



Studies on cost structure and reasons for selling and purchasing of bullocks

S.D.CHOPADE, R.R. SHELKE, S.D.CHAVAN, K.U.BIDWE AND M.B. DURGAWALE

ABSTRACT

In the present investigation the data were collected from Akola, Akot, Chohatta bazaar and Murtizapur Tahsils of the district during 2007 by personal interview of 25 sellers, 25 purchaser and 25 brokers from each market *i.e.* 100 sellers, 100 purchasers and 100 brokers by filling questionnaire. Majority (71 per cent) sellers reported the financial problem. Fodder problem and replacement of costlier by cheaper one were the other important reasons expressed by 60 and 34 per cent sellers, respectively. In all cattle markets of Akola district, majority (64 per cent) purchasers had purchased the bullocks as a need of bullock for farm operation followed by 44 per cent purchasers purchases the bullocks for resale purpose. While 8 per cent purchasers for replacing the old bullocks with young ones.

KEY WORDS : Selling, Purchasing, Fodder, Resale, Farm operation, Bullocks

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INTRODUCTION

The marketing of livestock is of prime importance in rural areas which, requires good organized and independent cattle markets. But, in India mostly it is combined with the general agricultural marketing activities. There are large number of middlemen functioning in such market they charge with exorbitant manner which leads to wide spread of price in marketing of cattle. Therefore, proper organization for marketing of livestock and livestock products is of great importance for the successful development of cattle industry, as it provides necessary incentive to the cultivators to adopt better methods of cattle husbandry.

Cattle markets are mostly under the control of Agriculture Produce Market Committee (APMC). But the facilities provided by them are not sufficient, in respect of middlemen control, other facilities like animal shed, water arrangement, fodder availability etc. hence, the sellers and purchasers have to face too many problems while marketing of cattles.

Correspondence to:

R.R. SHELKE, Department of Animal Husbandry and Dairying, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, AKOLA (M.S.) INDIA

Authors' affiliations:

S.D.CHOPADE,, S.D.CHAVAN, K.U.BIDWE AND M.B. DURGAWALE, Department of Animal Husbandry and Dairying, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, AKOLA (M.S.) INDIA

In India there are 6500 agricultural produce market committees. In Maharashtra there are 285 agricultural produce committees and 593 sub markets, out of which there are 292 livestock markets. In Akola district there are seven agricultural produce market committees controlling the cattle marketing activities. Out of these four cattle market were selected for study. As there are several problems about marketing which are to be faced by sellers and purchasers hence the study was undertaken to suggest suitable recommendations to improve the situation and to solve the problems they are facing.

The present investigation was undertaken with the objectives to study the general trade practices, the cost of bullocks, the constraints in marketing of bullocks and the marketing of crossbred bullocks.

MATERIALS AND METHODS

the present investigation was undertaken by collecting the information from bullock sellers and purchasers in Akola district of Maharashtra state in 2007. Data were collected from Akola, Akot, Chohatta bazaar and Murtizapur Tahsils of the district by personal interview of 25 sellers, 25 purchasers and 25 brokers from each market *i.e.* 100 sellers, 100 purchasers and 100 brokers and by filling the questionnaire.

The information was collected by survey method from each market on the market day of four markets in the month