

## Constraints in Marketing of Cattle in Eastern Dry Zone of Karnataka

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### ABSTRACT

*An ex-post facto research design was adopted to study the constraints in marketing of cattle in eastern dry zone of Karnataka. The study sample comprised of six cattle markets and two annual cattle fairs. Ten sellers and ten buyers from each market and cattle fair were selected randomly. The study revealed that lack of drinking water and lack of transportation facilities were the top two constraints ranked by sellers and buyers in both cattle markets and cattle fairs. Lack of sheds for animals was the least bothering problem for sellers and buyers in cattle market. In cattle fairs, lack of animal shed was felt more serious problem which attributed to longer duration stay in cattle fairs compared to few hours in cattle markets. Steps have to be taken to provide the required basic facilities in cattle market and fair to avoid animal suffering and to improve marketing environment.*

**Key words:** Constraints, Cattle, Market, Karnataka.

### INTRODUCTION

Agriculture and animal husbandry are major sources of livelihood to majority of rural households. Today, India holds the first place in the world in milk production. Milk production increased from 80.5 million tons in 2000-01 to 146.3 million tons with the growth rate of 6.27 per cent during 2014-15 (Annual report, 2015-16). Per capita availability increased to 337 grams per day from 214 grams per day. This increase is owing to increase in bovine population and increase in crossbred animal population. Buffaloes contribute about 55 per cent of the milk production and this production is mostly from

large number of small scale producers. Dairying assures continuous and regular income to large number of farmers. Marketing in livestock sector plays an important role connecting producers and consumers. Presence of regulated market for trade in animals helps in smooth and efficient transactions. The regulated markets are considered to be responsible institutions in discharging all the functions connected with the sale of outputs, keeping in view the overall interest of the farming community and also the ultimate consumers. These institutions are meant to regulate unethical trading practices followed in the marketing of livestock.

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This would help in protecting the interest of both the sellers and buyers and thus it contributes towards the growth of orderly marketing and price stability through effective competition. Efficient functioning of a market is an essential pre-requisite of a sound cattle marketing system to provide remunerable prices to the seller and buyer. India has enormous cattle wealth but due to lack of regulated and efficient markets, production potential is hindered<sup>2</sup>. Keeping all these in view the present study was undertaken to assess the various constraints in marketing of cattle in eastern dry zone of Karnataka.

### MATERIAL AND METHODS

An ex-post facto research design was adopted to study the various constraints faced by sellers and buyers of cattle in eastern dry zone of Karnataka. Five regular cattle markets and two annual cattle fairs were selected for the study. One regular cattle market from each district namely, Chandapur, Chikkaballapur, K G Temple, Mulbagal and Sugganahalli from Bangalore Rural, Chikkaballapur, Tumkur, Kolar and Ramanagar districts, respectively, were selected randomly. Among the cattle fairs, Subramanya cattle fair, Ghati and Siddaganga cattle fair, Tumkur were the larger cattle fairs in the study area, hence they were selected purposively for the study. In each

cattle fair ten sellers, ten buyers and five brokers were selected, randomly. From each selected market ten sellers and ten buyers were selected randomly. A total of 50 sellers and 50 buyers from cattle markets and 20 sellers and 20 buyers from cattle fairs were selected randomly. In total, 70 sellers and 70 buyers constituted as the sample for the study. Through review of literature and expert suggestions, 16 constraints were listed in interview schedule and asked to rank by the market functionaries. Constraints were ranked according to Garrett score.

### RESULTS AND DISCUSSION

#### Ranking of constraints faced by sellers and buyers in cattle markets

Perusal of Table 1 reveals that sellers and buyers ranked lack of drinking water as number one problem, followed by transportation problem, absence of internal roads, cheating by the brokers, lack of fodder and hygiene in market yard. Lack of sheds for animals was the least bothering problem for sellers and buyers in cattle market. The findings of the present study are in consonance with the results of Prabhu and Pandian<sup>5</sup>, Singh *et al.*<sup>7</sup> and Kumar and Meganathan<sup>4</sup> who reported lack of transportation facilities as major constraints.

**Table 1: Ranking of constraints faced by sellers and buyers in cattle markets**

Rank	Constraints	Total Score	Average Score
1	Lack of drinking water arrangements	4287	85.74
2	Transportation problem	3790	75.80
3	Absence of internal roads in the market area	3754	75.08
4	Cheating by brokers	3652	73.04
5	Lack of fodder	3606	72.12
6	Lack of hygiene	3506	70.12
7	High market fee	3341	66.82
8	Lack of parking space	3286	65.72
9	Lack of loading/unloading dock	3274	65.48
10	Absence of farmers rest house	3253	65.06
11	Lack of fencing	3228	64.56
12	Lack of veterinary facilities	3093	61.86
13	Improper drainage	3069	61.38
14	Inadequate area for animal assembly	3016	60.32
15	Uneven/ kaccha floor	2954	59.08
16	Lack of animal sheds	2903	58.06

In case of cattle fairs also number one constraint in marketing of cattle was lack of drinking water facilities for animals (Table 2). Transportation problem, cheating by brokers, lack of animal sheds, inadequate area for

animal assembly, lack of fodder, uneven/kachha floor and absence of farmers' rest house were ranked in decreasing order of severity. High market fee was ranked last.

**Table 2: Ranking of constraints faced by sellers and buyers in cattle fairs**

Rank	Constraints	Total Score	Average Score
1	Lack of drinking water arrangements	1309	65.45
2	Transportation problem	1267	63.35
3	Cheating by brokers	1218	60.90
4	Lack of animal sheds	1095	54.75
5	Inadequate area for animal assembly	1027	51.35
6	Lack of fodder	1010	50.50
7	Uneven/ kaccha floor	991	49.55
8	Absence of farmers rest house	991	49.55
9	Lack of hygiene	983	49.15
10	Lack of parking space	941	47.05
11	Lack of fencing	881	44.05
12	Absence of internal roads in the market area	853	42.65
13	Lack of loading/unloading dock	835	43.95
14	Lack of veterinary facilities	824	41.20
15	Improper drainage	786	41.37
16	High market fee	769	38.45

Water being basic necessity, its inadequacy adversely affects the life. Since bullocks spend considerable time in journey and in market area drinking water is essential, lack of which affects animal adversely. Because of this sellers and buyers ranked lack of water as most important in cattle markets. Transportation facilities facilitate movement of bullocks to and from markets. Transportation problems hinder movement of animal, because of which sellers and buyers ranked it second important. Lack of animal shed was felt more serious problem in cattle fairs than in cattle markets, which attributed to longer duration stay in cattle fairs compared to few hours in cattle markets. Kumar and Suhag<sup>3</sup> and Rooparani<sup>6</sup> also reported lack of drinking water for animals and men as major constraint in cattle marketing.

## CONCLUSION

The study concluded that lack of drinking water and lack of transportation facilities were the top two constraints ranked by sellers and buyers in both cattle markets and cattle fairs. Steps have to be taken to provide the required basic facilities in cattle market and fair to avoid animal sufferings and to improve the marketing environment.

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