Marketing of bullocks in Amravati district

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ABSTRACT : There are too many difficulties in bullock marketing which are faced by farmers and hence the study was planned. Four cattle markets from Amravati district were selected and these are Chandur Bazar, Badnera, Sendurjana and Paratwada. The data were collected by simple interview method after making three visits to each market. Majority of medium land holders were involved in the sell and purchase of bullocks and their bullocks because of financial and fodder problems. 70.45 per cent purchasers expressed about need of bullock for field operation. Majority of sellers and purchaser preferred non-descript and white coated bullocks. Adult bullocks were preferred by sellers (59.09 per cent) and purchaser (47.72 per cent) in bullock marketing, 84.09 per cent sellers brought their bullocks to the market on the day of market. Majority of sellers and purchasers adopted seller-broker-purchaser channel, following by direct channel and through friends and relatives channels. In all the markets, broker was the need for negotiate the price and for searching customers and bullocks. In all markets of Amravati district sellers and purchasers expressed middleman was the major problem in marketing of bullocks. Majority of sellers and purchasers did not like to prefer crossbred bullocks problem in Amravati district.

KEY WORDS : Marketing of bullocks, Customers, Sellers and purchasers, Middleman, Non-descript bollocks, Crossbred bullocks

HOW TO CITE THIS PAPER : Darekar, V.N., Gubbawar, S.G, Shelke, R.R. and Chavan, S.D. (2012). Marketing of bullocks in Amravati district, *Res. J. Animal Hus. & Dairy Sci.,* **3** (1) : 25-29.

INTRODUCTION

In India draft animals are very important. Draft animal marketing has attained as tremendous importance in rural areas. For proper marketing of draft animals requires good organized and independent cattle markets which are required but unfortunately, in India livestock marketing is combined with the general agricultural marketing activities. The cattle and bullocks are disposed off through local markets. Presently, there is a long chain of middlemen in marketing channels which is very harmful to both sellers and purchasers as the price received by sellers and the amount paid by purchasers is affected *visa vis.* due to middlemen's the large number of middlemen's working in such markets charge with exorbitant manner which leads to wide spread of price in marketing of cattle. Hence, finally farmers by both way *i.e.* in the role of purchasers and sellers are exploited by malpractices of middlemen.

It is hoped that the information proved by this investigation will be equally useful to businessman engaged in all stages of marketing of bullock and producers who seek marketing services on most economical term. The data will be useful for development of animal husbandry and marketing committee in general and improving the economic prospects of cattle producers and traders in particular by reducing the excess marketing cost and avoiding mal practices through middleman and agents.

MATERIALS AND METHODS

The present investigation was undertaken by collecting the information from bullock sellers and purchasers in Amravati district of Maharashtra state. Data were collected by personal interview and by filling questionnaire. The district is situated in the state of Maharashtra.

Agricultural produce market committees controls the total cattle markets of Amravati district, out of which randomly four markets (Chandur Bazar, Badnera, Sendurjana and Paratwda) were selected for study which represented whole district as per the geographical spread of the district. 11 seller, 11 purchaser and 11 brokers were selected from each market on random sampling basis and they were interviewed in total 44 sellers, 44 purchasers and 44 brokers.

Keeping in view the objectives of study, the data were

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