income from selling while, old goat was sold to replace the new goat (Table 7). Pandit and Dhaka (2005) [3] reported

that majority (58.6%) of the goat in sample of present study were more than two and half years of age as consumer preferred the meat of young goat because its tenderness. Naik (2017) [2] reported that 60.00 percent sellers sold adult goats, 28.33 and 11.67 percent sellers sold young and old goats, respectively.

Table 8: Distribution of buyers according to the age of goat purchased in selected goat markets

Sr. No.	Age of goat	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Young (7 month 8)	03 (20.00)	03 (20.00)	02 (13.33)	04 (26.67)	12 (20.00)
2	Adult (9 month 12)	11 (73.33)	10 (66.67)	10 (66.67)	09 (60.00)	40 (66.67)
3	Old (above 5yrs)	01 (6.67)	02 (13.33)	03 (20.00)	02 (13.33)	08 (13.33)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

Goat buyers in selected markets of Osmanabad district were grouped according to the age of goat (Table 8). it was observed that total buyers, 66.67 percent buyers preferred purchasing adult goat followed by 20.00 percent young and 13.33 percent old goat. Naik (2017) [2] reported that 73.33 percent buyers purchased adult goats, 18.33 and 8.34 percent

buyers purchased young and old goats, respectively.

5. Preparation of goat for sale: The various practices adopted for preparation of goat for sale in each selected market of Osmanabad district are presented in Table 9.

Table 9: Distribution of sellers according to practices adopted for preparation of goat

Sr. No.	Preparation practices	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Washing	01 (6.67)	03 (20.00)	02 (13.33)	01 (6.67)	7 (11.67)
2	Grooming	09 (60.00)	08 (53.33)	13 (86.67)	12 (80.00)	42 (70.00)
3	Blanketing	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	Horn trimming	03 (20.00)	04 (26.67)	00 (00.00)	02 (13.33)	09 (15.00)
5	Hoof treatment	02 (13.33)	00 (00.00)	00 (00.00)	00 (00.00)	02 (3.33)
	Total	15	15	15	15	60

Figures in parentheses indicate percentage

From the results it was observed that the all-goat sellers adopted 70.00 percent practices of grooming followed by 15, 11.67 and 3.33 percent practice of horn trimming, washing and hoof treatment, respectively before selling of the goat and blanketing was not adopted in any market. It is observed that all above practices or treatments are adopted for getting high price from goat. The present results are similar with Naik (2017) [2] stated that all sellers of Latur district preferred 66.66

percent grooming, 13.33 percent washing, horn trimming 15.00 percent and 05.00 percent hoof trimming practice for sale of goats at the time of marketing.

6. Adoption of marketing channels: The channels adopted for sale of goat by sellers are given in Table 10. Channels adopted were through broker, relative or friend and direct sale.

Table 10: Channels adopted for sale of goat in selected markets

Sr. No.	Channel	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Through broker	09 (60.00)	07 (46.67)	06 (40.00)	08 (53.33)	30 (50.00)
2	Through friends or relatives	01 (6.67)	02 (13.33)	00 (00.00)	01 (6.67)	04 (6.67)
3	Direct	05 (33.33)	06 (40.00)	09 (60.00)	06 (40.00)	26 (43.33)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

The present results revealed that in Osmanabad goat market 60.00 percent sellers sold their goat through broker method, followed by 33.33 percent through direct and 6.67 percent through friends or relative. In Karanjkhed goat market 46.67 percent sellers sold their goat through broker method, followed by 40.00 percent through direct and 13.33 percent through friends or relative. In Kalamb goat market 60.00 percent sellers sold their goat through direct and 40.00 percent sellers sold their goat through broker method. While in Vashi goat market, 53.33 percent sellers sold through broker method, while 40.00 percent directly and 6.67 percent sellers

sold their goat through friends or relatives. Thus, it can be revealed that in all the selected markets maximum number of sellers (50.00%) sold their goat through broker method. Because farmers get appropriate price that's why maximum seller sell their goat through broker. The channel of friends or relatives was adopted by very less (6.67%) sellers. While (43.33%) sellers sold their goat through directly. D. Ramesh *et al.* (2012) [1] reported that about 90 percent of respondents used relatives and friends as one of the marketing channels. Farmers sold their animals to relatives and friends when they get extra premium.

