

# EXISTING MARKETING PATTERN AND SLAUGHTERING SYSTEM OF GOAT IN CHHATTISGARH

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**Abstracts :** This study was conducted on 120 goat keepers selected from twelve villages of Mahasamund district of Chhattisgarh state during the year 2010 to ascertain the existing marketing pattern and slaughtering system of goats. The study reveals that majority of respondents had sold live animal only and sold them at home and most of the respondents had no transport facilities for selling their goats. About 13 per cent of the respondents had been slaughtering their goats of less than 12 months old age and they slaughtered their goats anywhere as per suitability. The price of the live goat rate ranged from Rs. 1500 to 6000 and average rate per goat was Rs. 2725 and range of chevon/ kg rate varied from Rs. 80 to 200 with average rate of Rs. 140/kg.

**Keywords:** Goat rearing, Marketing pattern, Slaughtering system

## INTRODUCTION

**G**oat popularly known as poor man's cow is widely distributed and clearly associated with poor people, their economic contribution is extremely important for the security and livelihood of these people throughout the developing countries. This contribution is varied, and the importance is reflected in terms of revenue generation, cash security and enhanced qualitative human nutrition. The contribution of goat to all the above said is well documented (Devendra, 1992; Kumar and Singh; 1992; Kumar *et al.*, 1986; Naidu *et al.*, 1991; Singh and Ram, 1987).

The total livestock population in the world is estimated at 4435.1 million heads in which current population of cattle, buffaloes, sheep, and goat is around 1355, 174, 1081, and 808 million, respectively. Asian region possesses about 33.61, 96.88, 42.29, and 64.33 per cent and India 13.65, 56.31, 5.79, and 14.87 per cent of the total world's production of the four respective livestock species. The developing countries of the world have about 94.5 per cent of the goats and the developed countries have only the rest 5.5 per cent. India possesses about 124 million goats making 14.87 per cent of the world population stands second to China. Although the population of all livestock species shows increasing trend since 1951, the goat population has increased at a much faster than other in India. The growth rate of goats in India has varied from 0.95 to 5.10 per cent with an average of 3.05 per cent during 1951 to 2005 in spite of about 41 per cent slaughter and about 15 per cent natural annual mortality. The goats around the world contributed 12438.4 TMT of milk, 4562.1 TMT of meat and 985.9 TMT of fresh skins per annum. The Asian region contributed 54.08 per cent of the milk, 75.34 per cent of the meat and 79.91 per cent of the fresh skins of the world production of goats. India produced 2700 TMT of milk, 475 TMT of meat and

130 TMT of skins, 8.5 MT pumina and 400 TMT of manure which make 21.71 per cent of the milk, 10.47 per cent of the meat and 13.15 per cent of fresh skins of the world goat production. The estimated value of different types of goat produces works out to about Rs. 1, 06,335 million per annum.

India stands 8<sup>th</sup> rank in meat production and 3<sup>rd</sup> in goat meat production in the world. Between 1961 and 2006, the total meat production in India increased from 1.69 MT to 6.10 MT (2.23% of total world meat production). The share of goat meat is estimated at 0.475 MT (23 % of total meat). The per capita consumption of meat (8.3kg) is quite low as compared to other developed countries of the world. The goat sector also generates about 5 per cent rural employment and about 20 million families belonging to small and marginal farmers and landless laboures are engaged in goat keeping (FAO, 2006-07).

In India the total goat population is about 124.4 million or 16.20 per cent of global population heads with the annual growth rate of 0.22 per cent (Anonymous, 2006). There are 12 research centers on goat in India (Prasad, 2009). There are 250 commercial goat farms have been established in different parts of the country (Singh, 2007). Goats make important economic contribution in India. The size and magnitude of the contributions have not been adequately assessed. However, a few reports available do justify their claim to equally if not superiority with other livestock. They are so vital to a large human population that their contribution to national economy cannot be over looked.

Keeping this consideration in view, an attempt was made to make an in depth analysis of goats farming in general with the following specific objectives:

To determine the marketing pattern and slaughtering system of goats in the selected villages.

## MATERIAL AND METHOD

The study was conducted in three blocks of Mahasamund District of Chhattisgarh state, viz., Pithora, Basana, and Saraypali. Four villages from each block (Total  $3 \times 4 = 12$ ) were selected purposively. In this way the villages namely Thakurdiya, Bagarpali, Chaukbeda and Durugpali villages from Pithora block, the villages Bhukel, Bitangipali, Chhuhipali and Barpeladih from Basana block and Harratar, Sahajpani, Dudumchuaan and Mohanmuda villages from Saraypali block were selected randomly. 10 goat keepers from each selected villages were taken randomly by using proportional size of sampling techniques.

Therefore, the total sample size for this study was 120 goat keepers. The data were collected with the help of pre-tested structural interview. These information's were measured with the using suitable statistical methods such as frequency, percentage, range and mean (average).

## RESULT AND DISCUSSION

### Marketing pattern

The data regarding existing marketing pattern of goat are presented in the Table 1. The findings indicated that the majority of the respondents (86.67%) had reported that they were selling goats in live only, while only 13.33 per cent had sold live + slaughtered

goats for getting remuneration to meet out their daily needs. Selling of only slaughtered meat (chevon) was nil.

Regarding place of selling of goats, the data revealed that the majority of the respondents (53.33%) were selling of their goats at home, followed by 26.67 per cent of the respondents had sold their goats in the market and only 20 per cent respondents reported that there was no fixed place for selling of their goats.

