



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(12): 852-854
© 2023 TPI
www.thepharmajournal.com
Received: 15-10-2023
Accepted: 21-11-2023

Maheboob Ali
Veterinary Officer, Frigerio
Conserva Allana Pvt Ltd,
Zaheerabad, Telangana, India

Channappagouda Biradar
Associate Professor and Head,
Department of VAHEE,
Veterinary College, Bidar,
Karnataka, India

Prakashkumar Rathod
Associate Professor, Directorate
of Extension, KVAFSU, Bidar,
Karnataka, India

Biradar Satish Chandra
Associate Professor and Head,
Department of LPM, Veterinary
College, Bidar, Karnataka, India

Meenaxi
Veterinary Officer, Frigerio
Conserva Allana Pvt Ltd,
Zaheerabad, Telangana, India

Shweta SK
Assistant Professor (CTR),
Department of Clinical Complex,
Veterinary College, Gadag,
Karnataka, India

Anant Rao Desai
Chief Veterinary Officer,
Frozen Semen Collection Centre,
Munirabad, Karnataka, India

Corresponding Author:
Maheboob Ali
Veterinary Officer, Frigerio
Conserva Allana Pvt Ltd,
Zaheerabad, Telangana, India

Stakeholder's constraints in goat and chevon marketing in Kalyana Karnataka region of Karnataka

Maheboob Ali, Channappagouda Biradar, Prakashkumar Rathod, Biradar Satish Chandra, Meenaxi, Shweta SK and Anant Rao Desai

Abstract

The present study was conducted to know the various constraints faced by different stakeholders in marketing of goat as well as chevon. An ex-post facto research was conducted in Bidar and Kalaburagi districts of Kalyana Karnataka. Three markets from each district and 10 sellers, 10 buyers/butchers and 5 middlemen from each selected market were selected, making a sample size of 60 sellers, 60 buyers/butchers and 30 middlemen. The data was tabulated and analyzed using simple statistics. Major constraints of goat farmers were low market price, exploitation by middlemen and unscientific methods of price fixation. Constraints faced by middlemen were disease prevalence in goats, problems in transportation and regulations in animal market. Major constraints of butchers were exploitation by middlemen, transportation regulations and disease prevalence in goats. Study concluded that training programmes to be implemented for scientific goat management and scientific slaughter practices and scientific price fixation should be encouraged.

Keywords: Goat markets, market price, scientific management, slaughter practices, constraints

Introduction

India has largest livestock population (512.05 million) in the world (FAO 2013) [3]; India stands second in goat population with 144.88 million goats contributing 17.93 percent of total livestock GDP. Karnataka state ranks ten in the goat population with 6.17 million goats and contributes 3.55 percent of total goat population of India (20th Livestock Census, 2019) [4]. Kalyana Karnataka has seven districts viz., Bidar, Kalaburagi, Yadgir, Raichur, Koppal, Bellary and Vijaynagar and has total livestock population of 72,86,128 i.e. 24.01 percent total Karnataka's livestock population (20th Livestock Census, 2019) [4]. Total goat population of Kalyana Karnataka is 15, 20,693 i.e. 24.64 percent of total Karnataka's goat population (20th Livestock Census, 2019) [4]. Market constraints are the factors that hinder the price and promotion of goat meat. Major constraints reported in marketing are low market price, exploitation by middlemen, poor market infrastructure, non availability of market information, problems in transportation, disease prevalence in goats, unscientific method of price fixation, low demand for stored meat and lack of incentives for modernization and hygienic slaughter. To overcome these constraints provisions should be made by governments and other stakeholders in the agricultural sector to access institutional credit through microfinance institutions and commercial banks sources. This could enable farmers to embark on large scale goat farming projects, obtain good quality breeding animals to increase production and profitability. Also, small size modern slaughterhouses to be established to provide technical knowledge. Goat farmers can earn the best profit through commercialization of goat production (Baruwa, 2013) [1].