Table 11: Channels adopted for purchase of goat in selected markets

Sr. No.	Channel	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	Through broker	08 (53.33)	11 (73.33)	12 (80.00)	09 (60.00)	40 (66.67)
2	Through friends or relatives	03 (20.00)	01 (6.67)	00 (00.00)	04 (26.67)	08 (13.33)
3	Direct	04 (26.67)	03 (20.00)	03 (20.00)	02 (13.33)	12 (20.00)
	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 buyers in all the selected markets of Osmanabad district are given in Table 11. In the Osmanabad goat market 53.33 percent of buyers purchased goat through broker method, followed by 26.67 percent buyers purchased goat through direct and 20.00 percent through friends or relative. In the Karanjkhed goat market 73.33 percent buyers purchased goat through broker method, followed by 20.00 percent purchased directly and 6.67 s percent buyers took help of friends and relatives for goat purchasing. In the Kalamb goat market, through broker method was adopted by the 80.00 percent buyer and 20.00 percent buyers purchased goat directly. It is observed in the Vashi goat market that 60.00 percent buyers preferred through broker method, followed by 26.67 percent

through friends or relative and 13.33 percent through direct. It indicated that, in all the selected market of Osmanabad district maximum number of buyers (66.67%) purchased goat through broker, while 20.00 and 13.33 percent of buyers used direct and friend or relative methods, respectively for buying goat. The results of the study similar with Naik (2017) [2] stated that majority 58.33 percent buyers of Latur district purchased goat by broker channel method. Whereas, 38.34 percent of buyers adopted by direct method.

7. Involvement of brokers in market

The various reasons on the basis of need of brokers were grouped according to sellers in each selected market of Osmanabad district are given in Table 12.

Table 12: Need of brokers according to sellers in selected markets

Sr. No.	Need of broker for seller	Markets				Total
		Osmanaabad	Karanjkhed	Kalamb	Vashi	
1	To search a customer	07 (46.67)	08 (53.33)	09 (60.00)	09 (60.00)	33 (55.00)
2	To negotiate price	03 (20.00)	03 (20.00)	01 (6.67)	02 (13.33)	09 (15.00)
3	Guarantee of payment	03 (20.00)	03 (20.00)	05 (33.33)	03 (20.00)	14 (23.33)
4	Cheating of broker	02 (13.33)	01 (6.67)	00 (00.00)	01 (6.67)	04 (6.67)
	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicates percentage

Results from the Table 12 showed that 55.00 percent sellers needed broker to search a customer, 15.00 percent needed for negotiation of price, only 23.33 percent goat sellers told that they need brokers for guarantee of payment and 6.67 cheating of broker. Naik (2017) ^[2] who reported that majority of sellers in all the goat markets of Latur district needed brokers to search the customers 53.33 percent, 8.33 percent negotiate

price, 26.67 percent guarantee of payment and 11.67 percent 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 to buyers in selected markets and given in Table 13.

