

## Short Communication

# Marketing channels prevailing for marketing of goats and monetary benefits occurred by the goat farmers from Ahmednagar district

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Goat farming is an enterprise which has been practiced by a large section of population in rural areas. Goat is a multifunctional animal and plays a significant role in the economy and nutrition of landless, small and marginal farmers in the country. Goat population in the world is about 125 million which represent 23 per cent of the country's live-stock population. They produce about 0.48 million tones of meat, 1.68 million tones of milk, 0.085 million tones of pashmina and 0.109 million kg. skin in addition to 390 thousand metric tones of manure. The estimated value of different types of produce from goat is about Rs. 2612.00 million per year and it also generates about 4.2 per cent rural employment.

Goat therefore, has been described as a Poor Man's Cow. Taking into consideration these aspects, interest has emerged out to investigate goat farmer's knowledge and adoption of improved goat farming-technology and problems faced by them in goat farming. An investigation entitled "Knowledge and Adoption of Goat farmers and their problems in goat farming technology from Ahmednagar district was carried out during the year February, 2005 with following specific objectives.

1. To identify the marketing channels prevailing for marketing of goats in the locality of the farmers.
2. To ascertain the monetary benefits occurred by the goat farmers.

Three stages random sampling technique was used for selecting the respondents of the study. In the first stage four tahsils i.e. Parner, Shrigonda, Newasa and Pathardi was selected. In the second and third stage village and respondents were selected for the study respectively. From the selected village, a list of goat farmers was prepared with the help of Live-stock Development Officer and village functionaries' viz. Talathi and Gramsevak on the population of goats they possessed. A standard of farmers with maintaining a unit of minimum twenty does and one buck was observed and five respondent from each village were selected. Hence, in all four tahsils, twenty villages and 120 goat farmers were covered under the study.

An interview schedule based on the objectives of the study was prepared for data collection and pre-tested prior to its finalization. After making required changes in the interview schedule then it was finalized for data collection. The information were collected by the researcher by conduction personal interview of all the goat keepers preferably at the site of their goat rearing.

The collected information were tabulated into primary and secondary tables. The findings are presented herewith

as under in the following heads.

### **Marketing channels prevailing for marketing of goats :**

It is observed that goat farmers sold goats mostly for slaughter and few were kept for rearing. However, more sales were effected before the major festivals to meet the heavy demand for meet. Goat farmers carry their goat for sale in the nearby weekly market where goats were sold through commission agents.

The animal pass through different channels before they reach to urban butcher. In villages the majority of the animals were sold by the goat farmers to the petty traders and small percentage of goats were directly sold to the village and semi-urban butchers and few goats to their fellow farmers for rearing. Similarly, in weekly market, farmers and petty traders transport most of the goats from village to weekly market for sale where goats were sold through commission agents. The major buyers in weekly markets were big traders and city wholesaler meat dealers. The semi-urban and urban butchers as well as villagers/farmers also buy few numbers of goats in the weekly market as per their requirement to meet the demand of the meat shop holders.

### **Monetary benefits occurred by the goat farmers :**

Monetary benefits have been worked out on the basis of expenditure incurred by the farmers on different management aspect of their goat units and earning through sale of goats, milk, manure etc.

The monetary benefits occurred to the goat farmers in goat farming is presented in Table 1.

The table 1 indicates that expenditure incurred on small flock sized group of goat were found to be Rs. 24140/- while Rs. 38770/- and Rs. 67910/- on medium flock sized and large flock sized of goat, respectively.

It is apparent that annual flock returns from different sources in goat farming came to Rs. 35660/- from small flock sized group of goat while Rs. 53000/- and Rs. 98600/- from medium flock sized and large flock sized of goat respectively.

Table-1 revealed that, annually monetary benefits were obtained maximum in case of large flock sized group i.e. Rs. 30690/- while Rs. 11520/- and Rs. 14230/- in case of small flock sized and medium flock sized group of goat, respectively.

In other words in large flock sized group of goat the monetary benefits were found more as compared to other groups.

### **CONCLUSION**

The goat marketing system does not favour the

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