Materials and Methods

Kalyana Karnataka has seven districts namely Bidar, Kalaburgi, Yadgir, Raichur, Koppal, Bellary and Vijaynagar. Among these seven districts an ex-post facto research was conducted in Bidar and Kalaburagi districts of Kalyana Karnataka. Three markets from each district and 10 sellers, 10 buyers/butchers and 5 middlemen from each selected market were selected, making a sample size of 60 sellers, 60 buyers/butchers and 30 middlemen. A semi structured interview schedule consisting most common constraints faced by goat rearers, middlemen and butchers was constructed in local language (Kannada) and administered in three-point continuum viz., most serious, serious, and least serious, each of the selected respondent were interviewed personally by the investigator.

Based on their responses frequency and percentage calculated to infer the results.

Results and Discussion

Constraints in Goat Marketing in Kalyana Karnataka

Data on constraints in live goat marketing as expressed by the livestock farmers and middlemen was collected along with the data on constraints in chevon marketing expressed by the butchers. The data thus collected under three-point continuum format was analyzed and the constraints were ranked and presented in the tables and explained in the subheadings below.

Perceived constraints of goat rearers

Careful observation of Table 1 revealed that the major constraints in live goat marketing faced by goat farmers were “low market price” (Avg. scores 2.35, I), followed by “exploitation by the middlemen” (Avg. scores 1.98, II), “unscientific methods of price fixation” (Avg. scores 1.75, III), “disease prevalence in goats” (Avg. scores 1.67, IV), “unorganized markets” (Avg. scores 1.63, V), “non availability of market information” (Avg. scores 1.60, VI), “problems in transportation”(Avg. scores 1.58, VII), “poor market infrastructure”(Avg. scores 1.53, VIII), “lack of space in the market” (Avg. scores 1.52, IX) and “high market fee” (Avg. scores 1.00, X).

Similar findings have been revealed by Kumar *et al.* (2010)^[6] who reported high middlemen’s margin, pricing inefficiency, poor participation of farmers in the market, considerable transit losses, lack of access to market information, poor market infrastructure, no focus on food safety issues and no mechanism for regulation, monitoring and ensuring transparency in the livestock markets were the constraints of goat famers.

Perceived constraints of the middlemen

Careful observation of Table 2 revealed that the major constraints in live goat marketing faced by middlemen were

“diseases prevalence in goats” (Avg. scores 1.77, I), followed by “problem in transportation” (Avg. scores 1.63, II), “regulation in animal market” (Avg. scores 1.53, III), “lack of continuity in animal supply”(Avg. scores 1.43, IV), “non availability of market information”(Avg. scores 1.33, V), “high market fee”(Avg. scores 1.27, VI), “non availability of fodder in market”(Avg. scores 1.23, VII), “poor market infrastructure”(Avg. scores 1.13, VIII), “lack of space in the market”(Avg. scores 1.10, IX) and “unorganized markets”(Avg. scores 1.07, X). The results are also contrary with findings of Jadhav *et al.* (2022)^[5] reported that Malpractices by sellers, Lack of loan facilities, need regulated markets and middlemen problem while purchasing of goat in selected markets.

Constraints perceived by the butcher

Table 3 revealed that the major constraints in chevon marketing faced by butcher were “exploitation by middlemen” (Avg. scores 2.55, I), followed by “transport regulations” (Avg. scores 2.03, II), “disease prevalence in goats” (Avg. scores 1.65, III), “problem in transportation” (Avg. scores 1.53, IV), “low demand for stored meat” (Avg. scores 1.43, V), “non availability of proper meat storage facility” (Avg. scores 1.38, VI), “non availability of low cost technology for slaughter” (Avg. scores 1.35, VII), “poor management by farmers” (Avg. scores 1.17, VIII), “unorganized market” (Avg. scores 1.13, IX), “poor markets infra structure” (Avg. scores 1.10, X), “regulation in animal slaughter” (Avg. scores 1.08, XI), “lack of credit facility”(Avg. scores 1.07, XII), “lack of incentives for modernization and hygienic slaughter” (Avg. scores 1.05, XIII), “lack of skilled labours” (Avg. scores 1.03, XIV) and “lack of market information” (Avg. scores 1.02, XV). The findings are in line with the Dineshkumar *et al.* (2020)^[2] reported that demand fluctuation, improper supply of animals, lack of storage facilities, insufficient skilled labour, delay in sale of meat and lack of drainage facilities.

