

Marketing Of Buffalo, Cow And Goat In Eastern Uttar Pradesh

Anil Kumar Singh*
Anand Kumar Singh**

INTRODUCTION

A large number of cattle, buffaloes, small ruminant (goat, sheep, pig, poultry birds) change hands through livestock fairs held in different districts of U.P. In the recent past there has been an increasing recognition of the need in Uttar Pradesh state for an efficient marketing system for sustaining and accelerating the cattle production and for protecting the interest of the producers. However, there is scanty knowledge of structure, conduct and performance of cattle marketing and thus policy decisions are based on incomplete assessment of the existing situation. The Uttar Pradesh state organises a large number of cattle markets which serve both as assembling and distributing centres. The cattle fairs are held half yearly, quarterly and few of them monthly also. Before 1970 most of the cattle fairs in the state were being organised by Panchayat Samiti/Zilla Parishad. But after that, the state government has taken the control over the organisation of cattle fairs. Keeping in view the above facts, this paper aims to study the structure of cattle fairs, marketing agencies and arrival and disposal of animals.

RESEARCH METHODOLOGY

In the eastern region, two districts were selected on the basis of the highest livestock population. Four important cattle fairs in the study area were selected to study the arrivals and sales pattern of livestock. Thus, two cattle markets have been selected in Ghazipur to study the cattle and buffaloes marketing pattern and two cattle fairs were selected in Sultanpur district to study the marketing pattern of small ruminants. Primary data regarding arrivals and sales pattern of livestock in various cattle fairs collected for the year 2017 were used for this study.

*Department of Agricultural Economics, Udai Pratap College Varanasi 221002

RESULTS AND DISCUSSION

Marketing Agencies of Animals :

One of the characteristics is the assembling and distribution of animals and for this purpose wide variety of agencies are involved. The classification of the agencies for live animals is necessarily an arbitrary one. The importance of various types of agencies varies from area to area. Also, the terminology and operations of the various agencies differ. However, the different agencies involved in assembling and distribution of cattle and buffaloes are classified as follows on the basis of the nature of their functions: The producers category is again divided into two groups.

(i) Professionals Producers/ Breeders –

They are mainly engaged in the breeding of cattle and buffaloes as a major profession for their livelihood. They rear animals for the marketing purposes. This is the dominating class of sellers in the cattle market throughout the state. However, most of the cattle were brought from other states like Haryana, Punjab and Rajasthan.

(ii) Cultivator Producers –

This class of producers mostly keep the animals for their domestic purposes and also as their side-business. They generally purchase young cattle and buffaloes and rear them with possible care. Some times, the animals are purchased from different markets and used for time being and they sell the same animals/cattle in the next fair or next year. As such they perform both the job of sellers and buyers in the cattle fairs.

Wholesale Dealers –

The whole sale dealers come from various parts of the country and belong to different communities. They are from within the state as well as out side the state like from Haryana, Punjab and Rajasthan. They play a dominating role in both as suppliers and buyers in the cattle marketing. They purchase the animals from breeders - sellers and other dealers.

Nomadic/Wanderer Dealers –

These types of dealers also play an important role in the assembling and distribution. Generally this class of dealers deal with all types of animals. Their method of sale is barter as well as cash for which they roam in the village and perform the role of seller and

purchaser. Many of them are also called as “iterant trader” and act as the agents of wholesale dealers. Slaughter Stock Dealers - They purchase animals of inferior quality for slaughter purposes. Mostly they belong to a particular community. They supply the slaughter stock to all the consuming cities and towns in various parts of the country.

Market Functionaries

(i) Brokers - Who are also known as “Dalals” are actively involved in the marketing business. Actually the negotiations are started by them with sellers and buyers tactfully to settle the prices. The number of brokers depends upon the volume of business conducted in a particular fair. A broker is required to pay license fees which provides him the recognition to operate in a specified cattle fair and imposes certain moral obligations and bindings for honest dealings. They are authorised to charge one per cent of the sale price of animal as brokerage from the seller. Cattle fair officer or concerned Inspector of the fair, in order to restore the confidence of the dealers and other agencies concerned, keeps a regular check on dishonest brokers.

