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Constraints of buffalo marketing in Nanded district

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Abstract
The present study entitled "Constraints of Buffalo Marketing in Nanded District" of Maharashtra state was undertaken in Loha, Naigaon, Biloli, Nanded buffalo markets of Nanded district. The data was collected from 10 sellers, buyers, brokers of each market. 30% sellers reported poor infrastructure facility followed by 27.5% transportation. While lack of drinking water 25%, middlemen 15% whereas sellers faced undue market charges 2.5%.35% problem of purchasers were faced lack of information about sellers and poor response to loan facilities from APMC and other finance related bank and malpractices by seller were the same 22.5%. While 15% middlemen whereas 0.5% unregulated market.

Keywords: APMC, Nanded, constraints, buffalo, marketing

Introduction
According to 20th livestock census, livestock sector plays an important role in Indian economy. Livestock sector contributes 4.11% to national GDP and 25.6% agriculture GDP. India ranks 1st in world with total buffalo 109.85 million and Maharashtra ranks 3rd in India with its population 5.6 million (Anonymous, 2018) [1]. The major constraints during marketing of buffalo are lack of clean, fresh drinking water arrangement, transportation problems, animal shed, cheating by broker, non-availability of parking space, uncontrolled hygiene and high market fees. However, transportation facilities and fresh drinking water are top two constraints ranked by sellers and buyers in both cattle markets and fairs (Savanur *et al.* 2018) [4]. Cattle fairs and markets are organised without any permanent infrastructural facilities like animal shelters and drinking water arrangements and also people had to spend time at night selling and buying animals under the open sky without adequate light and protection (Vishnu Dev and Harikumar, 2020) [7]. Animals are often found to be in underfed condition due to shortage of feeds and fodder and its higher prices. As a result, it also affects the pricing value of animal and marketing efficiency. To get best price to buffaloes, sellers should be encouraged for preparation of buffaloes systematically. Facilities like watering, sheds, police station, quality refreshment, veterinary aids and sufficient space for parking the vehicles etc., need to create on larger base by market committee which will incentive for more seller and buyer to attract this cattle market transaction of buffaloes (Upale and Lokhande, 2012) [6].

Material and Methods
Selection of markets
Livestock markets mostly controlled by agricultural produce marketing committee (APMC) and Gram panchayat in Nanded district were selected for the study. The four markets selected Naigaon, Biloli, Loha, Nanded represents whole district as per the geographical area of the Nanded district.

Selection of sellers, purchasers and brokers
Sellers, purchasers, brokers were each ten in number selected on random sampling basis and they were interviewed.

Methods of data collection
The information on marketing of buffaloes in Nanded District was collected through personal survey interview method. For collection of information from sellers, purchasers, brokers and agricultural produce marketing committees the separate interview schedules and questionnaire were designed. The nature of information to be collected from these sources was different from each other. The data was collected from selected four markets on the weekly market days in the month February, March, April and May, 2022 was tabulated.

Method of data analysis
The data collected through personal interviews, was tabulate and statistically analysed by simple tabulation technique as per method of Panse and Sukhatme (1967) [3] and the results

were interpreted.

Result and Discussion
Constraints in buffalo markets

Table 1: Constraints faced by sellers in selected buffalo market

Sr. No.	Constraints	Markets				Total
		Loha	Naigaon	Biloli	Nanded	
1	Transportation	02 (20)	02 (20)	03 (30)	04 (40)	11 (27.5)
2	Poor infrastructure facility	04 (40)	03 (30)	02 (20)	03 (30)	12 (30)
3	Undue market charges	00 (00)	00 (00)	01 (10)	00 (00)	01 (10)
4	Middlemen	01 (10)	01 (10)	02 (20)	02 (20)	06 (15)
5	Unavailability of clean drinking water in market area	03 (30)	04 (40)	02 (20)	01 (10)	10 (25)
6	Total	10 (100)	10 (100)	10 (100)	10 (100)	40 (100)

Figures in parentheses indicates percentage

The data obtained through personal interviews of sellers and purchasers was presented in the Table (1.)
The observation on constraints faced by sellers indicated that poor infrastructure facility was major and foremost constraints faced by buffalo seller (30%) followed by transportation is major concern to long distance market like Loha, Naigaon, Biloli, Nanded was second major constraint (27.5%). While lack of drinking water (25%) ranked as third major constraints in market. Whereas middlemen (15%) ranked as fourth constraints and seller faced undue market

charges (2.5 percent) in all selected markets of Nanded district. The findings of study similar with Vishnu Dev and Harikumar (2020) [7] reported that cattle fairs and markets are organized without any permanent infrastructure facility like animal shelters and drinking water arrangement and also people had spent time at night selling and buying animal under the open sky. Das *et al.* (2016) [2] reported that lack of infrastructure, inadequate feeds and fodder availability at fair, difficulty in transportation, lack of sanitation, lack of security, lack of market information.

Table 2: Constraints faced by purchaser in selected buffalo market

Sr. No	Constraints	Markets				
		Loha	Naigaon	Nanded	Biloli	Total
1	Malpractices by seller	02 (20)	01 (10)	02 (20)	04 (40)	09 (22.5)
2	Lack of loan facilities	03 (30)	02 (20)	03 (30)	01 (10)	09 (22.5)
3	Lack of information about sellers	04 (40)	03 (30)	03 (30)	04 (40)	14 (35)
4	Unregulated market	00 (00)	01 (10)	01 (10)	00 (00)	02 (05)
5	Middlemen	01 (10)	03 (30)	01 (10)	01 (10)	06 (15)
	Total	10 (100)	10 (100)	10 (100)	10 (100)	40 (100)

Figures in parentheses indicates percentage

While collecting the information from the purchasers it was noticed that purchasers faced problems i.e. malpractices by sellers, lack of loan facilities, lack of information about sellers, unregulated market, middlemen.
From above result it was found that lack of information about seller facilities is major constraints in purchasing buffaloes in market (35%). While lack of loan facilities, malpractices by seller was the same (22.5) and second major constraints faced by buffalo purchaser. Middlemen (15%) was the third major constraints faced by buffalo owner. and unregulated markets (05%) was fourth major constraints in purchasing buffalo in all selected markets. The findings of study are similar with Singh *et al.* (2014) [5] reported that buyers faced lack of information about sellers is one of the most severe problems in the markets. Information about price does not flow properly between sellers and buyers.

Conclusions
The present study entitles "Constraints of Buffalo Marketing in Nanded District" of Maharashtra state. It was concluded from the result of this study it was observed that seller reported that poor infrastructure facility problem (30%) and transportation (27.5%), unavaibility of clean drinking water (25%) in four livestock markets in Nanded District. While maximum purchasers faced maximum lack of information about seller is major constraints in purchasing buffaloes in market (35%). While loan facilities, malpractices by seller are the same (22.5) second major constraints faced by buffalo purchaser where as middlemen (15%) was the other major constraints faced by buffalo owner and unregulated markets

(05%). To overcome these constraints suggested that steps must be taken by authorities for regularization of market facilities.

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