India is basically a rural oriented and land based with 76.27 per cent of rural population, being an agricultural country with 1/5th of the world’s population of cattle. The cows are the backbone of the agriculture and play a major role in the rural economy. Most of the poor with small holding of land which is cultivated with the help of the bullocks on which they depend for ploughing, planking, irrigation, manuring, threshing and transport of produce. A cow provides milk and milk products which are the only source of animal protein in vegetarian diet. Farmers whose economy is week, the transport of agriculture products from village to the market is done by bullocks.

Red Kandhari animals impure form and its crosses with Deoni and non-descript are found sporadically in all the seven districts of Marathwada. Red Kandhari is a medium sized strong and robust animal. The body is compact squarely built but not massive well proportionate limbs. The colour is uniform, deep dark red but variations form a dull red to almost dark brown. Bull as a rule is shade darker than cows. Forehead is broad between eyes and is slightly bulging; ears are long dropping side wise and rounded tips. Eyes are shining with black coloured rounded eyes.

The Red Kandhari breed of cattle in purest form is found in Kandhar, Mukhed, Nanded and Biloli Tahsils of Nanded district and some of other districts like Ahamadpur, Hingoli, Latur, Parbhani district of Marathwada region.

The present study was conducted in Nanded district, in Marathwada region of Maharashtra State in the year of 2011-12 with specific objective to study the utility perception about Red Kandhari cattle by the rearers. From Nanded district Biloli, Kandhar, Mukhed Talukas, were selected for study. From each Taluka, Four villages were selected which were having the considerable population of Red Kandhri cattle. A list of Red Kandhari cattle rearers from these twelve villages was obtained.

Ten respondents from each village were selected randomly for the study comprising the total sample of 120 respondents. Mean, percentage, standard deviation, correlation coefficient were used for the research study.

Majority of cattle rearers (100.00 %) were reported to face the constraints in shortage of grazing land throughout the year and also in rainy season. As regards to the shortage of fodder to cattles was also the major constraint faced by 99.17 per cent of the cattle rearers. 58.33 per cent of the respondents had the constraints in getting veterinary services. 97.50 per cent of the cattle rearers were facing the constraints about getting loan in time and the sufficient amount of loan. Most of the cattle rearers (70.00 %) reported that the butchers and

**ABSTRACT :** The study was conducted in Nanded district in Marathwarada region of Maharashtra state in the year 2011-12 with the objective to study the utility perception about Red Kandhri cattle by the rearers. It is concluded that, the important constraints reported by cattle rearer was constraint of availability of fodder throughout the year and also in the rainy season, shortage of grazing land, constraints about getting loan in time and in sufficient amount, in getting veterinary services, constraints in getting price to cattle at selling due to the butchers and middlemen which create the chain. As regards the cost of veterinary aids and concentrates, 76.68 per cent reported about high cost requirement of veterinary aids. 85.00 per cent of the cattle rearers were facing the constraint of high cost requirement for concentrates of cattle.

**KEY WORDS :** Constraints, Red Kandhari cattle, Utility perception