(ii) Mela Pramukh - The Pramukh, are the helpers of the cattle fair officer and play very important role in the organisation and administration of cattle fair. They are mostly appointed on daily wages and are paid according to the volume of business of the fair.

(i) Registration Certificate Writer - He is commonly known as “Parchi writer” or slip writers. These are appointed on commission basis according to the requirement of the cattle fairs. Their duty is to enter the details of the transaction and receive Rs10.0% per slip as their commission. However, they charge more than the prescribed fee. These registration certificate writers are approved by the Government and are required to deposit a security of Rs.3500.

(ii) Cash Dealer - When the transactions are registered both the buyers and sellers stand in the need of some change of rupees to pay the commission charges. The cash dealers help in supply of the required charge to both the parties. They are appointed on commission basis. The cash dealers have to give a personal security of Rs. 4500 in the form of an affidavit. They are appointed on daily wages and their wage rate depends upon the income of the fair.

(iii) Contractors - The contractors are appointed for providing the tents, light and other facilities to help the dealers in the fairs. They are

paid by the cattle fair authorities and their selection for, providing these services, is made through closed tender method.

(iv) Other Persons - Water man, Chowkidars and Sweepers are also engaged in cattle fair to provide the necessary facilities to the dealers. Officials from veterinary, health and police departments also help the fair authorities in looking after the animals, public health and safety from- cheaters.

Income and Expenditure of Cattle Fair

The income and expenditure of cattle fairs depend on several factors like size of fair, management, season, location, prices of animals and numbers of transactions. The sources of income and items of expenditure of the cattle fair are as follows:

Source of Income of Cattle Fairs

1. Registration fee from purchasers and sellers
2. Broker’s fee
3. Fines and Toll tax Expenses incurred in holding, controlling and managing cattle fairs

Expenditure

1. Payment of salaries and allowances of persons employed in connection with the cattle fairs
2. Expenses on arranging cattle fairs
3. Payment of fee for auditing of accounts of the funds

Staffing Pattern of Cattle Fairs

The regular staff which includes one cattle fair officer, one Cattle Fair Inspector, one Accountant, one Field Publicity Assistant and one Peon at each circle head are appointed by the State government. Besides these staff members, daily paid workers are also engaged according to need of the fair. Similarly, other helpers and contractors are engaged from time to time to meet the requirement of the fair.

Arrivals and Disposal of Animals in Various Hat / Faith

The information regarding the arrivals and disposal of various animals like cows, and buffaloes were obtained monthly from the office of animal husbandry department and Cattle fair Officers of concerned area i.e. Ghazipur and Sultanpur district.

Month wise arrivals and disposals of the animals in Ghazipur district are presented in Table 1. The table indicate that the overall arrival of livestock was maximum (3658) in the month of June and

minimum (1808) in the month of November. The transaction of livestock depicts the same pattern. The overall transaction was found during the year was 24.921er cent. The maximum number of cows and buffaloes arrivals were in the month of June (583 and 2017) and minimum number of arrival in the month of November (i.e. 283 and 1075) respectively. The maximum number of arrival s during the year was of buffaloes (17669) followed by cows (4716). The number of cows brought and sold in the market ranged between 283 to 583 and in the month of June and 85 to 135 in the month of November Similarly, in the case of buffaloes, the number of arrivals in the market for transactions ranged between 1075 in the month of November to 2017 in the month of June. The number of buffaloes transacted during the cattle fair ranged between 262 in November to 421 in the month of June. The aggregate per cent of transaction of total arrival during the year was 26.23 and 22.10 . per cent cow and buffaloes respectively. Thus the transaction rate was very low. The procedure which followed in the purchase and sale of livestock is based on negotiation between the buyers and sellers and of course, the negotiation based on the prevailing price determined taking into account of quality, age and milk yield of the livestock. The month wise variation in the sale of livestock of the total arrival in the hat was not much pronounced. It ranged between 22.82 per cent in the month of March to 30.04 per cent in the month of October in the case of cows. In case of buffaloes the trend is slightly different. The range of variation in sales pattern was between 20.30 per cent in the month of May to 25.50 per cent in the month of January.