Table 1: Constraints in live goat marketing - opinion of goat farmers

Sl. No	Constraints	MS	S	LS	Weighted mean score	Rank
		f	f	f		
1	Low market price	32	17	11	2.35	I
2	Exploitation by the middlemen	11	37	12	1.98	II
3	Poor market infrastructure	10	12	38	1.53	VIII
4	Non availability of market information	12	12	36	1.6	VI
5	Unscientific methods of price fixation	16	13	31	1.75	III
6	Unorganized markets	12	14	34	1.63	V
7	Diseases prevalence in goats	14	12	34	1.67	IV
8	Problems in transportation	9	17	34	1.58	VII
9	Lack of space in the market	10	11	39	1.52	IX
10	High market fee	0	0	60	1	X

Table 2: Constraints in live goat marketing - opinion of middlemen

Sl. No	Constraints	MS	S	LS	Weighted mean/score	Rank
		f	f	f		
1	Poor market infrastructure	1	2	27	1.13	VIII
2	Non availability of market information	3	4	23	1.33	V
3	Unorganized markets	0	2	28	1.07	X
4	Diseases prevalence in goats	10	3	17	1.77	I
5	Problems in transportation	8	3	19	1.63	II
6	Lack of space in the market	0	3	27	1.1	IX
7	High market fee	2	4	24	1.27	VI
8	Lack of continuity in animal supply	5	3	22	1.43	IV
9	Regulations in animal market	6	4	20	1.53	III
10	Non availability of fodder in market	2	3	25	1.23	VII

Table 3: Constraints faced by butcher

Sl. No	Constraints	MS	S	LS	Weighted mean score	Rank
		f	f	f		
1	Poor management by farmers	2	6	52	1.17	VIII
2	Diseases prevalence in goats	14	11	35	1.65	III
3	Lack of market information	0	1	59	1.02	XV
4	Exploitation by middlemen	40	13	7	2.55	I
5	Poor market infra structure	1	4	55	1.1	X
6	Unorganized market	2	4	54	1.13	IX
7	Problems in transportation	11	10	39	1.53	IV
8	Non availability of low cost technology for slaughter	6	9	45	1.35	VII
9	Lack of skilled labours	0	2	58	1.03	XIV
10	Non availability of proper meat storage facilities	8	7	45	1.38	VI
11	Low demand for stored meat	9	8	43	1.43	V
12	Lack of incentives for modernization and hygienic slaughter	1	1	58	1.05	XIII
13	Lack of credit facility	1	2	57	1.07	XII
14	Regulations in animal slaughter	1	3	56	1.08	XI
15	Specify if any other	25	12	23	2.03	II

Conclusion

Major constraints of goat farmers are low market price, exploitation by middlemen and unscientific methods of price fixation. Constraints faced by middlemen are disease prevalence in goats, problems in transportation and regulations in animal market. Major constraints of butchers are exploitation by middlemen, transportation regulations and disease prevalence in goats.

References

1. Baruwa OI. Empirical analysis of costs and returns to goat production under tropical conditions. *J Livest. Sci.* 2013;4(1):44-50.
2. Dineshkumar S, Bardhan D, Kumar S, Kannadhasan MS, Kumar N. Stakeholder's constraints in goat marketing and meat value chain in Tamil Nadu. *Indian J of Small Rum.* 2020;26(2):230-236.
3. FAO. Consumption, F.C.W.A.M., per Capita, Livestock and Fish Primary Equivalent; c2013.
4. GoI. 20th Livestock census report of 2019, Department of Animal Husbandry Dairying, New Delhi. *Indian j Agric. Mark.* 2019;23(3):408-415.
5. Jadhav SB, Shinde AT, More NM. Goat marketing constraints and its suggestions in Satara district. *J Pharm. Innov.* 2022;11(1):12-14.
6. Kumar S, Kareemulla K, Rao CR. Goat marketing system in Rajasthan. *Indian J Agric. Mark.* 2010;23(3):408-415.