Regarding ways of selling goats, majority of the respondents (85.84%) were selling their goats by themselves followed by 10.33 per cent and 3.33 per cent of the respondents were selling their goats by other members of family and permanent/ casual labour, respectively.

About optimum age for selling of goats, the data revealed that the maximum number of the respondents (45%) had considered 1  $\frac{1}{2}$  years old age of goats for live selling, followed by 43.33 per cent and 11.67 per cent had considered less than 1 years old and above 1  $\frac{1}{2}$  years old age of goats for live selling, respectively.

Regarding suitable season for selling of goats, majority of the respondents (65%) reported that there was highest selling of goats in summer season, followed by 27.50 per cent and 7.50 per cent of the respondents had reported that the rainy and winter season is suitable for selling of their goats, respectively.

**Table 1:** Distribution of respondents according to their existing marketing pattern of goats

Particulars	Frequency	Percentage
<b>I. Kind of sale</b>		
• Live animal only	104	86.67
• Slaughtered (chevon)	00	00.00
• Live + slaughtered	16	13.33
<b>II. Place for selling</b>		
• No fixed place	24	20.00
• At home	64	53.33
• In the market	32	26.67
<b>III. Ways for selling</b>		
• Self	103	85.84
• Other member of the family	13	10.83
• Permanent/ casual labour	04	03.33
<b>IV. Optimum age for selling of goats</b>		
• < 1 year old	52	43.33
• 1 to 1 $\frac{1}{2}$ year old	54	45.00
• > 1 $\frac{1}{2}$ year old	14	11.67
<b>V. Suitable season for selling</b>		
• Rainy season	33	27.50
• Winter season	09	07.50
• Summer season	78	65.00
<b>VI. Major occasion for selling</b>		
• Bakri Id	16	13.33

• Christmas/ new year	23	19.17
• Holi/ Dashahara	48	40.00
• Others (Chher-Chhera, Sawan, Election, Marriage season, Id-Ul-Fitar etc.)	33	27.50
<b>VII. Transportation facilities</b>		
• No transport facilities	69	57.50
• Rickshaws/ Cycle	46	38.33
• Tempo/ Taxi	03	02.50
• Motor cycle	02	01.67

(n=120)

Regarding major occasion for selling of goats, majority of the respondents (40%) reported that the Holi/ Dashahara were the major occasion for maximum selling of their goats followed by 27.50 per cent, 19.17 per cent and 13.33 per cent of the respondents reported that the other occasions (Chher-Chhera, Sawan, Elections, Marriage season and Id-Ul-Fitar etc.), Christmas/ New year and Bakri Id was the most suitable occasion for the optimum selling of their live goats, respectively.

Regarding transportation facilities, majority of the respondents (57.50%) had no transportation facilities followed by 38.33 per cent, 2.50 per cent and 1.67 per cent of the respondents had used transportation facilities to transport their goats to the market by rickshaws/ cycle, tempo/ taxi and motor cycle, respectively. Acharya and Singh (1992), Ajala *et al.* (2008) and Mohan *et al.* (2007) also found similar findings in their study.

#### Existing slaughtering system

The data regarding existing slaughtering system are presented in the Table 2. Only 16 respondents are involved in slaughtering of goats. Out of total

involved respondents in slaughtering, majority of them (56.25%) considered less than 12 months old age for slaughtering of their goats followed by 31.25 per cent and 12.50 per cent considered 13 to 18 months old and more than 18 months old for optimum age for slaughtering, respectively. As regards to place of slaughtering, 81.25 per cent of the respondents slaughtered their goats in anywhere and 18.75 per cent of the respondents had slaughtered their goats in the slaughtering house.

As regards to member involved in slaughtering, 50 per cent respondents had slaughtered their goats by self followed by 31.25 per cent and 18.75 per cent had slaughtered by other family members and other professional/ hired person, respectively. About 62.50 per cent of the respondents had slaughtered the goats occasionally and similar number of respondents i.e. 18.75 per cent of the respondents had slaughtered their goats regularly and rarely. As regards to rate of live goats, the range varied between Rs. 1500 to 6000 and average rate of per goat was Rs. 2725. About rate of chevon/ kg, the range varied between Rs. 80 to 200 and average rate of chevon/kg was Rs. 140.

**Table 2:** Perception of the respondents about their existing slaughtering system (n = 16)

Particulars	Frequency	Percentage
<b>I. Optimum age for slaughtering</b>		
• < 12 months	09	56.25
• 13 to 18 months	05	31.25
• > 18 months	02	12.50
<b>II. Place for slaughtering</b>		
• In slaughtering house	03	18.75
• Anywhere	13	81.25
• Other's	00	00.00
<b>III. Member involves in slaughtering</b>		
• Self	08	50.00
• Other family member	05	31.25
• Other professional/ hired person	03	18.75
<b>IV. Level of slaughtering</b>		
• Regular	03	18.75
• Occasional	10	62.50
• Rarer	03	18.75
<b>V. Rate of live goats (n = 120)</b>		
• Range	Rs. 1500-6000	
• Average	Rs. 2725	

VI. Rate of chevon/ kg	
• Range	Rs. 80-200
• Average	Rs. 140

## CONCLUSION

On the basis of findings of the study it may be concluded that the majority of the respondents had sold live goats only and sold them at home. Most of the goat keepers considered 1 to 1 ½ years were optimum age for live selling and less than 12 months was the optimum age for slaughtering. Summer season was the highest selling season and holi/ dashahara was the highest selling occasion. For transportation they used mostly rickshaw/ cycle, tempo/ taxi and motor cycle.

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