Month wise arrival and sale of cows, buffaloes, r s, sheep and goat in Aligarh district is presented in Table 2. The table shows that during the year, total arrival of livestock was 28643 out of which 31.02 per cent was sold out. Table further revealed that per centage of sale of total arrivals in case of cows, buffaloes, and goat was 25.36, 25.67, and 43.01 per cent, respectively. The maximum transaction was of small ruminants as compared to sale pattern in the case of cattle. The percentage of sale of the total arrivals ranged from 21.14 per cent in June to 30.13 per cent in February. In the case of buffaloes the same pattern of sale was found and it ranged from 22.85 per cent in June to 29.77 per cent in the month of February, the sale of goat of the total arrivals ranged from 34.22 per cent in the Month of July to 50.26 per cent in the month of September.

Marketing Cost of Animals

During the investigation it was observed that in the villages, where maximum number of livestock were transacted they use to follow same norms related to rate of livestock including cow, buffaloes, and goats. The local hat is held at Nayay Panchayat or block levels. Near the mela ground check posts are established well in advance at all the routes leading to the fair -venue. Departmental personnel are posted by the mela officer at the check posts. The animal breeders/farmers are required to enter the fair venue only through the chowkies, after obtaining a red slip (lal chitti) in which his address and category wise animals brought by him are entered. Normally farmers occupy a particular place in the mela ground, though he is free to move with his animals any where in the ground.

The buyers and sellers generally finalise the deal on mutual bargaining basis and once the deal is finalised the details are to be entered on white slip (Safed chitti) obtainable from mela agents. The white slip duly stamped is a legal sale deal between the buyers and seller and contains the name and address of both and also the description of the animal sold along with the sale price. The Table 3 indicates that the charges which is paid by the purchaser was Rs 40.00 per animal while for the small ruminant it was Rs 10 per head/ animal. Once the revenue is collected by the staff appointed by the mela Officer the buyer is free to take the animal out of the fair site. The prices of buffalo depend on the age and lactation. The buffalo in first lactation price is negotiated on ti e basis of milk production i.e. for per liter production of milk Rs 200 to 6250 is usually paid for the transaction of animals. For prices negotiation for the purchase of animals. In the case of cows, usually Rs 5500 to Rs 6500/- is a normal rate having 3.5 litre milk production with a calf. The prevailing rate of small ruminants during the study period in the Sultanpur and Ghazipur district was Rs 1900 to Rs 1950/- for goat desi, Rs3300 to 3350/ - for goat barkeri.

The present system of live animals market organised through cattle fairs, is very much seasonal, but these are important means of marketing of livestock.

CONCLUSIONS & SUGGESTIONS

On the Basis of the Findings it can be Concluded and Suggested that :

1. Provision for Necessary Amenities in the Cattle Fair-

For each cattle fair, permanent mela ground should be purchased and also be provided with the necessary amenities viz. Pucca sheds for animals and dealers. A permanent staff should be appointed who could take care of the mela ground when these are not in use. A boundary wall should also be built to demarcate mela ground and these grounds should be the property of Cattle Fair Cell.

2. Publicity of Cattle Fairs-

Advertisement for the fair should be controlled by the head office and it should be announced through radio, television and news papers. In this way a large amount of money can be saved by different cattle fair circles by advertising separately.

3. Strict Follow up of Rules and Regulations-

Some times irregularities are committed due to absence of cattle fair officer, thus creating a lot of inconvenience to the dealers. It could have been better if the duty is assigned to the cattle fair officer who remains most of the time in the cattle fair.

4. Checking Irregularities in Charges-

To check the irregularities related with the charging more than the prescribed rates of registration fees by the certificate writers, it is suggested that strict action should be taken against them. Besides this, boards or banners showing rates of registration fee etc. should be displayed on the registration window and should be announced on loudspeakers time and again. Special staff may also be appointed to inspect such certificate writers who charge more than the prescribed fee.

5. Other Facilities -

The registration windows should be easily accessible to the buyers and sellers so that they may not face difficulties in getting their transactions registered. Some time, some unlicensed brokers are involved in the transactions and the fear of fraud or any malpractice is there. It is suggested that all the licensed brokers must keep their licensing badge stuck to their shirts so that they could be distinguished from the unlicensed brokers. Some times, lack of shelter for night stay in most of the mela grounds, causes a lot of inconvenience to the cultivation and dealers. Therefore govt. should build pucca sheds in the mela ground.