Table 13: Need of brokers according to buyers in selected markets

Sr. No.	Need of broker for buyers	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	To fix price	08 (53.33)	09 (60.00)	06 (40.00)	07 (46.67)	30 (50.00)
2	Choice of Goat	05 (33.33)	06 (40.00)	06 (40.00)	05 (33.33)	22 (36.67)
3	For purchasing on credit	01 (6.67)	00 (00.00)	01 (6.67)	00 (00.00)	02 (3.33)
4	For guarantee of Goat	01 (6.67)	00 (00.00)	02 (13.33)	03 (20.00)	06 (10.00)
	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicates percentage

From the above results it was cleared that maximum 50.00 percent buyers needed services of broker for fixing price, secondly 36.67 percent buyers needed for choice of goat, 10.00 percent needed for guarantee of goat and 3.33 percent buyers needed broker for purchasing goat on credit. Our results are similar with Naik (2017) ^[2] reported that majority of buyers needed broker for 46.66 percent to fix the price of goat, 31.67 percent choice of goat, 10.00 percent buyers to

give guarantee of goat. D. Ramesh *et al.* (2012) ^[1] reported that farmers were asked to specify the reason for selling their animal through particular channels. Availability of credit (10.2 %) as main reason sells their animals.

8. Arrival of goat in markets

Arrival pattern of goat to each selected markets of Osmanabad district is given in Table 14.

Table 14: Distribution of sellers according to arrival of goat in the market

Sr. No.	Arrival of Goat	Markets				Total
		Osmanabad	Karanjkhed	Kalamb	Vashi	
1	On the days of market	14 (93.33)	15 (100.00)	15 (100.00)	15 (100.00)	59 (98.33)
2	Previous day of market	01 (6.67)	00 (00.00)	00 (00.00)	00 (00.00)	01 (1.67)
3	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicate percentage

It shows that 98.33 percent sellers brought their goat on the day of market in all the selected markets of Osmanabad district, while 1.67 percent sellers brought their goat on previous day of market. It is observed that sellers from long distance of market reach on previous day of market, while sellers from nearby area of market places brought their goat on the day of market. Present results are similar with Naik

(2017) ^[2] revealed that majority of 95.00 percent sellers brought their goats to the market on the day of market in selected markets of Latur district.

9. Cost structure of goat

In selected markets of Osmanabad district, groups were formed according to the cost of goat Rs. 3000 per goat was

considered as minimum cost of goat. Whereas medium cost was above Rs. 5000 per goat. was ranging in between Rs. 3000 to Rs. 4000 and higher cost

Table 15: Net price of goat obtained by sellers (Farmers)

Gross price of goat (Rs.)	Particulars	Markets				Average cost/ goat (Rs.)
		Osmanabad	Karanjkhed	Kalamb	Vashi	
Upto 3,000	Goat price (Rs.)	2000	2600	2800	2900	2575
	Marketing cost (Rs.)	50 (2.5)	60 (2.30)	60 (2.14)	60 (2.06)	57.5 (2.23)
	Net price (Rs.)	1950 (97.5)	2540 (97.69)	2740 (97.85)	2840 (97.93)	2517.5 (97.76)
3,000- 4,000	Goat price (Rs.)	4000	3900	3700	3800	3850
	Marketing cost (Rs.)	80 (2.00)	90 (2.30)	100 (2.70)	85 (2.23)	88.75 (2.30)
	Net price (Rs.)	3920 (98.00)	3810 (97.69)	3600 (97.29)	3715 (97.76)	3761.25 (97.69)
Above 5,000	Goat price (Rs.)	4600	4800	4900	5000	4825
	Marketing cost (Rs.)	130 (2.82)	135 (2.81)	125 (2.55)	110 (2.2)	125 (2.59)
	Net price (Rs.)	4470 (97.17)	4665 (97.18)	4775 (97.44)	4890 (97.8)	4700 (97.40)

Figures in parentheses indicates percentage

It is observed from Table 15, average selling price of goat in Osmanabad district was between Rs. 2575 up to Rs. 3000 price group. The sellers got 97.76 percent cost of actual selling cost, which is Rs. 2517.5. On the other hand, the average selling cost of goat in second group was in the range of Rs. 3000 to Rs. 4000 over all selling price was Rs. 3850 and net price obtained to seller was Rs. 3761.25 (97.69%). In case of goat sold in third group with cost above Rs. 5000 an average price of goat was Rs. 4825 and marketing cost was Rs. 125 (2.59%) in this group net price of goat was 4700 (97.40%). Our results are similar with Todkar *et al.* (2016) [7]

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 percent) and average marketing cost was Rs. 79.75 (6.27 percent). 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 percent) and hence net price obtained was Rs. 1983.5 (95.01 percent). 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 percent) in this group net price of goat was 2860.50 (95.74 percent).