Table-1 Month wise arrivals and disposal of the animals in Hat/ Ghazipur District

Months	Cow		Buffalo (Milch & Drv)		Overall	
	Arrival	Sold	Arrival	Sold	Arrival	Sold
Jan	350	92 (26.29)	1200	306 (25.50)	1550	398 (25.68)
Feb	352	96 (27.27)	1217	309 (25.39)	1569	405 (25.81)
Mar	355	81 (22.82)	1218	279 (22.91)	1573	360 (22.89)
Apr	383	108 (28.20)	1383	298 (21.55)	1766	406 (22.99)
May	517	123 (23.79)	1892	384 (20.30)	2409	507 (21.05)
Jun	583	135 (23.16)	2017	421 (20.87)	2600	556 (21.38)
Jul	500	123 (24.60)	1900	395 (20.79)	2400	518 (21.58)
Aug	417	114 (27.34)	1642	353 (21.50)	2059	467 (22.68)
Sep	342	95 (27.78)	1650	340 (20.61)	1992	435 (21.84)
Oct	317	90 (28.39)	1300	282 (21.69)	1617	372 (23.01)
Nov	283	85 (30.04)	1075	262 (24.37)	1358	347 (25.55)
Dec	317	95 (29.97)	1175	275 (23.40)	1492	370 (26.29)
Total	4716	1237 (26.23)	17669	3904 (22.10)	22384	5141 (22.97)

Table-2 Month wise arrivals and disposal of the animals in Hat/ Sultanpur District

Months	Cow		Buffalo (Milch & Drv)		Goat		Overall	
	Arrival	Sold	Arrival	Sold	Arrival	Sold	Arrival	Sold
Jan	383	112 (29.24)	1217	320 (26.29)	600	258 (43.00)	2200	620 (31.36)
Feb	385	116 (30.13)	1058	315 (29.77)	617	261 (42.30)	2060	692 (33.59)

Mar	367	98 (26.70)	1183	295 (24.94)	633	298 (47.08)	2183	691 (31.65)
Apr	408	120 (29.41)	1167	295 (25.28)	650	307 (47.23)	2225	722 (32.45)
May	600	138 (23.00)	1567	286 (24.63)	767	338 (44.07)	2934	862 (29.38)
Jun	667	141 (21.14)	1768	404 (22.85)	1000	348 (34.80)	3435	893 (26.00)
Jul	600	140 (23.33)	1542	373 (24.19)	900	308 (34.22)	3042	821 (26.99)
Aug	517	124 (23.98)	1283	340 (26.50)	667	304 (45.58)	2467	768 (31.13)
Sep	417	110 (26.38)	1133	303 (26.74)	567	285 (50.26)	2117	698 (32.97)
Oct	350	93 (26.57)	1017	278 (27.34)	568	273 (48.06)	1935	644 (33.28)
Nov	342	81 (23.68)	950	260 (27.37)	603	265 (43.95)	1895	606 (31.98)
Dec	350	93 (26.57)	1200	304 (25.33)	600	270 (45.00)	2150	667 (31.02)
Total	5386	1366 (25.36)	15085	3873 (25.67)	8172	3515 (4301)	28643	8885 (31.02)

Table-3 Market Rates of Animals (Year 2009-2010)

District/Animals	Price	Marketing cost (Rs./Animals)
1. Buffaloes		
(a) Buffaloes in first lactation	Rs. 6200.00 per liter milk production basis	60
(b) Buffaloes in 2 nd lactation	Rs. 6200.00 per liter milk basis	60
2. Cows	Rs. 5500.00 with 3.50liter milk production and with a calf	60
3. (a) Goat (Deshi)	Rs 1900.00	20
(b) Goat (Barbari)	Rs. 3300.00	20
Sultanpur		
1. Buffaloes		
(a) Buffaloes in first lactation	Rs. 6250.00 per liter milk production	60
(b) Buffaloes in 2 nd lactation	Rs. 6000.00 Per liter milk production basis	60

2. Cows	Rs. 6500.00 with 3 liter milk production and calf	60
3. (a) Goat (Deshi)	Rs. 1950.00	20
(b) Goat (Barbari)	Rs. 3350.00	20