Table 16: Net price paid for a goat by buyers

Gross price of goat (Rs.)	Particulars	Markets				Average cost per goat (Rs.)
		Osmanabad	Karanjkhed	Kalamb	Vashi	
Upto 3000	Goat price (Rs.)	2400	2800	2900	2500	2650
	Marketing cost (Rs.)	50 (2.08)	70 (2.5)	80 (2.75)	50 (2.00)	62.5 (2.35)
	Net price (Rs.)	2350 (97.91)	2730 (97.5)	2820 (97.24)	2450 (98.00)	2587.5 (97.64)
4000- 5,000	Goat price (Rs.)	4200	4400	4800	4900	4575
	Marketing cost (Rs.)	80 (1.90)	100 (2.27)	90 (1.87)	110 (2.24)	95.00 (2.07)
	Net price (Rs.)	4120 (98.90)	4300 (97.72)	4710 (98.10)	4790 (97.70)	4480 (97.90)
Above 5,000	Goat price (Rs.)	5500	6000	5900	5600	5750
	Marketing cost (Rs.)	120 (2.18)	140 (2.33)	160 (2.71)	160 (2.85)	145 (2.52)
	Net price (Rs.)	5380 (97.80)	5860 (97.60)	5740 (97.28)	5440 (97.14)	5605 (97.47)

Figures in parentheses indicate percentage

From Table 16, it can be seen that average purchasing price of goat was Rs. 2650 in first group (cost upto Rs.3000). In this group average marketing cost was Rs. 62.2 (2.35%) and net price was Rs. 2587.5. While, in second group (Rs. 4000 to Rs. 5000) average price of goat was Rs.4575 and average marketing cost was Rs. 95.00 (2.07%). In this group net price of goat was Rs. 4480. In third group price of above Rs. 5000 it was observed that average purchasing price of goat was Rs.5750 and average marketing cost was Rs. 145 (2.52) due to which average net price of goat was Rs.5605 in goat markets of Osmanabad district. The results seen in Table 16

related with findings obtained by Naik (2017) [2] 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 percent) 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 percent) due to which average net price of purchased goat was Rs. 5017.5 in selected markets of Latur district.

Table 17: Details of market charges in selected goat markets

Market charges	Osmanabad	Karanjkhed	Kalamb	Vashi
Entrance fees for sellers	05	05	05	05
Market fees for buyers	20	20	20	20

Table 17, indicate that there was entrance fee for seller in all selected market while, market fee for buyers for making stamp of goat is Rs.5 per goat in Osmanabad, Karanjkhed, Kalamb and Vashi goat market. It was observed that market fee was the buyers in Osmanabad, Karanjkhed, Kalamb and Vashi goat market for making stamp of goat is 20 Rs.

Conclusion

It was concluded from the results of the present study as, during marketing of goat in selected four markets of Osmanabad district the 88.33 percent seller and 91.67 percent purchasers preferred to purchase Osmanabadi goat. Majority of sellers (61.67 percent) and purchasers (66.67 percent) preferred adult age goat as compared to young and old age goat. The sellers of the selected markets adopted (70 percent) grooming practice. 50.00 percent sellers and 66.63 percent purchasers found that broker is essential to get appropriate price. Whereas, 55.00 percent sellers need broker to search customers and 50 percent purchasers need broker to fixing the price of goat. It was observed that maximum (98.33 percent) sellers brought their goat on the day of market and only 1.67 percent sellers brought their goat on previous day of market.

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